

The background is a solid orange color with a repeating pattern of stylized keys and kites. The keys are arranged in a grid, with their heads pointing towards the corners and their shafts pointing towards the center. The kites are arranged in a grid, with their points pointing towards the corners and their centers pointing towards the center. The pattern is subtle and serves as a decorative backdrop for the text.

KEYS & KITES

The Breakthrough B2B Agency

Our Work

NEW LOGO & TAGLINE



ALTERNATE LOGO CONCEPTS



BRAND STORY



What makes a great experience?

What makes a recruit feel wanted? What creates confidence... or loyalty... or motivation in a valued employee? What gives a team its sense of purpose and mission? A company their unique culture? There are right answers to these questions, but they are not the same for everyone, in every situation, at every time. **Today, successful organizations must deliver a culture and experience that's, well, personal.**

And the most successful of them will do this with Saba. Because, like no other partner, Saba combines the science of talent management with a dynamic technology experience to deliver a "just for me" Talent Experience – personal journeys for every person, every team, every company. From attracting rock stars, to developing skills, to coaching for growth, to creating a culture that engages and inspires. Give your people and teams the message: Work to your strengths. Work like you envision. Work like it's personal.



KEYS & KITES
The Breakthrough B2B Agency

DESIGN GUIDELINES

Design Guidelines

Photography

Photography is an often-misunderstood medium. It's not just about capturing a moment in time; it's about telling a story. The best photographs are those that evoke an emotion, tell a story, and inspire action. They are the visual language of our culture, and they are the most powerful tool we have to communicate our message.

Photos are the most powerful tool we have to communicate our message. They are the visual language of our culture, and they are the most powerful tool we have to communicate our message. They are the visual language of our culture, and they are the most powerful tool we have to communicate our message.



Design Guidelines

Typography

Saba's primary font family is Proxima Nova.

Proxima Nova Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&*(<>)?;:.,

Proxima Nova Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&*(<>)?;:.,

Proxima Nova Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&*(<>)?;:.,

Proxima Nova Extended
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&*(<>)?;:.,

Design Guidelines

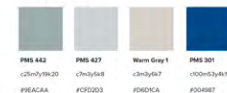
Color Palette

The primary color palette is composed of five colors: blue, green, purple, orange, and gray. These colors are used to create a cohesive and professional look for the brand.

Primary Palette (logo colors)



Secondary Palette



NEW LOGO, NAME & TAGLINE



ALTERNATE LOGO CONCEPTS



Identity | Upside

NAMES, LOGOS & ICON



ALTERNATE LOGO CONCEPTS



KEYS & KITES
The Breakthrough B2B Agency

NEW LOGO



ALTERNATE LOGO CONCEPTS



APP ICONS & SCREENS

LoJack Dealer



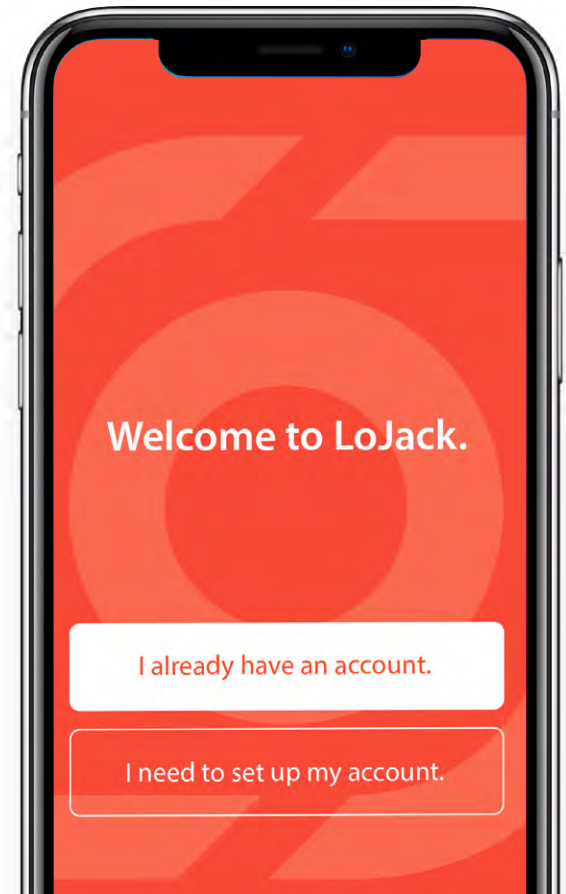
LoJack Consumer

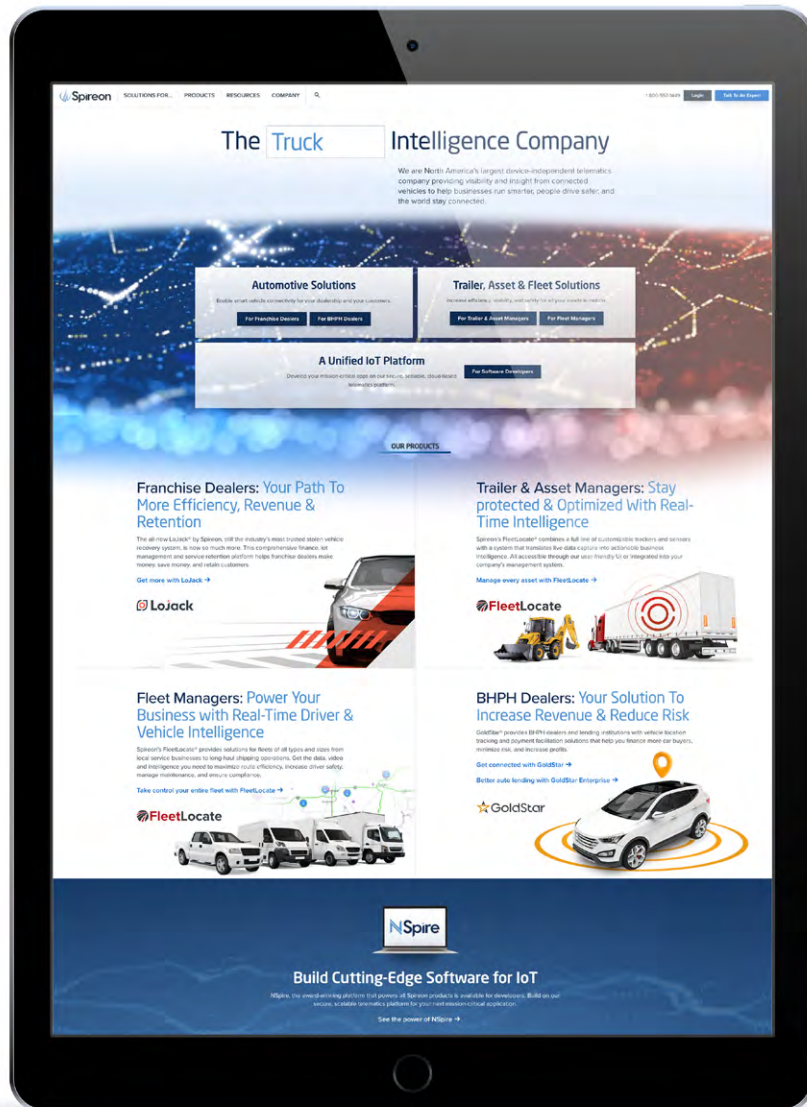


LoJack Go



LoJack App Badges - iOS





Give Drivers Control

With FleetLocate Scorecard mobile, drivers can understand how they are performing, what they're being scored on, and have the tools they need to improve.

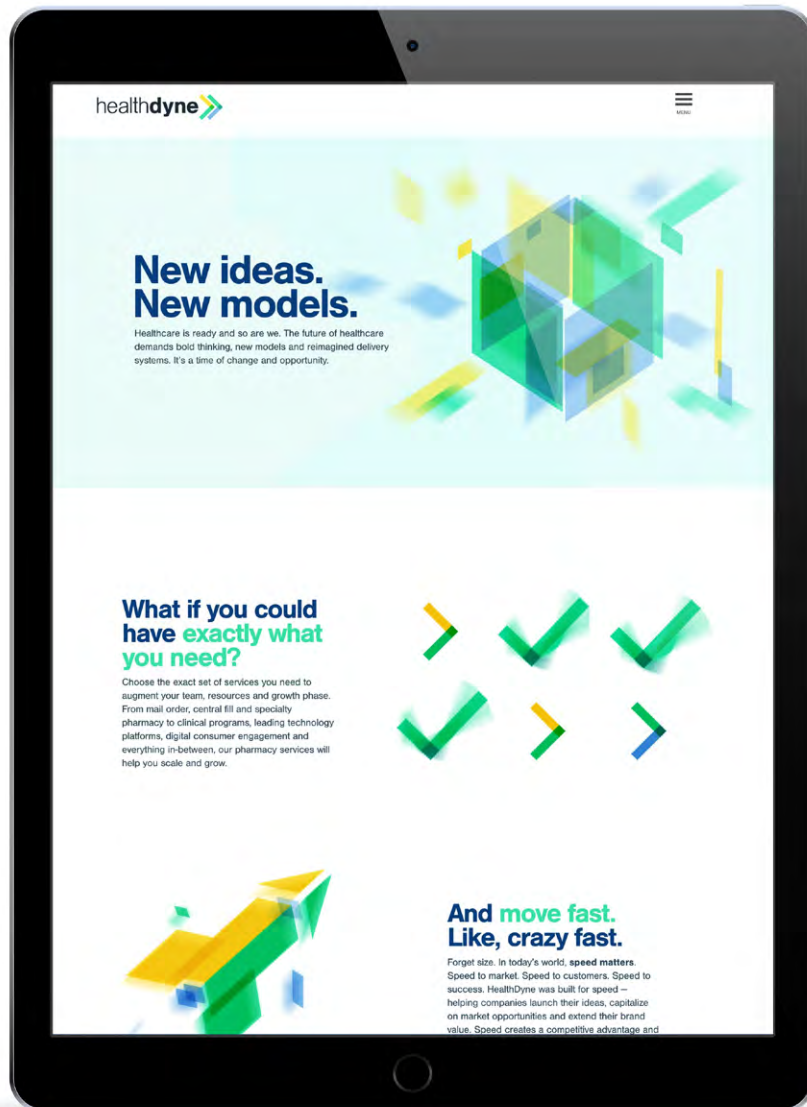


Have Video Proof for Added Safety

With Spireon's AI dashcam for fleets, drivers receive coaching through audio and visual alerts for distracted driving. Additionally, video evidence is available to exonerate drivers of false claims and protect the fleet.



KEYS & KITES
The Breakthrough B2B Agency



Ship medications

We fill and distribute millions of prescriptions each year to patients across the country. Healthcare companies have been coming to us for years, asking for our help getting medication therapies into the hands of their customers.

[GET THE DETAILS](#)

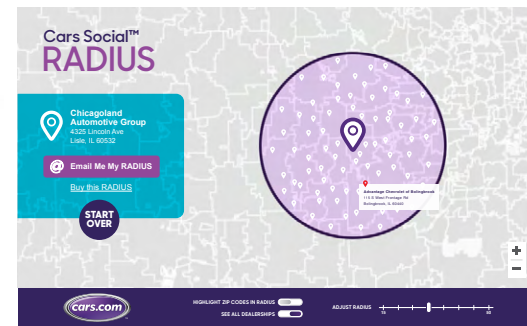
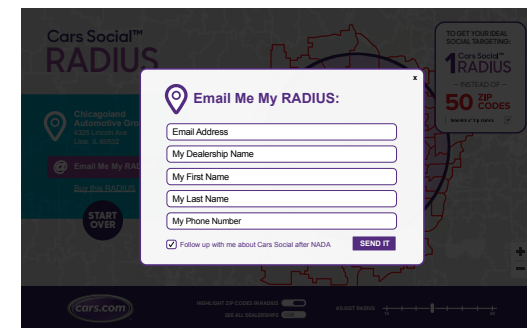
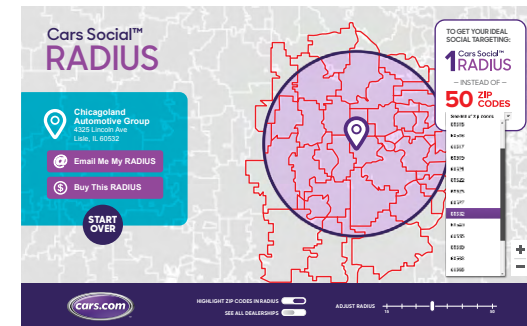
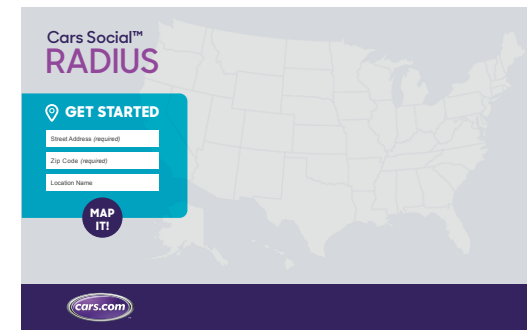
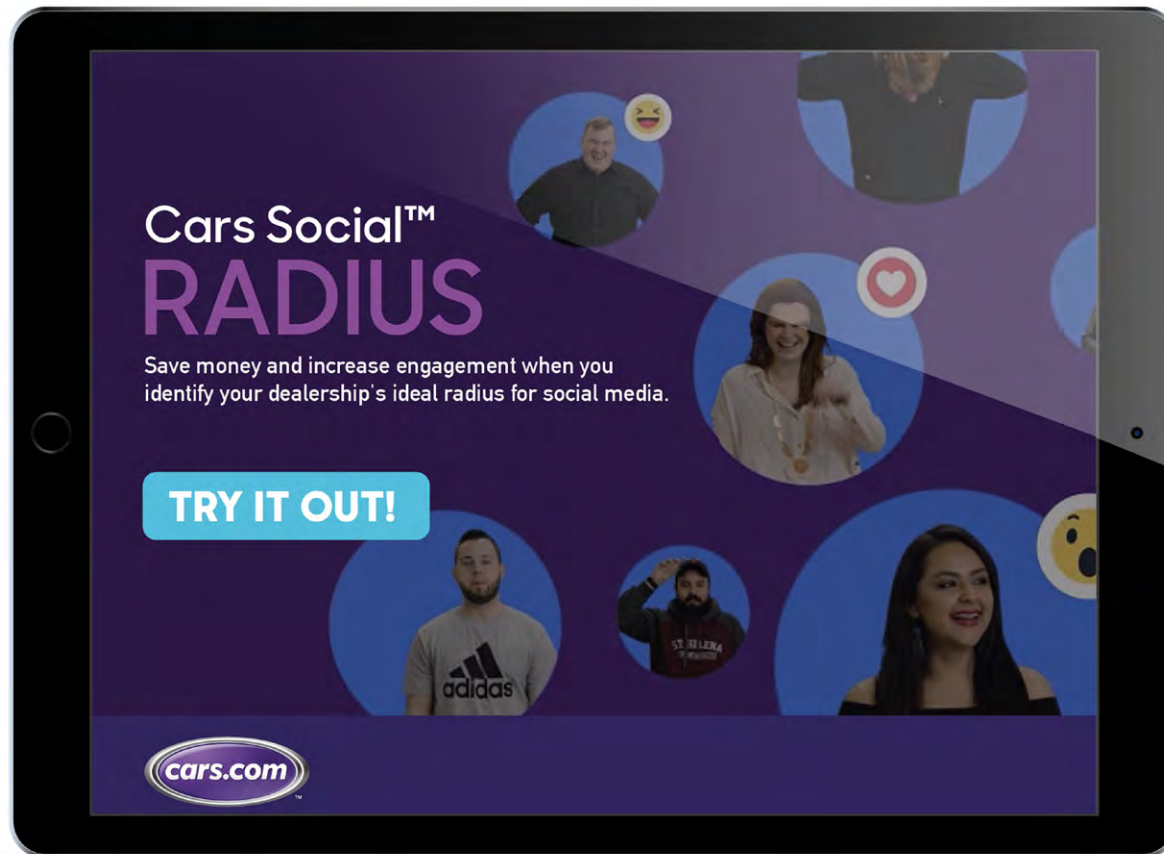
Engage consumers

We maximize the digital touchpoints used by patients throughout their healthcare journey. By leveraging the technologies that consumers use in their daily lives, we streamline and simplify their experience to help increase satisfaction, adherence and loyalty.

[GET THE DETAILS](#)

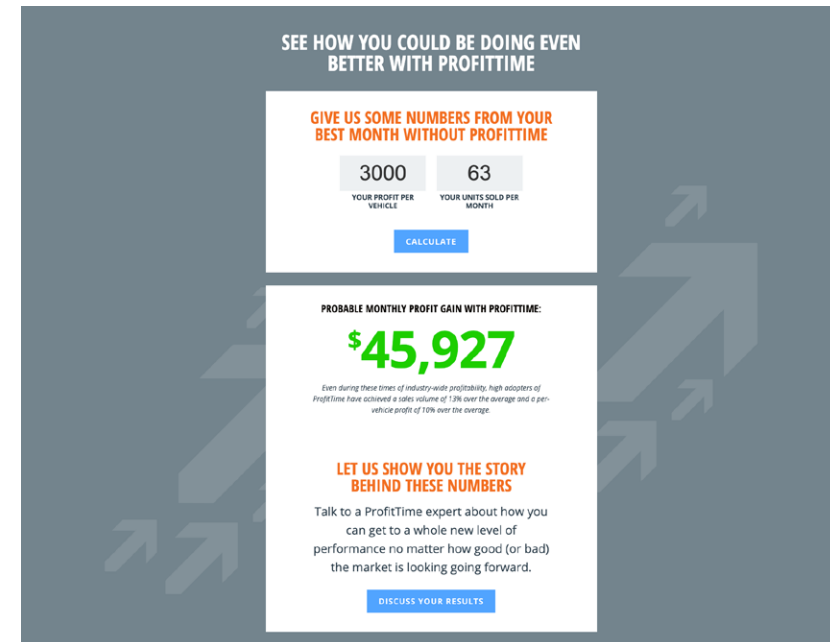
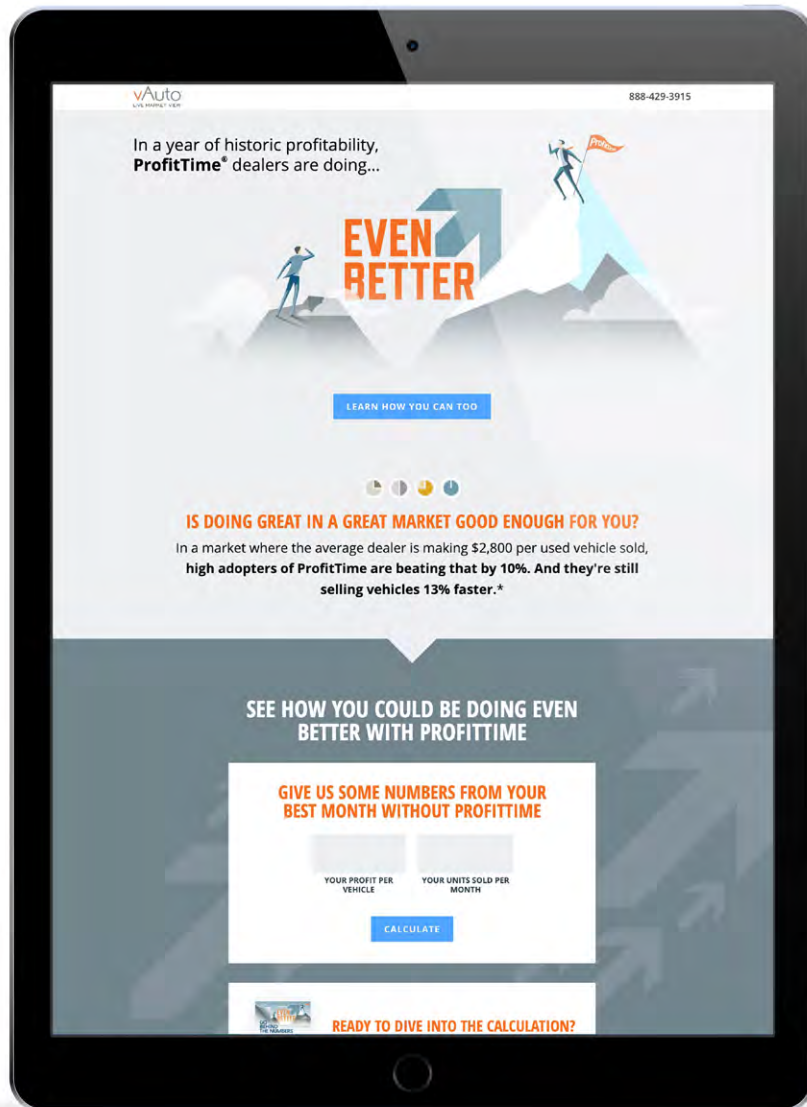
KEYS & KITES
The Breakthrough B2B Agency

Website | Cars Social Radius



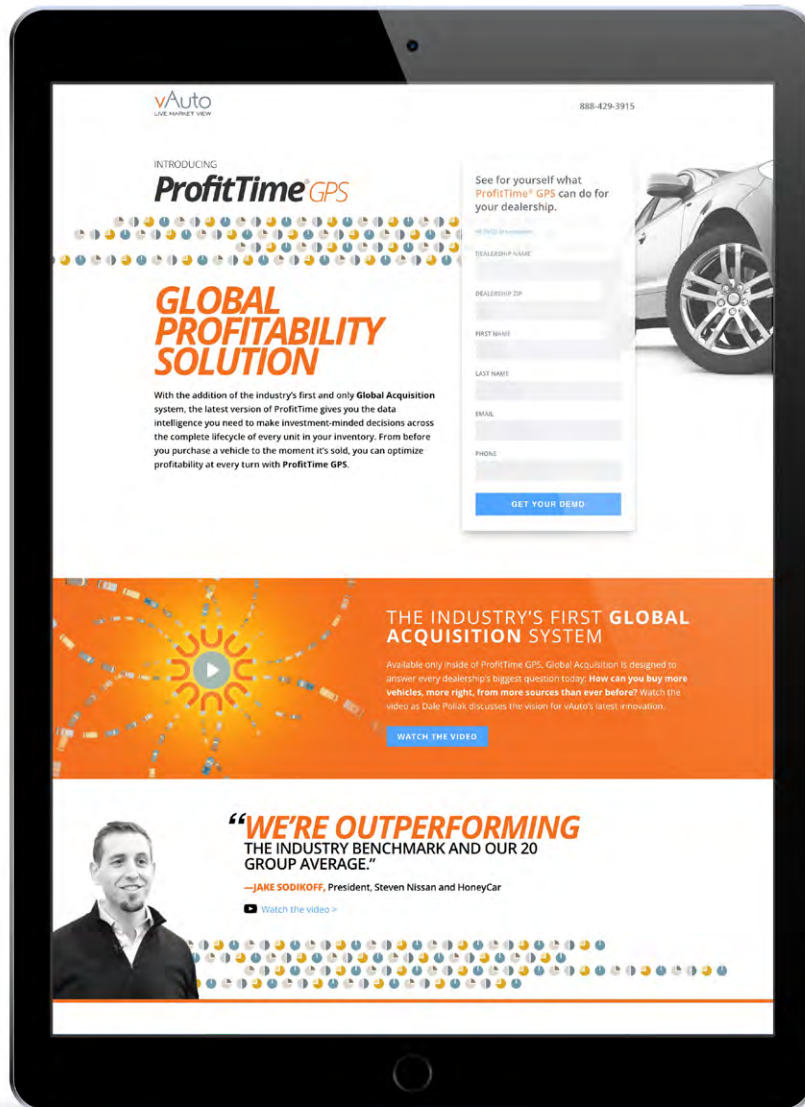
KEYS & KITES
The Breakthrough B2B Agency

Website | ProfitTime Landing Page



KEYS & KITES
The Breakthrough B2B Agency

Website | ProfitTime GPS Landing Page



**“PROFITTIME HAS
INCREASED OUR GROSS
BY AT LEAST 10%”**

—TERRY CHECHAKLI, Director of Operations, Smith Auto Group

[Watch the video >](#)



ProfitTime[®]GPS
GLOBAL PROFITABILITY SOLUTION

Talk to an expert today to see how you too can perform above and beyond expectations with ProfitTime GPS — the Global Profitability Solution.

[REQUEST A DEMO](#)



KEYS & KITES
The Breakthrough B2B Agency

Website | Dealertrack Lender Microsite



DIFFERENT REQUIREMENTS FOR DIFFERENT STATES? NO PROBLEM.

Doing business across state lines means understanding and complying with the nuances of each state's unique legal requirements. Eliminate learning curves and refresher trainings—you can reallocate staff time to move other priorities along when you outsource to Dealertrack.

Trend No. 1

**MORE NEGATIVE EQUITY.
MORE TOTAL LOSS TRANSACTIONS.
MORE COMPLEXITY.
ARE YOU READY?**

[READ MORE >>](#)

Trend No. 2

**THE VEHICLE INVENTORY CRUNCH
PUTS THE FOCUS ON FASTER
PAYOFF & TITLE RELEASE**

[READ MORE >>](#)

Trend No. 3

**IS THE TRADITIONAL
PAYOFF & TITLE RELEASE
WORKFLOW HOLDING YOU BACK?**

[READ MORE >>](#)

Trends in Auto Loan Servicing No.4

**POST-PANDEMIC PREDICTIONS FOR
INCREASED LOAN SERVICING**

HOW LENDERS CAN BE READY!

[Forward to a Colleague](#)

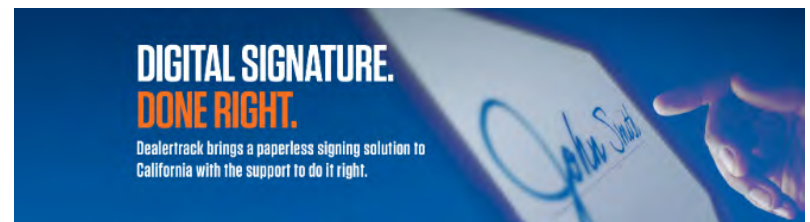
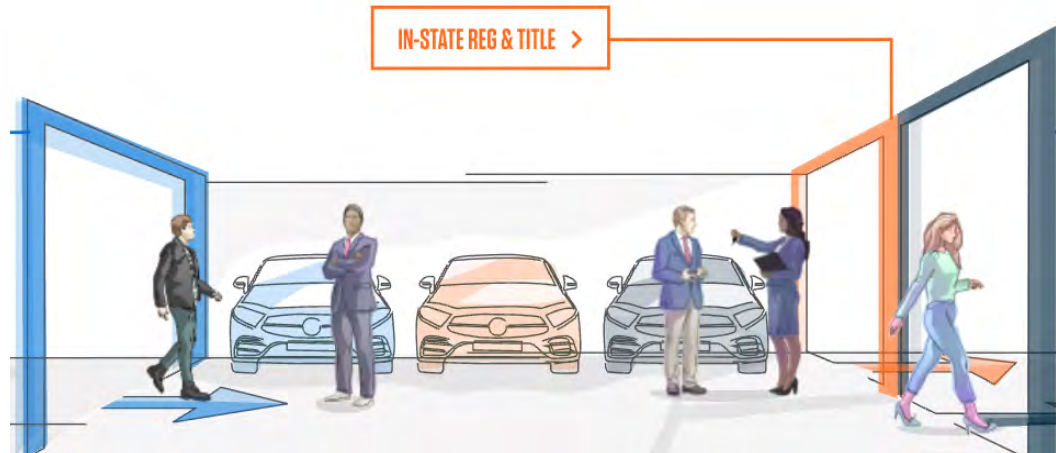
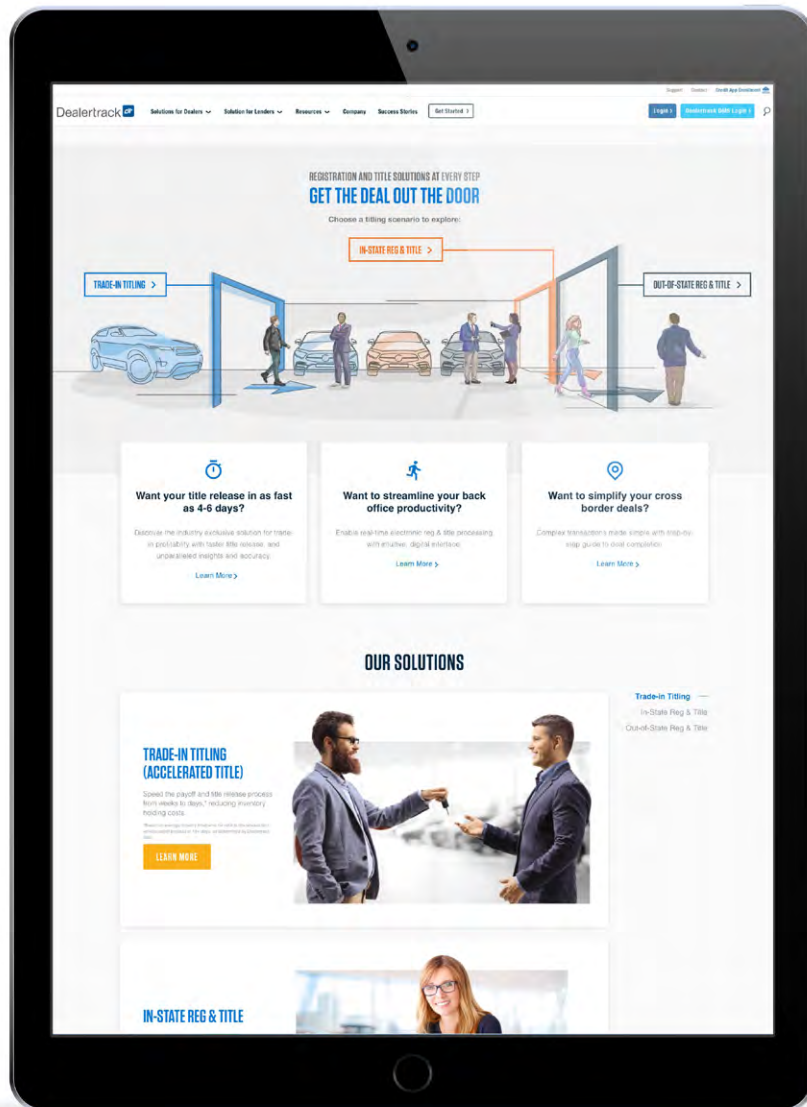
Across the U.S., states have lifted much of their COVID-19 mandates in their efforts to "return to normal." With schools back to in-person learning and cities luring business back as well, it's no surprise that traffic is returning to pre-pandemic levels. One thing that isn't bouncing back as quickly is automotive inventory — and our Chief Economist Jonathan Snook predicts that vehicle pricing will remain high while new inventory remains constrained. So, with traffic on the rise, lower-than-normal inventory, and higher-than-normal pricing, 2022 may be a busy year for loan servicing, while dealers remain on a quest to directly acquire used vehicles from consumers, the upswing in traffic may also drive an uptick in total loss accidents. Both scenarios translate to a rise in loan service. Let's unpack the dynamics at play.

Read the Full Topic



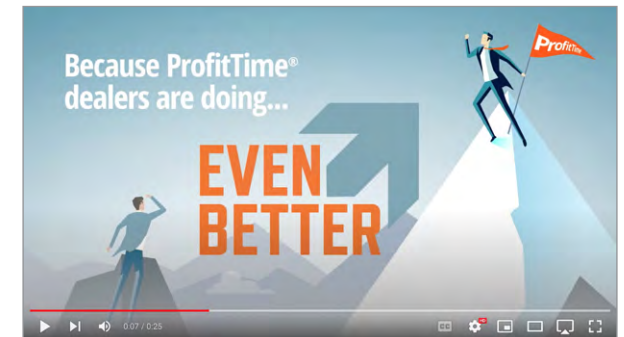
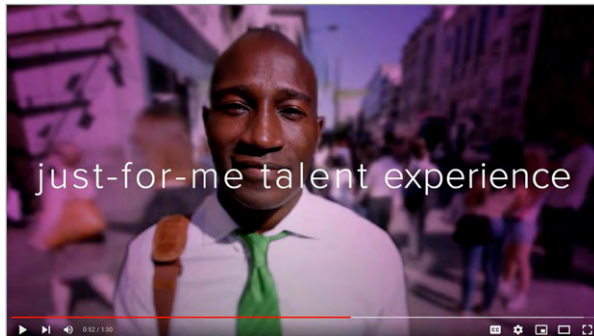
KEYS & KITES
The Breakthrough B2B Agency

Website | Dealertrack Landing Page



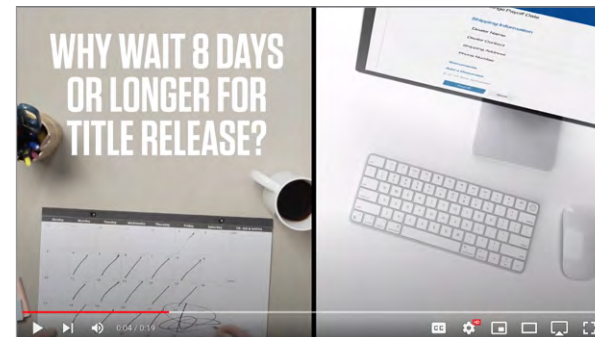
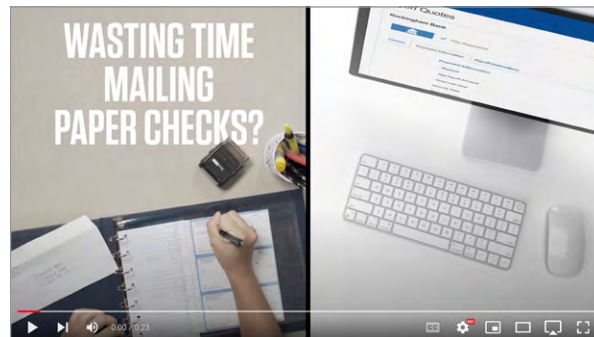
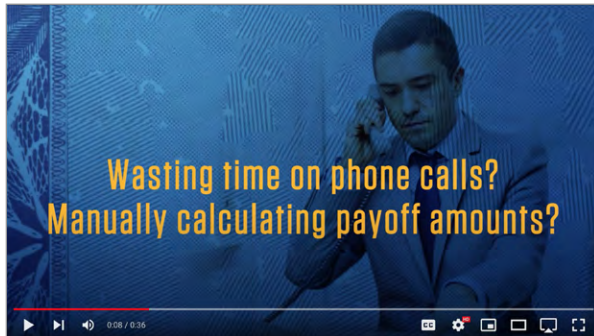
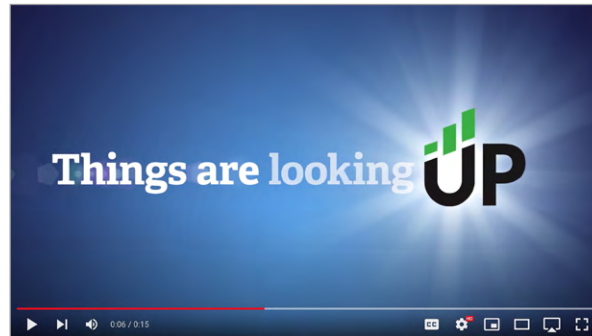
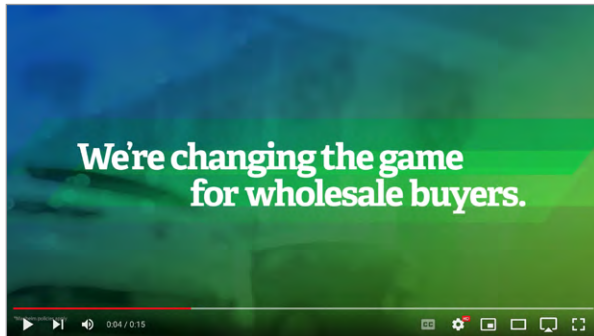
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Videos | Click Each Image to Play Video



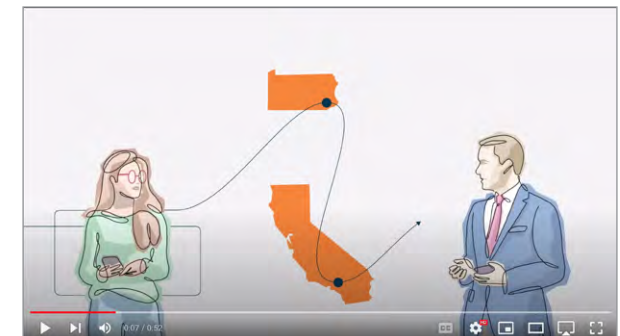
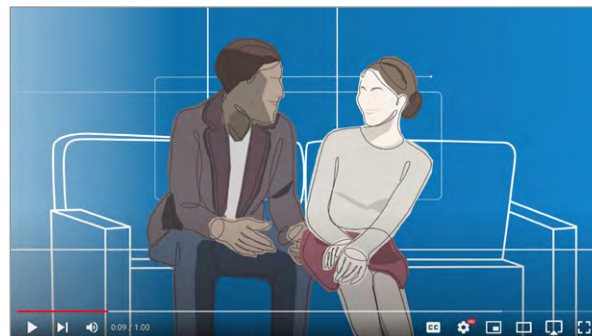
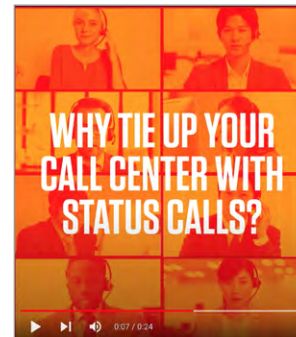
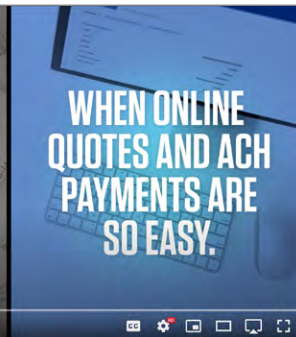
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Videos | Click Each Image to Play Video



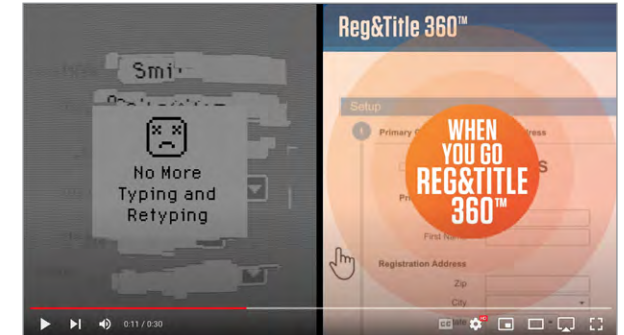
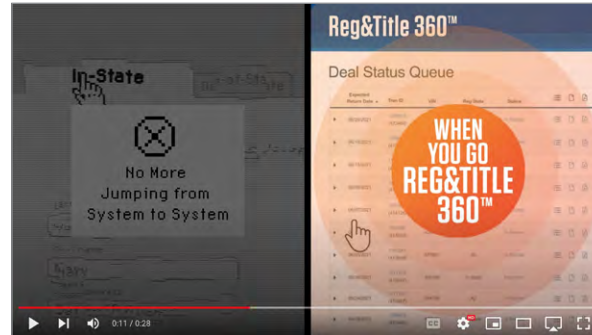
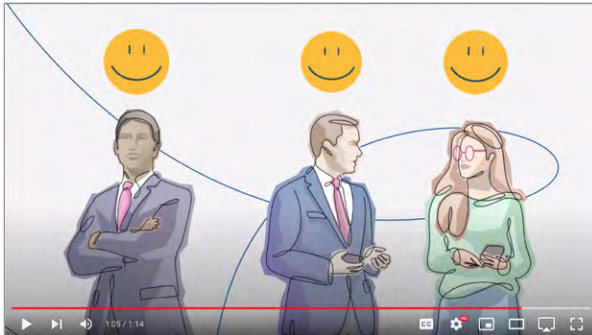
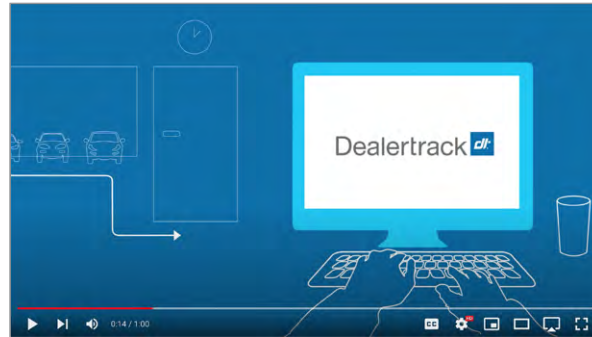
KEYS & KITES
The Breakthrough B2B Agency

Videos | Click Each Image to Play Video



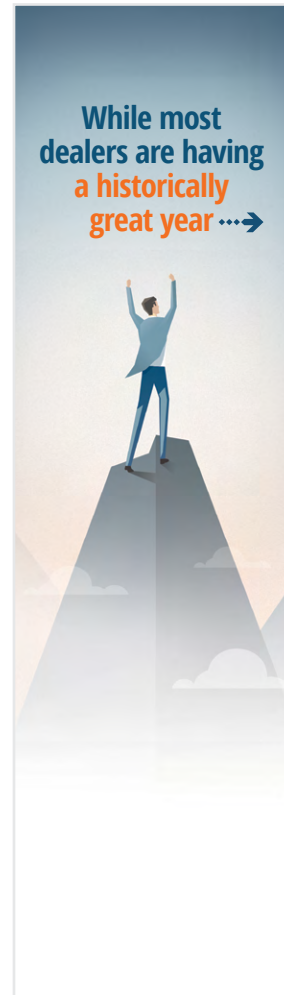
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Videos | Click Each Image to Play Video



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The Breakthrough B2B Agency

Print Advertising | ProfitTime



ProfitTime[®] dealers are doing

EVEN BETTER

ProfitTime[®]

In a market where the average dealer is making \$2,800 per used vehicle sold, **high adopters of ProfitTime are beating that by 10%. And, they're still selling vehicles 13% faster.***

Visit vAuto.com/Even-Better to see how much more profitability you can expect with ProfitTime.

vAuto
LIVE MARKET VIEW

* vAuto Data, April-Aug 2021, results based on limited dealers highly aligned to ProfitTime recommendations vs other Provision dealers

COX AUTOMOTIVE



KEYS & KITES
The Breakthrough B2B Agency

Print Advertising | ProfitTime



While most dealers are flying high in used vehicle profitability this year...

ProfitTime

Here the average dealer is \$2,800¹ per used vehicle sold...

High adopters of ProfitTime[®] THAT 0%²

And they still SOLD CARS 13% FASTER

vAuto LIVE MARKET VIEW

ProfitTime[®] dealers are doing

EVEN BETTER

ProfitTime[®]

In a market where the average dealer is making \$2,800¹ per used vehicle sold...

High adopters of ProfitTime[®] BEAT THAT BY 10%²

And they still SOLD CARS 13% FASTER²

Visit vAuto.com/Even-Better to see how much more profitability you can expect with ProfitTime.

vAuto LIVE MARKET VIEW

1. NADA data, 2021
2. vAuto Data: April-Aug 2021; results based on limited dealers' rights, aligned to ProfitTime recommended demand vs other ProfitTime dealers

COX AUTOMOTIVE



KEYS & KITES
The Breakthrough B2B Agency

Print Advertising | LoJack




**GET
MORE**

With the All-New

LoJack®
BY SPIREON

The most trusted name in theft protection now gives dealers so much more. Powered by Spireon's industry-leading technology, LoJack turns every car on your lot into a connected car. Allowing you to **save more time** with efficient lot management, **earn more revenue** with aftermarket sales, and **engage more customers** with high-touch service retention technology.

Visit lojack.com/more to get started today.



**NEW LOJACK.
NEW WAYS
TO GET MORE
PROFIT.**

Like up to \$400 more PVR

Today's LoJack delivers more than just the leading vehicle protection you and your customers need. Selling through LoJack connected car technology is a surefire way to add up to \$400 in non-cancelable F&I revenue. And with inventory this tight, there's no better time to find new ways to get more profit on every sale.

See all the ways you get more at lojack.com/NewWays

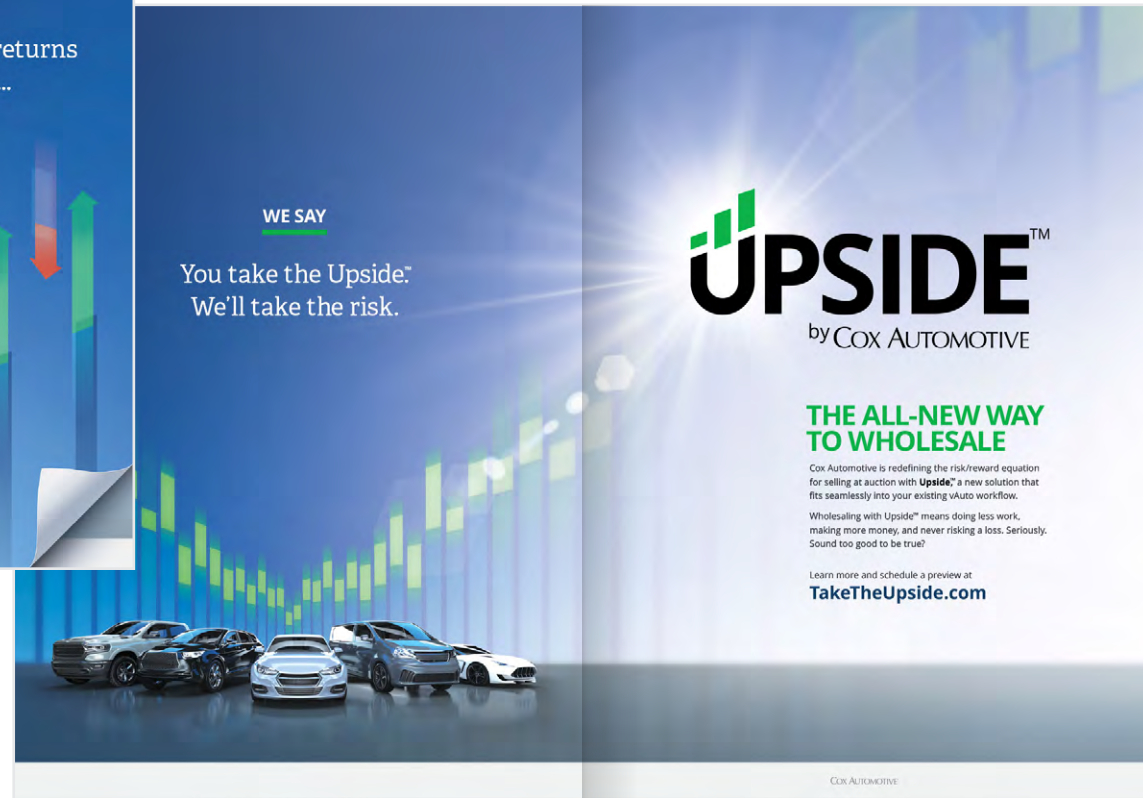
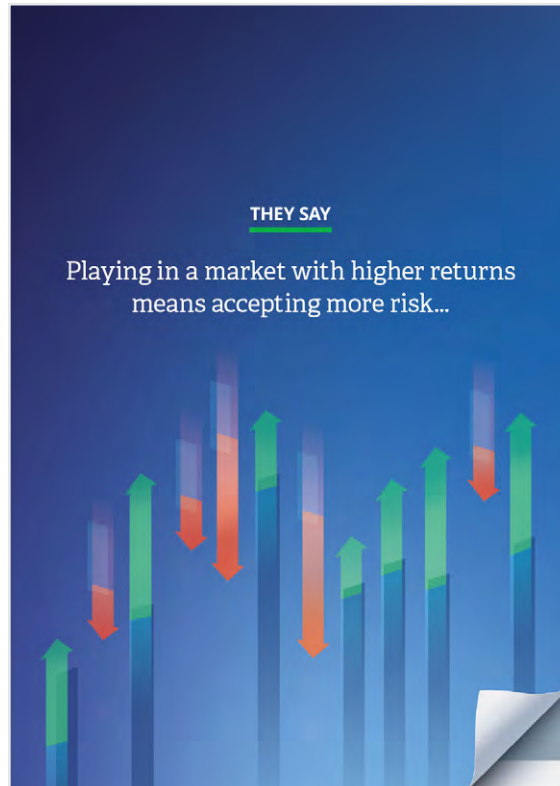
Meet the new LoJack at NADA booth 4313W

LoJack®
BY SPIREON



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Print Advertising | Upside



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The Breakthrough B2B Agency

Print Advertising | Upside



THEY SAY
Anyone can make money wholesaling in **THIS** market.



LET'S TURN OLD WHOLESALE WISDOM **UPSIDE DOWN.**
TakeTheUpside.com

WE SAY
Get ready to make money wholesaling in **ANY** market.

DON'T JUST SETTLE FOR GOOD RETURNS IN FAVORABLE WHOLESALE CONDITIONS.

Today's low supply and high demand won't last forever. But now, profitable wholesaling can. Introducing Upside, the all-new way to wholesale. With a single click inside your existing vAuto workflow you can:

- 1. Easily sell vehicles**
in a **one-of-a-kind digital auction** built on the principles of the country's top-performing wholesalers.
- 2. Never risk a loss**
with a **guaranteed minimum price** on every vehicle.
- 3. Make more money**
when you **keep the lion's share of the upside** if a vehicle sells for more than our price guarantee.



Schedule your preview of Upside and learn how you can future-proof your wholesale profitability today.

TakeTheUpside.com



KEYS & KITES
The Breakthrough B2B Agency

Print Advertising | Upside Direct

Hard to find
great wholesale
inventory?
Good news...

Things are
looking

UP



UPSIDETM Direct
by COX AUTOMOTIVE

Introducing the weekly digital auction filled with great deals on fresh trades from franchise dealers. **Low first bids. Every listing always sells. Expert CRs. And buyer-friendly policies.** Auctions start April 22 with inventory in the Atlanta area.

 Digital Auctions Every Weekend
Fridays 3PM ET - Mondays 3PM ET
UpsideDirect.com

Manheim policies apply


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Print Advertising | Dealertrack

GET THE **DEAL** OUT THE DOOR with Dealertrack RegUSA®



SUCCESS WITHOUT BOUNDARIES

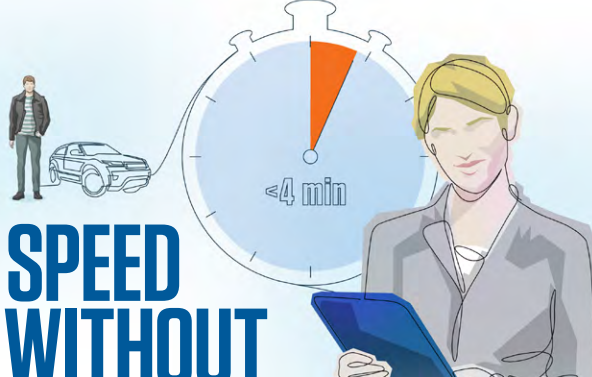
Turn out-of-state registration and titling into your competitive advantage with Dealertrack RegUSA®. This seamless online connection to every DMV across the country guides you with deal-specific steps for completion in any state. And lets you build deals with real-time, state-specific taxes and fees to deliver the best deal to every customer.

Get a demo today at go.dealertrack.com/noboundaries

Dealertrack Registration & Title **CDP**
TECHNOLOGY THAT DRIVES YOU.

COX AUTOMOTIVE

GET THE **DEAL** OUT THE DOOR with Dealertrack Registration & Title



SPEED WITHOUT LIMITS

With Dealertrack Registration & Title solutions, you can submit transactions in under 4 minutes* with:

- Real-time, online connection to the DMV
- Seamless integration with your DMS
- An intuitive interface that helps streamline the process


Get a demo today at us.dealertrack.com/fastfinish

Dealertrack Registration & Title **CDP**
TECHNOLOGY THAT DRIVES YOU.

*Based on Dealertrack User Timing report through Google Analytics 11.1.13 - 10.31.20

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GET THE **DEAL** OUT THE DOOR with Dealertrack Registration & Title



SPEED WITHOUT LIMITS

Dealertrack Registration & Title solutions accelerate every part of your dealership's 800 process — from taking in a trade to completing a sale.

- Close sales and complete up to 70% faster with Accelerated Title
- Submit Wisconsin deals electronically in under 4 minutes* with In-State Registration & Title
- Navigate the registration and title process for any customer, in any state with RegUSAT

Satisfy customers. Drive profits.
Contact us at Sales@dealertrack.com or us.dealertrack.com/800222

Dealertrack Registration & Title **CDP**
TECHNOLOGY THAT DRIVES YOU.

COX AUTOMOTIVE

GET THE **DEAL** OUT THE DOOR with Dealertrack Registration & Title



SPEED WITHOUT LIMITS

Dealertrack Registration & Title solutions accelerate every part of your dealership's title process — from taking in a trade to completing a sale.


- Close title on the dealer or dealer's up to 70% faster* with Accelerated Title
- Submit transactions in under 4 minutes* with In-State Registration & Title through In-State Registration and Title
- Streamline or title transactions in as little as 45 seconds with RegUSAT

Get a demo today at us.dealertrack.com/Speed800222

Dealertrack Registration & Title **CDP**
TECHNOLOGY THAT DRIVES YOU.

COX AUTOMOTIVE

GET THE **DEAL** OUT THE DOOR with Dealertrack Registration & Title



SPEED + EFFICIENCY

When inventory is scarce, make the most of every vehicle.

- Close title and title transfer 70% faster* with Dealertrack Accelerated Title
- Closing faster! Submit Wisconsin deals electronically in under 4 minutes* with In-State Registration & Title

Get a demo today at us.dealertrack.com/SAFE-800222

Dealertrack Registration & Title **CDP**
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KEYS & KITES
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Print Advertising | ProfitTime GPS

WHAT IS **GLOBAL ACQUISITION?**

© 2022 **NADASHOW**
LAS VEGAS
EXPO • FEBRUARY 10-13

Learn about vAuto's newest innovation
for the industry's biggest challenge.

vAuto.com/what-is-GA


vAuto
LIVE MARKET VIEW

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KEYS & KITES
The Breakthrough B2B Agency

Print Advertising | Saba



This is Joe.

He had a blast making a video pitch during the interview that got him hired.

He shares learning content and new ideas with his team once a week.

He does check-ins with his manager during his train commute.

And, he never lets "Free-Bagel Friday" slow him down.

Saba helps Joe work like Joe.

And that's good for your business. Because no matter what business you're in, success starts with your people and their experience at work. That's why thousands of companies around the world use Saba's combination of thought leadership and intelligent technology to deliver a "just-for-me" talent experience for every employee. From a candidate's first contact throughout the development of their career, Saba gives your talent the message: Work like you envision. Work like it's personal. Work like you.

Visit Booth #2310 or www.saba.com to learn more about how Saba can deliver the ultimate talent experience for your people.

RECRUITING & ONBOARDING LEARNING & DEVELOPMENT PERFORMANCE & COACHING PEOPLE ANALYTICS



KEYS & KITES
The Breakthrough B2B Agency

Print Advertising | ProfitTime GPS



WHAT IS GLOBAL ACQUISITION?

Reserve your spot to see vAuto's newest innovation for the industry's biggest challenge at NADA Booth #1741W

vAuto.com/NADA2022

Not going to the show?
Learn more at vAuto.com/what-is-GA

2022 NADASHOW
EXPO • PREVIEW • CONFERENCE • MARKET • DEALER

vAuto
LIVE MARKET VIEW

COX AUTOMOTIVE

OPTIMIZE YOUR INVENTORY FROM EVERYWHERE YOU SOURCE IT.

Today, the biggest challenge dealers face is not selling cars. It's buying cars. Sourcing inventory from everywhere—and anyone—has become the new normal. And it's not easy. But, just like you've done in the past, it's time to conquer a new normal. And just like we've done in the past, vAuto is here to help you do just that with the industry's first Global Acquisition system.

Reserve your spot to see vAuto's newest innovation for the industry's biggest challenge at NADA Booth #1741W

vAuto.com/NADA2022

Not going to the show?
Learn more at vAuto.com/what-is-GA

vAuto
LIVE MARKET VIEW

COX AUTOMOTIVE



KEYS & KITES
The Breakthrough B2B Agency

Print Advertising | Dealertrack

UNLESS YOU ENJOY THE THRILL OF LAST-MINUTE TITLE SURPRISES...

DON'T WAIT. ACCELERATE.

ACCELERATED TITLE
The two-week wait for trade-in titles to clear is a thing of the past. With Accelerated Title, you can clear titles up to 70% faster and avoid costly surprises before they become problems.

Learn more at dealertrack.com/whywait
#whywait

Dealertrack 
TECHNOLOGY THAT DRIVES YOU.

COX AUTOMOTIVE

UNLESS YOU LIKE WAITING ON THE PHONE FOR RELIABLE PAYOFF AMOUNTS...


DON'T WAIT. ACCELERATE.

Wasting time? Manually calculating payoff amounts?

See the industry's solution for reliable payoff amounts and faster title release.

DEALERTRACK ACCELERATED TITLE®

Learn more at go.dealertrack.com/dontwait

Dealertrack 
TECHNOLOGY THAT DRIVES YOU.



KEYS & KITES
The Breakthrough B2B Agency

Print Advertising | Dealertrack



THE SECRET IDENTITIES OF TRADE-INS
THE FREELOADER

Waiting too long for titles is eating into your profitability

It's time to rid your lot of Freeloaders—trade-ins that sit idle until you get a clear title. With **Dealertrack Accelerated Title**, you'll clear titles up to 70% faster.* That keeps those trade-ins moving instead of racking up holding costs wasting your profit potential.

Dealertrack **ACCELERATED TITLE**
Get started today at us.dealertrack.com/freeloader

**CLEAR TITLES
70% FASTER
FOR FASTER TURN
ON TRADE-INS.**
GET THE **DEAL** OUT THE DOOR

*Based on average industry timeframe for vehicle title release and vehicle payoff process of 18+ days, as determined by 2020 Dealertrack data.

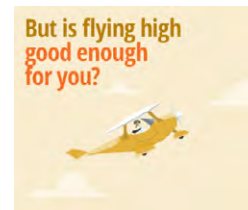
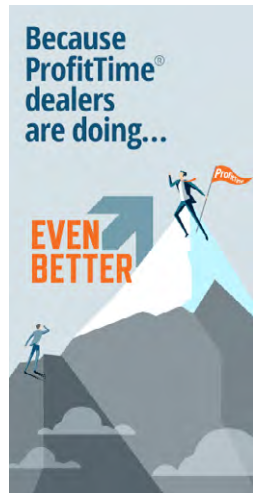
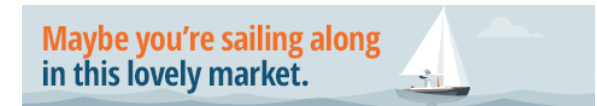
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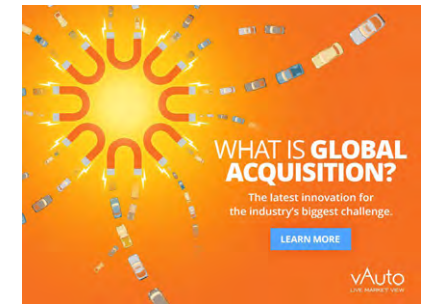
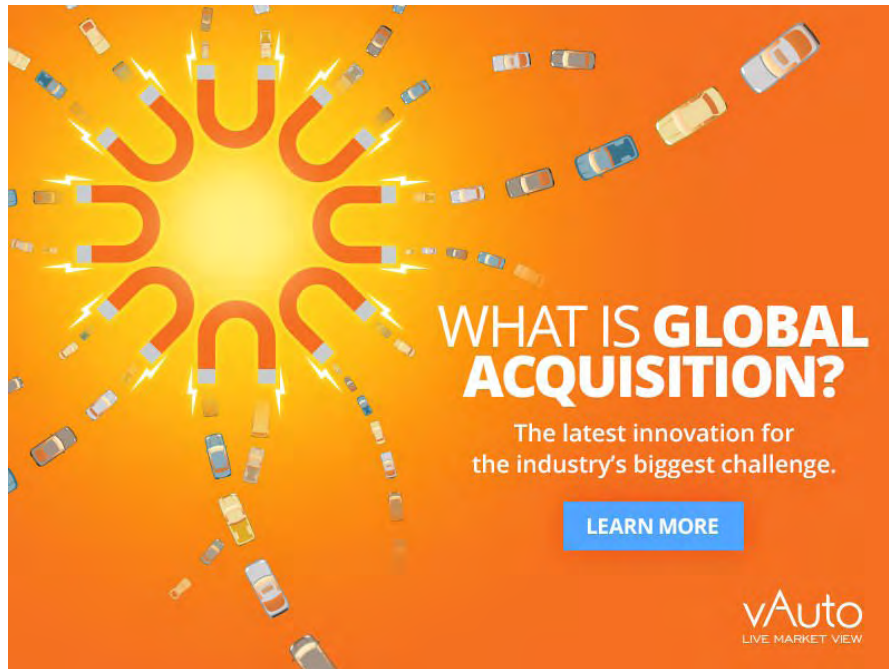
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Digital Advertising | ProfitTime GPS

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"WE'VE OUT-PERFORMED"
THE BEST-IN-CLASS
INDUSTRY BENCHMARKS
FROM OUR 20 GROUPS."
—JAKE SODIKOFF
Steven Nissan & HoneyCar
vAuto
LIVE MARKET VIEW
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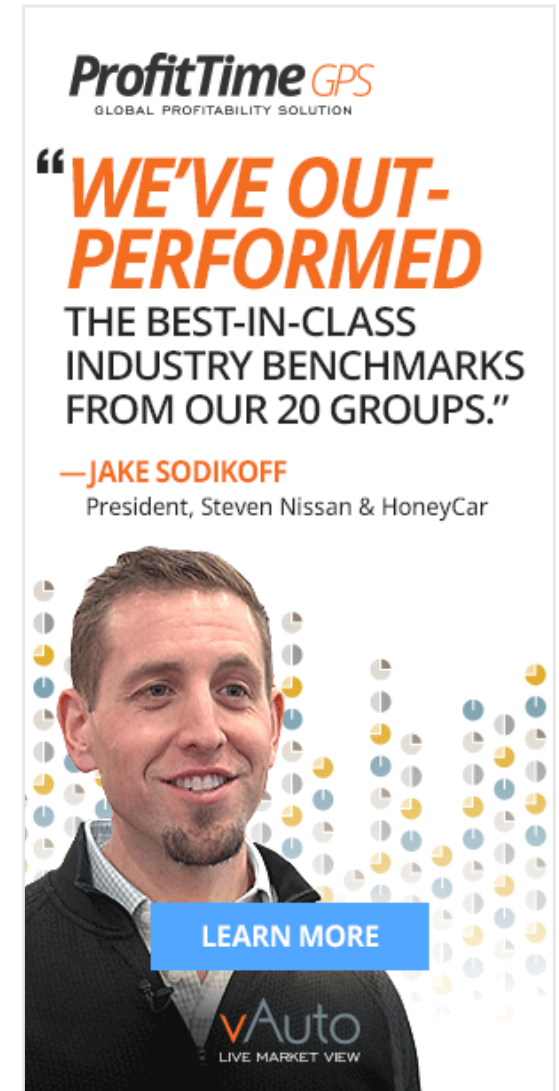
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BENCHMARKS FROM OUR 20 GROUPS."
—JAKE SODIKOFF, President, Steven Nissan & HoneyCar
ProfitTime GPS
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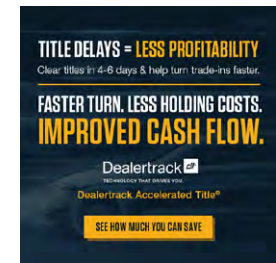
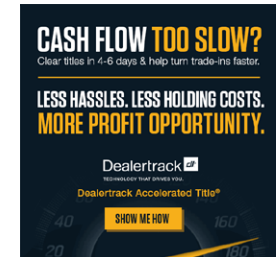
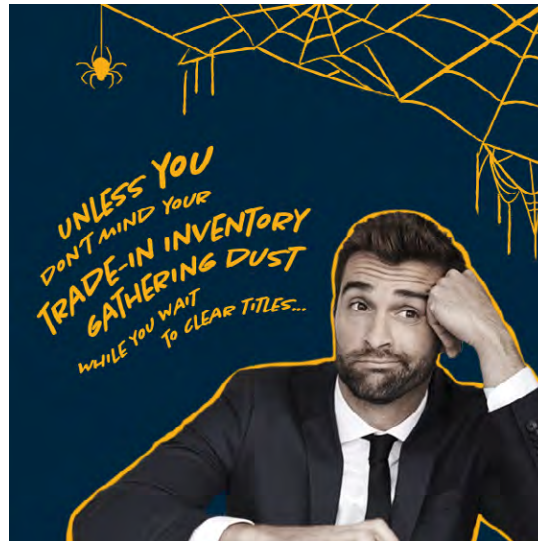
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LIVE MARKET VIEW



KEYS & KITES
The Breakthrough B2B Agency



KEYS & KITES
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Do you see a trade-in waiting to clear title?

Dealertrack 
ACCELERATED TITLE
Clear Titles Faster >

Or a **Troublemaker** tying up your back-office?



CLEAR TITLES FASTER

ELIMINATE MANUAL PROCESSES THAT SLOW DOWN YOUR DEALERSHIP

CLEAR TITLES 70% FASTER*

Or a **Freeloader** eating into profitability?



CLEAR TITLES FASTER TODAY

CLEAR TITLES AS FAST AS 4 DAYS FOR FASTER TURN ON TRADE-INS.

CLEAR TITLES FASTER TODAY

Or a **Double Agent** hiding a co-owner?



SEE MORE TODAY

DON'T LET TITLE SURPRISES UNWIND YOUR DEALS.

SEE MORE TODAY

ELIMINATE
MANUAL
PROCESSES
THAT SLOW
DOWN YOUR
DEALERSHIP

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ACCELERATED TITLE

CLEAR TITLES
70% FASTER*

* BASED ON AVERAGE INDUSTRY TIMEFRAME FOR VEHICLE TITLE RELEASE AND VEHICLE PAYOFF PROCESS OF 18+ DAYS, AS DETERMINED BY 2020 DEALERTRACK DATA.

COX AUTOMOTIVE

ELIMINATE MANUAL
PROCESSES THAT SLOW
DOWN YOUR DEALERSHIP
SPEED TITLE RELEASE TO
**MAXIMIZE
PROFIT
OPPORTUNITY**

Dealertrack 
ACCELERATED TITLE

CLEAR TITLES 70% FASTER*

* BASED ON AVERAGE INDUSTRY TIMEFRAME FOR VEHICLE TITLE RELEASE AND VEHICLE PAYOFF PROCESS OF 18+ DAYS, AS DETERMINED BY 2020 DEALERTRACK DATA.

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On-Line
or **In-Person**

Dealertrack  Registration & Title

SEE HOW



You know
how to
GET THE DEAL.

Dealertrack  Registration & Title

SEE HOW



In-State
or
Out-of-State Registrations

Dealertrack  Registration & Title

SEE HOW



We'll help you...
GET THE DEAL OUT THE DOOR

Dealertrack  Registration & Title

SEE HOW





THEY SAY

Playing in
a market
with higher
returns
means
accepting
more risk...




WE SAY

You take
the Upside.™
We'll take
the risk.



WE SAY

You take
the Upside.™
We'll take
the risk.



WE SAY You take the Upside.™
We'll take the risk.



WE SAY You take the Upside.™
We'll take the risk.



UPSIDE™
by COX AUTOMOTIVE


**THE ALL-NEW WAY
TO WHOLESALE**

[LEARN MORE](#)



THEY SAY

Anyone can make money wholesaling in **THIS** market.



UPSIDE
by COX AUTOMOTIVE



UPSIDE
by COX AUTOMOTIVE

WE SAY Get ready to make money wholesaling in **ANY** market.

UPSIDE
by COX AUTOMOTIVE

WE SAY Get ready to make money wholesaling in **ANY** market.

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WE SAY Get ready to make money wholesaling in **ANY** market.

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WE SAY

Get ready to make money wholesaling in **ANY** market.



UPSIDE
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WE SAY

Get ready to make money wholesaling in **ANY** market.



UPSIDE
by COX AUTOMOTIVE

LET'S TURN OLD WHOLESALE WISDOM UPSIDE DOWN.



UPSIDE
by COX AUTOMOTIVE

TAKE THE UPSIDE



Digital Advertising | Whole Truth Promo

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Learn the story behind **Upside™**,
Cox Automotive's ground-breaking
new way to wholesale.

WHOLE TRUTH
By Dale Pollak

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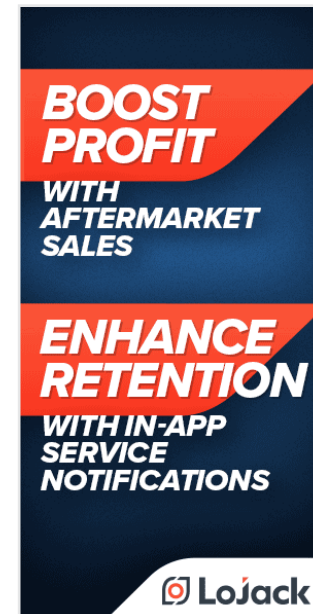
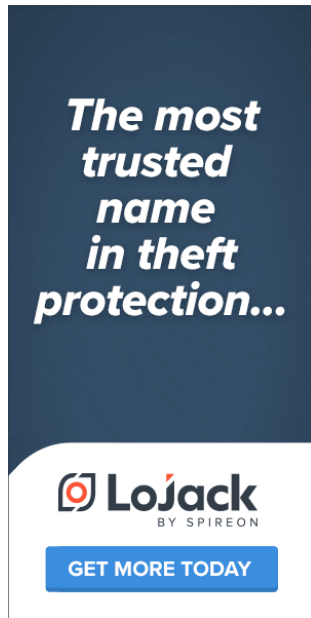
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By Dale Pollak

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The Breakthrough B2B Agency





Lead Generation | ProfitTime



KEYS & KITES
The Breakthrough B2B Agency

Lead Generation | ProfitTime GPS



KEYS & KITES
The Breakthrough B2B Agency

Lead Generation | Upside Direct

**Starting April 22,
if you buy
wholesale inventory
near Atlanta...**

Things are looking UP




KEYS & KITES
The Breakthrough B2B Agency

INTRODUCING

UPSIDETMDirect
by COX AUTOMOTIVE

**The weekly digital auction filled with great deals
on fresh trades from franchise dealers.**




**Here's something
to perk you up!**

The first cup of coffee is on us.
Get ready for our opening weekend:

Friday, April 22, 3PM ET through
Monday, April 25, 3PM ET at
UpsideDirect.com

The caffeine won't be the only thing to
keep you buzzing. Keep reading to learn
about all the special offers and prizes
we're giving away!

Things are looking UP



UPSIDETMDirect
by COX AUTOMOTIVE

**The numbers add up
to buyer success**

 50% OF MMR	 100% OF UNITS SELL	 360° GUARANTEED	 0% WORRY
Every sale begins with an initial bid that is 50% of MMR. No exceptions.	Every vehicle with a bid above starting price will sell. It's the place to find a deal (and even some steals).	Our experts provide cosmetic and light mechanical condition reports and 360° images.	If any purchase doesn't match the CR, you can return the vehicle. We'll make it easy.*

**Come celebrate our first sale
starting April 22 at 3PM ET**

SURPRISE GIFTS! Something for everyone attending the first sale.	CHANCES TO WIN! Special drawings for a tablet and smart watch.	BIG SAVINGS! Keep more cash with rebates on purchases.
--	--	--

 To learn more about our first sales event celebration, and all the ways UpsideTM Direct is changing the game for wholesale buyers, visit **UpsideDirect.com**

*Manheim Marketplace Policies apply. More details on gifts and incentives can be found at UpsideDirect.com



**Here's something
to perk you up!**

The first cup of coffee is on us.
Get ready for our opening weekend:

Friday, April 22, 3PM ET through
Monday, April 25, 3PM ET at
UpsideDirect.com

The caffeine won't be the only thing to
keep you buzzing. Keep reading to learn

Lead Generation | Upside



UPSIDE™
by COX AUTOMOTIVE

NOW AVAILABLE TO CHICAGO AREA DEALERS!

That means you're eligible for the new solution that redefines the risk/reward equation for selling at auction. Wholesaling with **Upside™** means making more money, never risking a loss, and doing less work — all from inside your existing vAuto workflow. See what Upside can do for you.

Talk to your vAuto Performance Manager today.
Or learn more at TakeTheUpside.com



UPSIDE™
by COX AUTOMOTIVE

NOW AVAILABLE TO ATLANTA AREA DEALERS!



That means you're eligible for the new solution that redefines the risk/reward equation for selling at auction. Wholesaling with **Upside™** means making more money, never risking a loss, and doing less work — all from inside your existing vAuto workflow. See what Upside can do for you.


Talk to your vAuto Performance Manager today.
Or learn more at TakeTheUpside.com



KEYS & KITES
The Breakthrough B2B Agency

Lead Generation | ProfitTime GPS







GLOBAL ACQUISITION IS COMING!

Don't just find inventory. Find investments.

The Global Acquisition system is the newest innovation from vAuto. Built to address the most significant challenge every dealer faces today, the system will help dealers buy more vehicles, more right, from more sources than ever before.

[LEARN MORE ABOUT IT](#)

in  

COX AUTOMOTIVE | vAuto






We're launching a new way to help dealerships who want to build an **inventory stream** poised for profitability and growth.

Visit vAuto's booth at NADA to get a






Global Acquisition is like nothing else available in the industry today.

Visit NADA Booth #1741W to see vAuto's Global Acquisition system






GLOBAL ACQUISITION **UPSIDE**

DALE POLLAK TALKS SOLUTIONS FOR BETTER SOURCING & NEW REVENUE

See these innovations in person at NADA 2022

Our latest podcast discusses all the new solutions Cox Automotive is unveiling at NADA, including the industry's first Global Acquisition™ system and Upside™, the all-new way to wholesale.

And, by the way, you can see them both for yourself at the show. We're already taking appointments. So sign up now, and don't miss out on the times that work best for you.

[RESERVE YOUR SPOT TODAY](#)

\$50 gift card + sweepstakes entry

Join us for a one-on-one demo in Las Vegas March 11-13, and get a \$50 gift card, plus a chance to win prizes.*

*Promotion terms apply. Click for details on gift card offer and sweepstakes.

in  






Vegas just got its newest attraction.

Visit vAuto's Booth #1741W at the NADA show to see the industry's first Global Acquisition

vAuto will be sourcing of i Acquisition : — called Pro

See it for you taking appoi that work be





MAYBE YOU HAVE TO BUY FROM EVERYWHERE. BUT YOU DON'T HAVE TO BUY "JUST ANYTHING."

Make better channels wi

The industry's f vAuto's newest release will help decision across

But don't take o has to say abou challenge. Then

WE'RE TALKING ABOUT: GLOBAL ACQUISITION

LISTEN TO THE PODCAST. THEN SEE GLOBAL ACQUISITION FOR YOURSELF AT NADA.

In our latest podcast, Dale Pollak discusses vAuto's one-of-a-kind solution for multichannel sourcing that's part of the soon-to-be-released ProfitTime™ GPS. And, if you're going to NADA, see it for yourself with an in-person demo. We're already taking appointments, so sign up now.

[RESERVE YOUR SPOT TODAY](#)

\$50 gift card + sweepstakes entry

Join us for a one-on-one demo in Las Vegas March 11-13, and get a \$50 gift card, plus a chance to win prizes.*



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Lead Generation | ProfitTime GPS

vAuto / ProfitTime GPS

ProfitTime GPS

GLOBAL PROFITABILITY SOLUTION

Introductory Price Savings: Get Two Months at 50% off*

Say hello to the all-new ProfitTime GPS, your Global Profitability Solution. With many new features, including the industry's first-ever Global Acquisition system, it delivers the data intelligence you need to make investment-minded decisions throughout the lifecycle of every unit in inventory — from before they are sourced to the moment they're sold.

Plus, if you sign up for ProfitTime GPS before April 30th, you'll get your first two months at 50% off. So don't wait. Schedule a demo, and see how ProfitTime GPS can help you optimize profitability at every turn.

SCHEDULE YOUR DEMO TODAY!

*Discount applies to the first 60 days of ProfitTime GPS. Does not include merchandising bundle if added. For upgrades, the discount is applicable to the upgrade amount. Contract must be signed with a vAuto Performance Manager by April 30, 2022.

vAuto / ProfitTime GPS

ProfitTime GPS

GLOBAL PROFITABILITY SOLUTION

Don't Miss The Introductory Savings: Get 50% off Your First Two Months*

ProfitTime GPS is here, and it's already turning heads. Among all the new features, the updated interface design has dealers excited. "It doesn't just do more; it looks better, and it's easier to see how all the information is connected." said one of our users who already made the move. We pulled it Pr
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get!

vAuto / ProfitTime GPS

ProfitTime GPS

GLOBAL PROFITABILITY SOLUTION

Make Your Move in April & Get Your First Two Months at 50% off*

The newest version of ProfitTime is here, and it's better than ever. With many new features, including the addition of pricing recommendations to the Global Acquisition system, it helps you make more investment-minded decisions.

Sign up for ProfitTime GPS

vAuto / ProfitTime GPS

ProfitTime GPS



GLOBAL PROFITABILITY SOLUTION

Make the Shift in April & Get 50% off Your First Two Months*

Here all the talk of new features, a new look, and the industry's first-ever Global Acquisition system caught your interest? Then now is the time to schedule your demo and see it for yourself. Because ProfitTime GPS — The Global Profitability Solution is here to stay, but this current special offer is going away. Sign up now and get your first two months at 50% off.

SCHEDULE A DEMO TODAY!

*Discount applies to the first 60 days of ProfitTime GPS. Does not include merchandising bundle if added. For upgrades, the discount is applicable to the upgrade amount. Contract must be signed with a vAuto Performance Manager by April 30, 2022.

in  

vAuto
LIVE MARKET VIEW

"WE'VE OUTPERFORMED"
THE BEST-IN-CLASS INDUSTRY BENCHMARKS FROM OUR 20 GROUPS.*
JAKE SODIKOFF
President, Steven Nissan and HoneyCar

ProfitTime GPS
GLOBAL PROFITABILITY SOLUTION

Jake Sodikoff's team was one of the first to start using ProfitTime GPS, and one of the first to start seeing results.

In a time of the move to beyond the

From the in pricing recommendations to the moment you

Sign up for Solution —

vAuto
LIVE MARKET VIEW

"PROFITIME HAS INCREASED OUR GROSS BY AT LEAST 10%"
TERRY CHECHAKLI
Director of Operations, Smith Auto Group

ProfitTime GPS
GLOBAL PROFITABILITY SOLUTION



Terry Chechakli's team streamlined their appraisal process and increased profitability overnight with ProfitTime GPS.

With these market conditions, every dealer is making good money in their used-vehicle department. But only ProfitTime GPS dealers are seeing even better results.

From the industry's first Global Acquisition system, to pricing recommendations at the moment of appraisal, it lets you apply the investment-minded approach across the entire lifecycle of every vehicle. From before you own it, until the moment you sell it. ProfitTime GPS is the Global Profitability Solution.

Sign up for a demo and see what ProfitTime GPS — the Global Profitability Solution — can do for your dealership.

TAKE A DEMO TODAY!

in  


Go Ahead and Profit with vAuto



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The Breakthrough B2B Agency

Lead Generation | ProfitTime

vAuto ProfitTime®



EVEN BETTER


HAVE YOU HEARD?
While most dealers are making historic profits on used vehicles, ProfitTime® dealers are doing **EVEN BETTER**

In a market where the average dealer is making \$2,800 per used vehicle sold, high adopters of ProfitTime are beating that by 10%. And, they're still selling vehicles 13% faster.*

Use our quick calculator to see how much more profitability ProfitTime could deliver to your dealership.

[TRY THE CALCULATOR](#)

vAuto ProfitTime®




EVEN BETTER

HAVE YOU HEARD?
While most dealers are flying high in this used vehicle market, ProfitTime® dealers are doing **EVEN BETTER**

In a market where the average dealer is making \$2,800 per used vehicle sold, high adopters of ProfitTime are beating that by 10%. And, they're still selling vehicles 13% faster.*

Even if you're already doing great, now is not the time to glide along on a tailwind. [Learn more here](#) or call your vAuto representative to find out how ProfitTime can bring a boost to already great performance.

vAuto ProfitTime®



EVEN BETTER


HAVE YOU HEARD?
While most dealers are happily cruising along, ProfitTime® dealers are doing **EVEN BETTER**

In a market where the average dealer is making \$2,800 per used vehicle sold, high adopters of ProfitTime are beating that by 10%. And, they're still selling vehicles 13% faster.*

Even if you're already doing great, now is not the time to just ride the high tides of the market. [Learn more here](#) or call your vAuto representative to find out how ProfitTime can bring a boost to already great performance.

vAuto ProfitTime®

[TRY OUR CALCULATOR >](#)



EVEN BETTER

See for yourself how much better your numbers could be with ProfitTime®

When business is good, and you're making money, it may feel like you should just stick with what you're doing. As people say, "If it ain't broke, don't fix it." Right?

Well, that's not always the best advice. What if you knew that as great as most dealers are doing this year, ProfitTime dealers are doing **EVEN BETTER**. If you knew they were beating the average gross by 10% and volume by 13%, would you consider a change?

To help you think it over, our simple calculator can show how your best month this year would have looked **EVEN BETTER**, like top-performing ProfitTime dealers.

vAuto ProfitTime®



GO BEHIND THE NUMBERS


Maybe you've heard how ProfitTime® dealers are doing **EVEN BETTER** than most dealers in this historically profitable used vehicle market. But you're wondering exactly what that means in real dollars.

Check out this new PDF where we do the math on a few common dealer scenarios. You'll see just how much impact ProfitTime can make on already great results. [Download the PDF here](#) or give us a call at (888) 864-1315 to discuss the details with a ProfitTime representative.

[GET THE PDF HERE](#)



vAuto ProfitTime®



EVEN BETTER


"We were already doing great before ProfitTime. Now our **AVG. FRONT-END GROSS IS UP \$1,800 SINCE WE SWITCHED.**"
—Gary Weiler, Honda of Downtown Chicago

Gary Weiler, GM of Honda of Downtown Chicago, understands that most people don't think about making changes when business is good. But he also knows that **no matter how good things are, you can't pass up a chance to be EVEN BETTER.**

Watch Gary's full interview to hear about why he moved to ProfitTime when he already had one of the most profitable dealerships in the country. And, see what switching to ProfitTime could do for you.

[WATCH THE INTERVIEW](#)

vAuto ProfitTime®



EVEN BETTER

Did you get your candy? More importantly, did you get our point?

There's great, and there's **EVEN BETTER**. Sure, you're having a great year in used vehicles. But in this market, is "great" good enough for you? Because it's important to know that high adopters of ProfitTime are doing **EVEN BETTER.**

How much better? Well, in a market where the average dealer is making \$2,800 per used vehicle sold, high adopters of ProfitTime are beating that by 10%. And, they're still selling vehicles 13% faster.*

So, after you've come down from the sugar rush, let's talk about how much more money **EVEN BETTER** could look like for you.

[Get more information on ProfitTime](#)



KEYS & KITES
The Breakthrough B2B Agency

Lead Generation | Upside

COX AUTOMOTIVE

THEY SAY

Playing in a market with higher returns means accepting more risk.

WE SAY

You take the Upside™. We'll take the risk.

UPSIDE™
by COX AUTOMOTIVE

THE ALL-NEW WAY TO WHOLESALE

Cox Automotive is redefining the risk/reward equation for selling at auction with Upside™, a new solution that fits seamlessly into your existing vAuto workflow. Wholesaling with Upside means doing less work, making more money, and never risking a loss. Seriously.

Sound too good to be true? Schedule a preview and learn more today.

VISIT TAKETHEUPSIDE.COM

COX AUTOMOTIVE

Let's Catch Up About...

UPSIDE™
by COX AUTOMOTIVE

It's Time To See the Solution Everyone Was Talking About in Las Vegas

COX AUTOMOTIVE

Automotive News **WIRE**

WHY THE TIME IS RIGHT TO REINVENT YOUR WHOLESALE EXPERIENCE

Presented by: **UPSIDE™**

WHOLESALE BUYERS AND SELLERS SHOULDN'T MISS THIS CONVERSATION

Wholesale sellers have seen significant profits these last two years. But how long will that last? Learn the secrets to success from the industry's leading experts.

WHY THE TIME IS RIGHT TO REINVENT YOUR WHOLESALE EXPERIENCE

WHOLESALE BUYERS AND SELLERS SHOULDN'T MISS THIS CONVERSATION

COX AUTOMOTIVE

UPSIDE™
by COX AUTOMOTIVE

HIGHLIGHTS

4.25.22

NOTABLE NUMBERS FROM LAST WEEKEND'S INAUGURAL UPSIDE DIRECT SALE

99.8% OF MMR	18.5 AVG. BIDS/CAR	10.2K VDP VIEWS
------------------------	------------------------------	---------------------------

Buyers were bidding and buying at last weekend's sale. Dealers discovered how wholesaling vehicles with Upside means making more money, never risking a loss, and doing less work – all from inside their existing vAuto workflow.

Don't miss your chance to take the upside in our next sale.

TAKE THE UPSIDE TODAY

COX AUTOMOTIVE

Learn the story behind Upside™, Cox Automotive's groundbreaking new way to wholesale.

WHOLE TRUTH
By Dale Pollak

In Whole Truth, Dale Pollak examines why many dealers haven't considered wholesaling as a reliable profit center for their used vehicle departments and why the solution lies in the future.

COX AUTOMOTIVE

UPSIDE™
by COX AUTOMOTIVE

Hi Tim,

FIRST AUCTION STARTS SOON! ARE YOU READY?

We want your first Upside experience to be a success. So, we've put together a quick checklist to make sure you're ready for the upcoming auction.

- ☒ I see the option to Upside on all my inventory and active appraisals inside vAuto.
- ☒ An Upside team member has given me a walk-thru of all the Upside functionality inside vAuto.
- ☒ I've clicked the option to Upside for all the inventory I want to wholesale this week, when the vAuto team authorized trade line is set.

If you answer getting started Performance

THE UPSIDE™

COX AUTOMOTIVE

Q: Can strong wholesale profitability last much longer?

A: Yes, if you know the way.

THE KEYS TO SUCCESSFUL WHOLESALE IN ALL MARKET CONDITIONS

In the wake of COVID-19 and the resulting inventory crunch, dealers have gotten used to record profitability selling vehicles wholesale. But are wholesale profits sustainable as market conditions normalize? The answer is yes, but it will require a new way to wholesale to make it happen. Download this whitepaper to learn more about the principles of this new way and how Upside™ makes it possible.

In this whitepaper, you'll learn:

- Four best practices top-performing wholesale sellers follow to achieve optimal returns
- Key reasons dealers underperform as they wholesale vehicles
- How buyers and sellers will benefit from a reinvented wholesale market



KEYS & KITES
The Breakthrough B2B Agency


Lead Generation | ProfitTime Price Promotions


The collage displays 15 distinct promotional banners for ProfitTime, each with a unique theme and call to action. The banners are arranged in a grid-like fashion, showcasing the variety of offers available. Each banner includes the vAuto and ProfitTime logos at the top, a central graphic with text, and a clear call to action button at the bottom. The themes range from seasonal savings to specific event promotions like NADA in Las Vegas.



KEYS & KITES
The Breakthrough B2B Agency

Lead Generation | Dealertrack

Dealertrack 






DON'T WAIT. ACCELERATE.


Never have a "pay-off surprise" again.


Accelerated Title clears titles in as little as 4-6 days so you can turn trade-ins faster than ever before. Whether you sell the trade in on your lot or take it to auction, you'll do it with a clear title in hand and up to 70% faster.

[SHOW ME HOW](#)

ACCELERATED TITLE
DON'T WAIT. ACCELERATE.

Dealertrack 






DON'T WAIT. ACCELERATE.


Stop wasting time pushing paper.


Accelerated Title eliminates the back-office hassles of printing, writing and mailing checks to lenders. Now with one click the accurate pay-off is sent to the lender in real-time. Now you can move trade-in inventory faster than ever before, reducing holding costs and speeding profits.

[SHOW ME HOW](#)

ACCELERATED TITLE
DON'T WAIT. ACCELERATE.

Dealertrack 







DON'T WAIT. ACCELERATE.


Accelerated Title clears titles in as little as 4-6 days instead of the usual 2 weeks or longer. Now you can stop holding costs from piling up and get trade-ins sold faster than ever before. No more manual paperwork and hassles. No more pay-off surprises. Just faster turn on trade-ins and improved profits. What are you waiting for?

[SHOW ME HOW](#)

ACCELERATED TITLE
DON'T WAIT. ACCELERATE.

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DON'T WAIT. ACCELERATE.


Turn trade-ins faster.


Accelerated Title clears titles in as little as 4-6 days so you can turn trade-ins faster than ever before. Whether you sell the trade in on your lot or take it to auction, you'll do it with a clear title in hand and up to 70% faster.

[SHOW ME HOW](#)

ACCELERATED TITLE
DON'T WAIT. ACCELERATE.

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DON'T WAIT. ACCELERATE.

Slash inventory holding costs.

Accelerated Title clears titles in as little as 4-6 days instead of the usual 2 weeks or longer. Now you can stop holding your costs from piling up and get trade-ins with clear title sold faster than ever before.

[SHOW ME HOW](#)

ACCELERATED TITLE
DON'T WAIT. ACCELERATE.



KEYS & KITES
The Breakthrough B2B Agency

Lead Generation | Dealertrack

CLEARING TITLES

EASIER IS BETTER

Today's Title To-Do's

- 1:00 Take trade-in
- 1:01 Log-in to Accelerated Title
- 1:03 Pull real-time pay-off
- 1:04 Submit title request
- 1:06 Sit back

WELL, THAT WAS EASY!

CLICK FOR EASIER TITLES

Why make things hard when they can be easy. Eliminate the typical title run-around and super-charge your dealership's title release process with Accelerated Title. Not only will you get clear titles up to 70% faster, you'll get them a lot easier too.

See how Dealertrack Accelerated Title® saves you dealership time and lets you move inventory faster. Visit www.dealertrack.com/whywait today!

DON'T WAIT. ACCELERATE.

CLEARING TITLES

SHORTER IS BETTER

Step 1:

USE ACCELERATED TITLE TO GET ACCURATE PAY-OFF AMOUNTS IN REAL-TIME AND CLEAR TITLES UP TO 70% FASTER.

Step 2:

THERE IS NO STEP 2

CLICK TO ACCELERATE TITLES

Accelerated Title super-charges your dealership's title release process, clearing titles up to 70% faster. Why is faster better? Because every day you wait is another day of holding costs instead of revenue from selling the vehicle.

See how Dealertrack Accelerated Title® saves you dealership time and lets you move inventory faster. Visit www.dealertrack.com/whywait today!

DON'T WAIT. ACCELERATE.

CLEARING TITLES

FASTER IS BETTER

Accelerated Title (vs.) The Status Quo

DAY 1: Take trade-in	DAY 1: Take trade-in
DAY 2:	DAY 2: Call lender
DAY 3:	DAY 3: Call lender again
DAY 4: Cleared title! Ready to sell or take to Auction.	DAY 4: Wait
4 DAYS VS. 17!	DAY 5: Call for status
	DAY 6: Wait
	DAY 7: Oops! You got a title surprise!
	DAY 8: Call some more
	DAY 9: Holding costs
	DAY 10: Wait
	DAY 11: Wait
	DAY 12: Wait
	DAY 13: More holding costs
	DAY 14: Thought you might get it
	DAY 15: Wait
	DAY 16: Wait some more

CLICK TO CLEAR TITLES FASTER

Why waste time chasing down titles on trade-ins when every day you have to wait is another day you could have sold the vehicle? Dealertrack Accelerated Title® clears title up to 70% faster, and makes the entire process easy.

See how Dealertrack Accelerated Title® saves you dealership time and lets you move inventory faster. Visit www.dealertrack.com/whywait today!


DON'T WAIT. ACCELERATE.



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Lead Generation | Dealertrack

THE SECRET IDENTITIES OF TRADE-INS: THE FREELoader



Trade-ins without titles are **Freeloaders on your lot.**


It's true! Waiting for titles like it's business-as-usual is costing you money. Every day you wait is another day of racking up holding costs. But it doesn't have to be that way. **Dealertrack Accelerated Title®** helps you clear titles **up to 70% faster***, and gets your trade-ins turning into revenue.

Average holding costs on every trade-in**


THE FREELoader	VS	WITH ACCELERATED TITLE
\$555		\$185

See how Accelerated Title can get your trade-ins earning revenue instead of wasting profit potential.

[CLEAR TITLES FASTER](#)

Dealertrack  **ACCELERATED TITLE**

THE SECRET IDENTITIES OF TRADE-INS: THE TROUBLEMAKER



Can you check liens and pay loans online **IN SECONDS?**


☐ YES
☐ NO

If you answered no, your lot may contain **Troublemakers — trade-ins who tie up your back office in time-consuming manual processes like calling lenders and mailing checks.**


With Dealertrack Accelerated Title®, the answer is always YES! Skip title-release traffic jams to free up back-office time and start turning trade-ins — and seeing profit — faster than ever.

See how Accelerated Title cuts hours of back-office work and clears away obstacles that can keep you from turning trade-ins fast.

[SEE MORE TODAY](#)

Dealertrack  **ACCELERATED TITLE**

THE SECRET IDENTITIES OF TRADE-INS: THE DOUBLE AGENT



Trade-ins hiding co-signers are **Double Agents trying to unwind your deals.**


A simple trade can become a tricky deal when it turns out the title has a surprise co-signer. That means wasted time and worse — wasted profit potential. With **Dealertrack Accelerated Title®**, you can see title details instantly, making sure you avoid costly surprises.

See what a difference Accelerated Title can make:

	THE DOUBLE AGENT	VS	WITH ACCELERATED TITLE
Costly Title Surprise	Yes		No
Payoff Delay	Yes		No
Avg. Title Turn Times*	12–18+ Days		4–6 Days

See how Accelerated Title uncovers issues before you take a trade, and get the full profit potential of every deal.

[SEE MORE TODAY](#)

Dealertrack  **ACCELERATED TITLE**



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Thought Leadership | Saba



ELEVATED RECRUITING

Applying Principles of Behavioral Science for Better Talent Management

cornerstone + saba



Behavioral Principle at Play: "STORYTELLING"

We are more likely to connect with and remember stories than we are isolated facts because narratives allow us to connect to information on an emotional level.

That's why we summarize the central lessons of childhood fables or the human truths conveyed by Greek mythology so readily.

Storytelling—especially when it's perceived to be true and authentic—is an incredibly powerful way to convey a wealth of information in a condensed format.

HR and Recruiting departments can use storytelling to connect with and educate both employees and candidates. First, select meaningful and "top in the ear" stories from real people go a long way to show what it's like to be a part of your organization and what it's like to be in a particular employment role. These human stories have a much higher likelihood of success for building through and creating a sustainable impression with efficient outcomes.

Behavioral Principle at Play: "FEEDBACK & REWARDS"

We can all take a lesson from Facebook, Instagram, and Twitter when it comes to effective use of the behavioral principle of feedback & rewards.

The effects of "likes" on our brain chemistry and dopamine have been well documented. These simple and instantaneous reward and feedback mechanisms stimulate dopamine production in our brain, making us feel good and willing to spend more time on the platform. They are a large driver of the time we spend on social media and the way we feel about the online experience. Many organizations utilize the gamification of tasks and effective use of feedback & rewards. The more candidates get engaged with the process, the more they will keep going in the right direction. Immediate feedback & rewards, the more they will keep going in the right direction. In a controlled experiment, groups that were given \$40 or \$50 incentives associated more value and positive associations to their \$40 reward than people that were given a single \$40 reward at the end.

Recruiters can use the concept of Feedback & Rewards in a variety of ways. Make the experience of talking for a position or answering it for a role feel like a game with instant feedback. Provide simple "thumbs up" when you are in the process. Visual cues that help candidates understand the progress that they are making. Even small gifts can help candidates understand the progress that they are making. Even small gifts can help candidates understand the progress that they are making. Even small gifts can help candidates understand the progress that they are making.

Behavioral Principle at Play: "FRICTION COSTS"

We have evolved to size things up quickly and make snap judgments.

Our ancient ancestors had to make quick decisions like "go to hunt or stay?" "Is this food safe to eat?" or "Is this person a threat?" These quick decisions were often the difference between life and death.

We live in a world of small, fast decisions. We make them every day. We don't usually think about them, but they are there. We make them every day. We don't usually think about them, but they are there. We make them every day. We don't usually think about them, but they are there.

The more Friction Costs we add to a process, the less likely we are to do it. Friction Costs are different for every person, but common examples are:

- The time we think it will take to do something
- How complicated something looks
- Research costs
- Unclear, confusing, or missing instructions

If you want people to do something, start with asking yourself, "Have I created any Friction Costs that will get in the way?" What can you do to make things easier, simpler, and easy for people? How can you reduce or eliminate steps? How can you make it more seamless, so that Friction Costs don't turn people away?

This is especially true in the world of recruiting. So much of the recruiting process is self-directed by job seekers and happens largely online—especially in the first few steps. It is very easy for those important steps to be filled with Friction Costs. Duplicated manual entry of the same information in multiple places, requests to upload resumes from a resume into a form, and then a requirement to upload the resume again. Confusing, complicated, or overly abstract instructions. These are just a few of the many common problems.

If you want to improve the effectiveness of your recruiting, one of the first things you should do is remove Friction Costs.

A great way to understand what they are? Go through your own process as if you were a candidate. It might drive you to be a very eye-opening experience and it will point out where you only have created unnecessary Friction Costs that could be turning candidates away.

cornerstone + saba



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Thought Leadership | ProfitTime GPS



**DON'T JUST FIND INVENTORY.
FIND INVESTMENTS.**

How dealers can maximize profitability as they source inventory from everywhere and anyone with the industry's first-and-only Global Acquisition system.

ProfitTime GPS

vAuto
LIVE MARKET VIEW



2 EXECUTING THE STRATEGY ON EVERY APPRAISAL

Once dealers establish their preferred acquisition strategy, Global Acquisition makes sure it's applied to every moment of appraisal.

On the Appraisal screen of ProfitTime GPS, appraisers and buyers automatically see the strategy-based "zone" for every car. They know the Dealer Starting Score and Dealer Strategy Threshold, which informs how high or low they can go while following a dealer's strategy. Global Acquisition recommends an appraisal amount and retail exit price to bring in the vehicle within the zone.

DEALER STRATEGY THRESHOLD: 4
DEALER STARTING SCORE: 7

1 2 3 4 5 6 7 8 9 10 11 12

1 SETTING AN ACQUISITION STRATEGY BASED ON PROFIT POTENTIAL

For the past few years, dealers have successfully used ProfitTime to price vehicles with an Investment Value approach. Over that time, it's become clear that this method should extend to the way dealers appraise and acquire vehicles. As every dealer knows: you make your money in used cars when you buy them.

This age-old truth is precisely the reason dealers set front-end gross profit or Cost-to-Market targets for their appraisal process. The problem has been that such targets aren't consistently followed, particularly as appraisers and buyers do what they need to do to make deals.

But now, with Global Acquisition, dealers can establish a unified acquisition strategy, that's based on the investment value a dealer wants to achieve as appraisers and buyers source inventory. The strategy serves as the "North Star" that helps appraisers and buyers know where they need to be with every car, in any channel.

SCORING EACH VEHICLE'S INVESTMENT VALUE

ProfitTime's Machine Learning knows how your cost for a car, its like-new Market Days Supply and its recent sales history determine a vehicle's investment value:

- BRONZE VEHICLES: 1-3**
The lowest grade/highest risk investments. If you own them, you need to move them.
- SILVER VEHICLES: 4-6**
A mix of near-risk potential. Time in inventory tends to erode return and value risk.
- GOLD VEHICLES: 7-9**
The potential for higher returns with less risk. They are less time sensitive and deliver good grosses.

PROFITTIME SCORE: 1 2 3 4 5 6 7 8 9 10 11 12
MARKET DESIRABILITY: F
DEALER NEED: 1 2 3 4 5 6 7 8 9 10 11 12

Intersection of the three is for a vehicle—the car's of how much you need it.

OMNI-CHANNEL SOURCING IS THE NEW NORMAL

With today's vehicle shortages, finding enough used inventory means buying from everywhere and anyone. Yes, dealers are still getting vehicles through go-to sources like auctions and trade-ins. But more than ever, they're mining the service lane, grounding leases, making dealer trades, and even surfing the classifieds to get the inventory they need.

Inventory acquisition has gone omni-channel, and the situation is putting pressure on appraisers and buyers. Good buys have always been hard to find in the usual channels. But now, with all the variability across multiple sources of inventory and the near-universal understanding that used vehicles are worth more today than ever, it's hard to know what a good buy even looks like. And to top it off, this challenge isn't going away anytime soon. Omni-channel sourcing is the new normal.

SO, JUST LIKE YOU'VE DONE WITH CHANGING MARKETS IN THE PAST, IT'S TIME TO MASTER THIS NEW NORMAL.

The percentage of vehicles sourced from channels other than trade-ins and auctions increased

3X

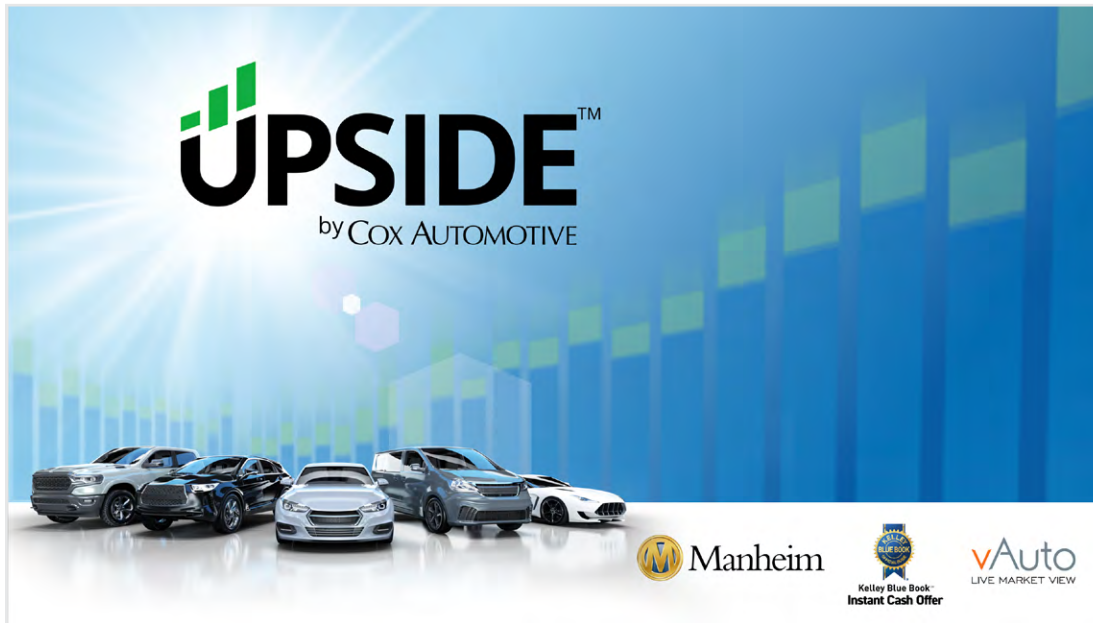
from 2019 to 2022

Sources: Vehicle March 2022 Source Data, NADA, 2019 Sourcing Data



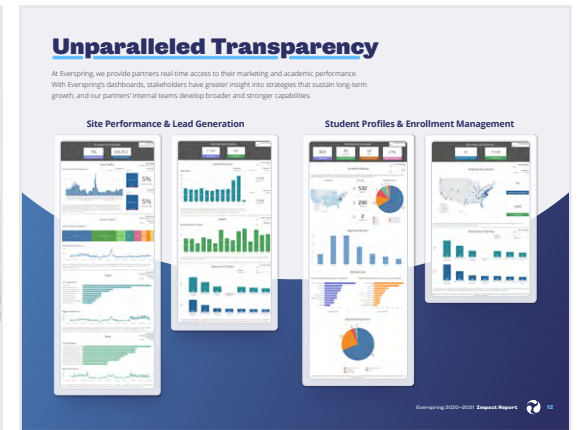
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TAKE CHARGE OF THE WAY YOU TRANSACT

with Dealertrack Registration & Title Solutions

ACCELERATED TITLE // RegUSA®

Enhance Your Dealership's Title Process

- Get lien and title release 70% faster¹ on trade-ins with Dealertrack Accelerated Title.®
- Navigate the registration and title process for any customer, from any state with RegUSA.®

Take Charge of the Way You Transact

- Partner with 100+ lenders to help ensure cash flow and recognize fuller profits on trade-ins.
- Stop re-keying both data and deal information from system to system with seamless DMS integrations.
- Simplify deal finalization for your cross-border customers as consumers nearly double their car-buying radius.²

FAST FACTS: **80% INCREASE** in out-of-state transactions in the last 5 years³ **2X THE CHANCE** of selling a car on first pass at auction with a title in hand⁴

[Schedule a demo to learn more at go.dealertrack.com](#)

Dealertrack 

COX AUTOMOTIVE



CALIFORNIA: TAKE CHARGE OF THE WAY YOU TRANSACT
with Dealertrack Registration & Title Solutions

COLORADO: TAKE CHARGE OF THE WAY YOU TRANSACT
with Dealertrack Registration & Title Solutions

GEORGIA: TAKE CHARGE OF THE WAY YOU TRANSACT
with Dealertrack Registration & Title Solutions

NEW JERSEY: TAKE CHARGE OF THE WAY YOU TRANSACT
with Dealertrack Registration & Title Solutions

NEW YORK: TAKE CHARGE OF THE WAY YOU TRANSACT
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OHIO: TAKE CHARGE OF THE WAY YOU TRANSACT
with Dealertrack Registration & Title Solutions

PENNSYLVANIA: TAKE CHARGE OF THE WAY YOU TRANSACT
with Dealertrack Registration & Title Solutions

VIRGINIA: TAKE CHARGE OF THE WAY YOU TRANSACT
with Dealertrack Registration & Title Solutions

WISCONSIN: TAKE CHARGE OF THE WAY YOU TRANSACT
with Dealertrack Registration & Title Solutions

WISCONSIN FAST FACTS: **24 HOURS** as primary state service provider processing **1M+ REGISTRATIONS** with Wisconsin DMVs in one year⁵

[Schedule a demo to learn more at go.dealertrack.com](#)

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Sales Tools & Collateral | ProfitTime






GO BEHIND THE NUMBERS

You've heard the facts: In a time when the average dealer is making \$2,800¹ per used vehicle sold, high adopters of ProfitTime are doing **EVEN BETTER**. They're beating that average by 10% and still selling vehicles 13% faster.² So what might that kind of improvement look like for you? Here's a few examples.

Exhibit A

Even Better for a Gross-minded Dealer

Maybe you're like this dealer. Your grosses have never been better. You've got some aged inventory, but used vehicle prices are still rising so you can hold on price. More volume might be nice, but you're not going to sacrifice the grosses you can get right now because you're making your 75-85 car/monthly sales target.

AVERAGE PROFIT PER VEHICLE		UNITS SOLD PER MONTH	
2800	x	80	= \$224,000
10% BETTER		13% BETTER	
3080	x	90.4	= \$278,432

That's a monthly improvement of... **\$54,432**

That's called doing great in a great market. But with ProfitTime it could be **EVEN BETTER**.

Exhibit B

Even Better for a Volume-minded Dealer

Maybe you're like this dealer. You've stocked up on inventory, and you've got the sales volume to show for it. You've set store records. You might be selling some cars cheap to make volume, but it's a trade-off you'll take, especially when grosses are better than you've seen in years.

AVERAGE PROFIT PER VEHICLE		UNITS SOLD PER MONTH	
2400	x	110	= \$264,000
10% BETTER		13% BETTER	
2640	x	124.3	= \$328,152

That's called beating some already impressive averages. But with ProfitTime it could be **EVEN BETTER**.

That's a monthly improvement of... **\$64,152**

Exhibit C

Even Better for a Group-level Dealer

Maybe you're like this dealer. Your five-store group is having a banner year. You're up in volume and gross. You've got more aged inventory than you'd like, but you're not too worried. Managers have been closing each month strong to hit their sales targets, and grosses haven't suffered too much from high-cost inventory that isn't moving.

AVERAGE PROFIT PER VEHICLE		UNITS SOLD PER MONTH	
2200	x	350	= \$770,000
10% BETTER		13% BETTER	
2420	x	395.5	= \$957,110

That's called navigating well in unique times. But with ProfitTime it could be **EVEN BETTER**.

That's a monthly improvement of... **\$187,110**

1. NADA data, 2021
2. vAuto data, April-Aug 2021, results based on limited dealers highly aligned to ProfitTime recommendations vs other Provision dealers




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ProfitTime 

Try the calculations with your numbers, and see how ProfitTime can help take your used vehicle performance to the next level. Visit vAuto.com/Even-Better or call (888) 864-1315.

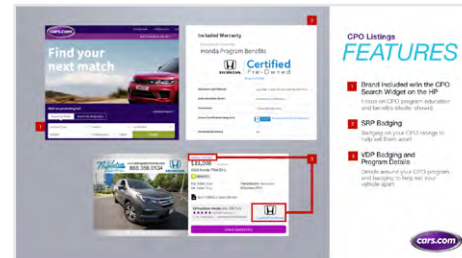
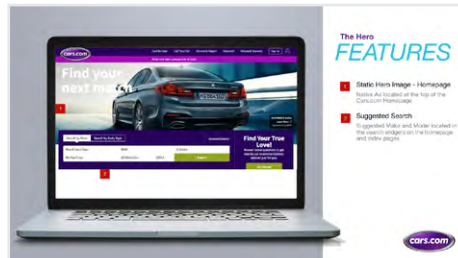
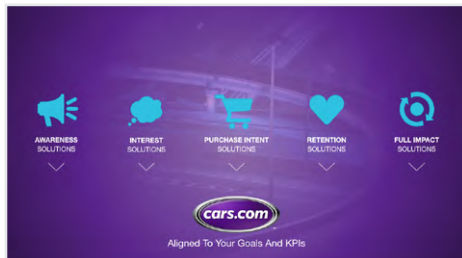
EVEN BETTER 

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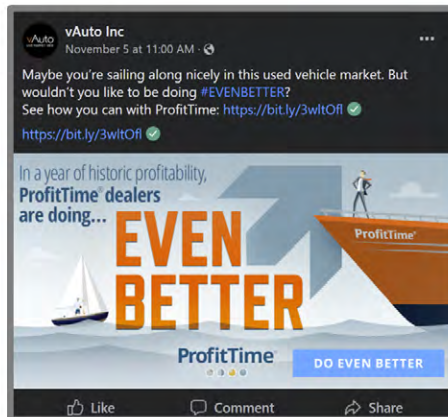
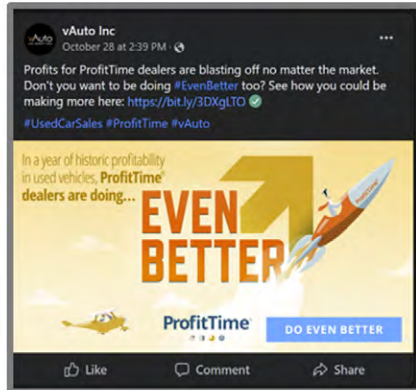
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Social | ProfitTime



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Social | Upside Direct

Upside Direct
April 19 at 9:36 AM · 🌐

The first Upside Direct digital auction is this weekend—including prizes & incentives! Get fresh trades from franchise dealers in the Atlanta area. Learn more here: <https://bit.ly/3xEczE2>



Upside Direct
April 29 at 2:00 PM · 🌐

Our second digital auction is NOW LIVE! Starting bid = 50% MMR. No reserve. Things are looking up! #UpsideDirect <http://ow.ly/FQk750Vjv>



Upside Direct
April 25 at 10:31 AM · 🌐

Prizes! Buyer Incentives! The first Upside Direct digital auction ends TODAY at 3pm ET. Get those bids in on fresh franchise inventory. <https://bddy.me/3C1IzowN> for all the details. GO TO THE AUCTION: <https://bddy.me/3LmxQmU>



Upside Direct
April 11 at 12:38 PM · 🌐

April 22 is coming fast. The first Upside Direct digital auction is just days away. In a new Automotive News podcast called, "Why The Time Is Right To Reinvent Your Wholesale Experience," Zach Hallowell explains why Upside Direct is leading the way in shaking things up. <https://bit.ly/3KsgJqK>



Upside Direct
April 27 at 9:15 AM · 🌐

Sick of bidding on cars that never sell? Things are looking up with Upside Direct. The digital auction with no reserve runs every weekend at <https://bddy.me/36RR6B1>



Upside Direct
April 23 at 8:00 AM · 🌐

GET EXTRA PROTECTION AT NO EXTRA COST. Just look for the shield on Upside Direct listings to know it comes with a FREE DealerShield 21-Day Return Guarantee. It's just another way to be confident in any purchase at UpsideDirect.com



Upside Direct
April 29 at 5:00 PM · 🌐

Every Upside Direct vehicle starts at 50% of MMR. This Toyota Tacoma with a 4.0 CR, has an MMR of \$33,500. Starting bid of \$16,700. Get in on the Upside. #UpsideDirect <http://ow.ly/qMvw50W9xS>



Upside Direct
April 30 at 7:30 AM · 🌐

Every Upside Direct vehicle starts at 50% of MMR. This Jeep Wrangler with a 5.0 CR, has an MMR of \$16,600. Starting bid of \$7,800. Get in on the Upside. #UpsideDirect <http://ow.ly/wuvg50WjnP>



Upside Direct
April 23 at 8:00 AM · 🌐

Sooooo this just happened... A 2017 Jeep Wrangler with a 4.4 CR Miles sold for \$10,385 to a lucky buyer. Did you miss this deal? Don't miss the next one. Upside Direct runs every weekend. [Get updates and alerts on this weekend's auction](#)



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Social | ProfitTime GPS



vAuto Inc

February 10 · 🌐

vAuto's newest innovation will address every dealer's biggest challenge today, and for some time to come. Learn more about it at: <https://bit.ly/34mRmHf>

#globalacquisition #usedinventory #autodealers #usedcars



vAuto Inc

February 18 · 🌐

Sourcing inventory from multiple channels isn't just about to get easier. It's about to get more strategic. vAuto's Global Acquisition System is available soon as part of the newest version of ProfitTime — called ProfitTime GPS. Learn more @ <https://bit.ly/3uPqytZ>

#vAuto #nada2022 #globalacquisition #usedinventory



vAuto Inc

February 9 · 🌐

Visit the vAuto booth at National Automobile Dealers Association (NADA) SHOW 2022 to see new innovations designed to help dealers thrive in this time of hard-to-find inventory. Reserve your spot for an in-person demo today. <https://bit.ly/3slfEcp>

#nada2022 #vAuto #automotiveindustry #cardealership



vAuto Inc

February 25 · 🌐

Maybe you have to buy from everywhere. But you don't have to buy "just anything." vAuto's Global Acquisition system brings more strategy to omnichannel sourcing. See the story at AutoRemarketing, or request your own demo today. - <https://bit.ly/3GPic7N>

#nada2022 #vAuto #autodealers #usedcarsales #usedcars

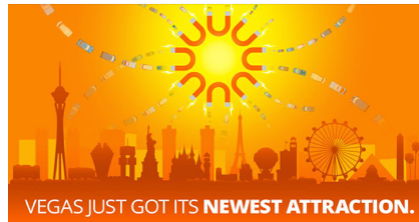


vAuto Inc

February 23 · 🌐

The NADA Show in Las Vegas is right around the corner. Don't forget to get your in-person demo of vAuto's Global Acquisition system. And see how it works inside the newest version of ProfitTime® — called ProfitTime® GPS. Sign up today: <https://bit.ly/3sFNCZr>

#nada2022 #vAuto #automotiveindustry #cardealership



vAuto Inc

February 16 · 🌐

Visit vAuto at NADA Booth #1741W to see the industry's first Global Acquisition system. We're already taking appointments. So sign up now, and don't miss out on the times that work best for you. <https://bit.ly/36365r4>

#nada2022 #vAuto #automotiveindustry #cardealership



vAuto Inc

March 4 · 🌐

NEW PODCAST: Dale Pollak talks about vAuto's Global Acquisition system. A solution you can see for yourself with an in-person demo at the NADA Show in Las Vegas March 11-13. Reserve your spot today: <https://bit.ly/3CdGyY9>

Plus get a \$50 gift card and a chance to win prizes* with your demo.

#nada2022 #vAuto #autodealers #carswithoutlimits #cars



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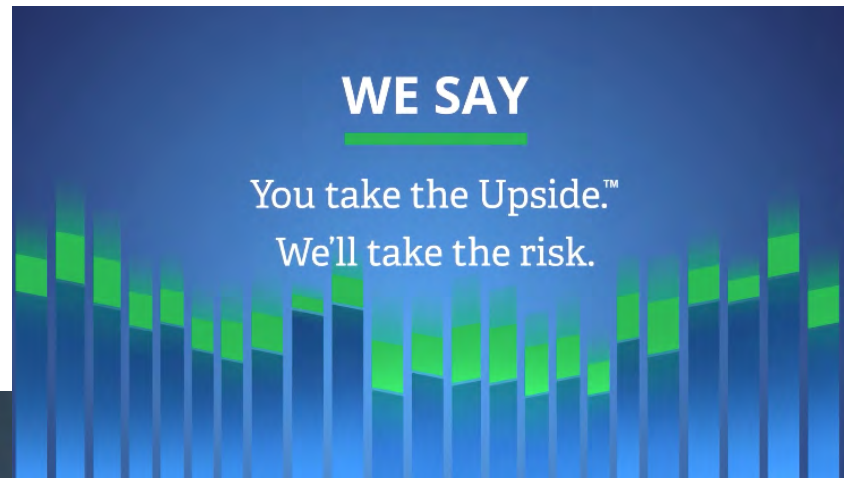
Trade Shows & Experiential | Saba



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Trade Shows & Experiential | Upside

[Click to Play Show Video Loop >](#)



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