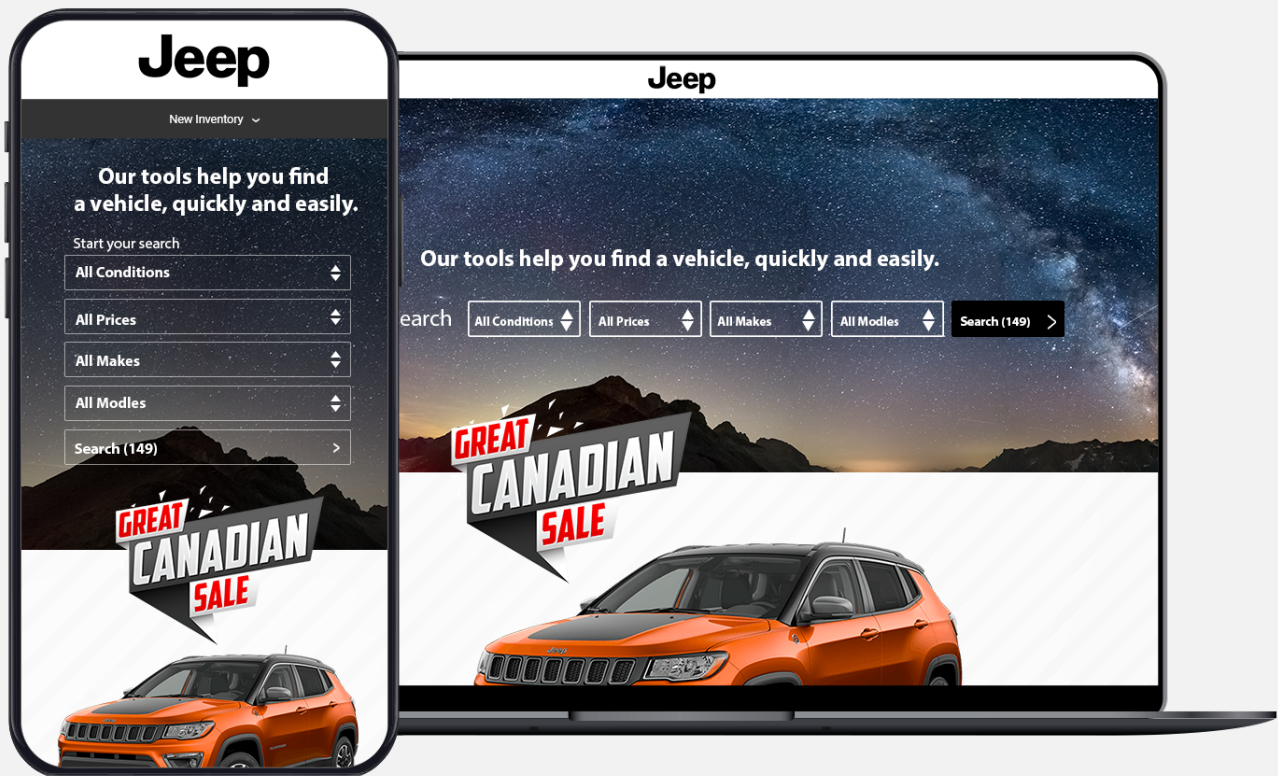








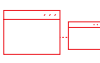
TAdvantage

Revolutionize Your Online Presence With a Website Solution Tailored to Canadian Automotive Dealerships

TAdvantage is a premium automotive website that utilizes an effective digital strategy to drive optimal consumer engagement with your inventory. The solution is responsive across desktop, mobile and tablets, to enable a seamless shopping experience for all consumers. You'll gain support from over 400 seasoned digital automotive experts with local service in both English and French.



KEY FEATURES:

-  Open Source WordPress Platform
-  Responsive Across All Devices
-  Flexible Content Management
-  Personalization Capabilities
-  Mobile Content Management System
-  Custom Search Engine Optimization (SEO) and Local Search Optimization (LSO) Solutions
-  Seamless Cross-Platform Integration with autoTRADER.ca and TRFFK.ca

KEY DIFFERENTIATORS:

- Local support in every province
- Mobile CMS via 1-SOURCE, including:
 - Return on Marketing Investment (ROMI) powered by autoTRADER.ca
 - Inventory management
 - Inventory merchandising tools
- CARFAX integration
- Automotive creative service experts to support your design needs
- Real-time website customization and editing

TAdvantage GOLD

Level Up Your Website with Advanced Features!

TAdvantage GOLD is powerful and innovative. It provides you with all of the benefits of TAdvantage with the addition of a blend of even more cutting-edge solutions that include automated features to create greater efficiency for your website operations.

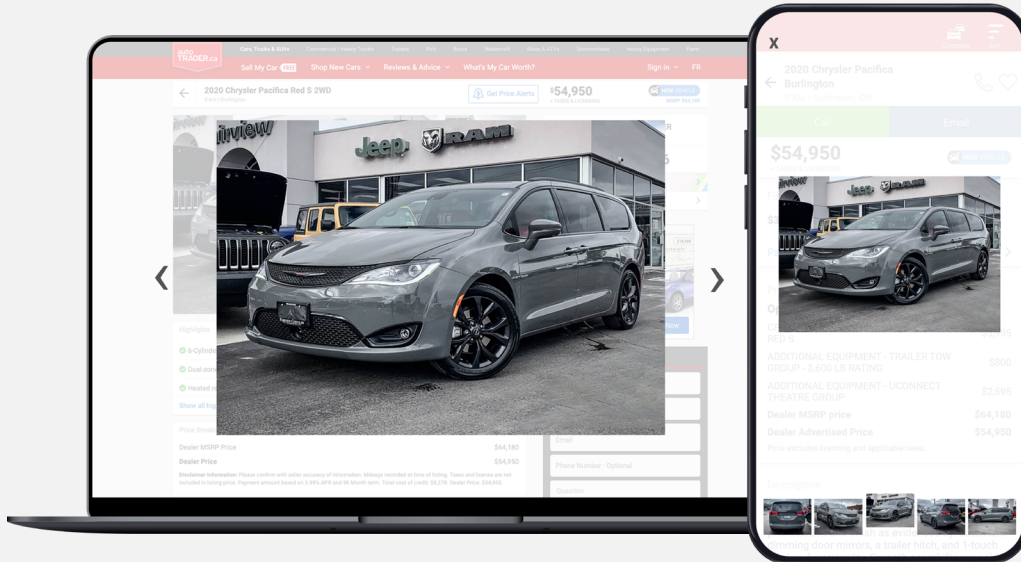
ADDITIONAL FEATURES INCLUDED WITH TADVANTAGE GOLD: Video Solutions Branded Overlays Price Builder Video Fusion Promo Builder My Garage

Features	TAdvantage	TAdvantage GOLD
WordPress Integration	✓	✓
Mobile Content Management System	✓	✓
Cross Platform Integration with autoTRADER.ca	✓	✓
Responsive Website	✓	✓
Showroom	✓	✓
Homepage Widgets	✓	✓
Testimonials / Reviews	✓	✓
CarFax Integration	✓	✓
Lead Management	✓	✓
Auto-Responders	✓	✓
Plug-n-Play Supported Third-Party Integrations	✓	✓
Search by Payment/Show Finance Payments	✓	✓
Media Library	✓	✓
SRP/VDP Themes	✓	✓
MegaMenu	✓	✓
Create/Manage Specials Per Department	✓	✓
Blog	✓	✓
Finance Calculator	✓	✓
Pop-Ups	✓	✓
Team's Page	✓	✓
Job/Careers Page	✓	✓
MyGarage		✓
Brand Overlays		✓
Video Solutions		✓
Promo Builder		✓
Video Fusion		✓
Price Builder		✓

CAPTURE SERVICES

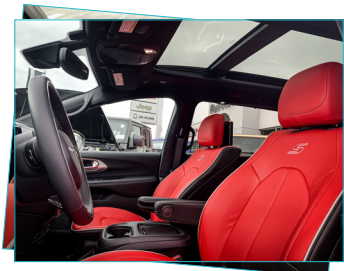
Blow Past Your Competition and Engage Shoppers with Exceptional Photos of Your Inventory!

With three levels of Capture Services at your fingertips, you are equipped to effectively merchandise your vehicles with real photos, (compared to stock images), and entice shoppers to take action.



TRADER CAPTURE SERVICE

Don't have time to capture your own vehicles? Our professional photographers will come out and capture up to 15 photos of your vehicles for you! Using the TRADER Dealer App, photos will be captured and synced to autoTRADER.ca directly through the mobile device.



*Photos loaded into listing will be reduced in resolution to ensure efficient load times but original high-resolution images will be provided to the dealer. ** Based on your existing syndication package.



TRADER PREMIUM CAPTURE

A first-class approach to capturing professional grade photos of your vehicles using trained and experienced photographers and top of the line equipment.

- 14+ branded photos per vehicle in front of your preferred backdrop at your dealership
- Fresh inventory captured weekly by our highly trained professional photographers
- Photos captured using a DSLR with 24.2MP capability to capture every rich detail of the vehicle*
- Capture images are available to be syndicated**



TRADER PREMIUM CAPTURE+

An extension of the Premium Capture service, providing professional editing of your vehicles, to produce a superior finish to every photo including a customized background.

- 14+ branded photos per vehicle at your dealership
- Custom designed backgrounds for your inventory
- Fresh inventory captured weekly by our highly trained professional photographers
- Photos captured using a DSLR with 24.2MP capability to capture every rich detail of the vehicle*
- Capture images are available to be syndicated**