

## eMenu for iPad®

Deliver a compelling F&I sales pitch  
to your customers.

The next-generation eMenu for iPad uses the latest video, mobile and drag-and-drop technology to capture the attention of your customers and elevate the value of your F&I product offerings.



Learn more about this product.  
888.518.5513  
[dealertrack.com/emenuipad](http://dealertrack.com/emenuipad)



### Features and Benefits:

- Improve the customer experience while browsing F&I products, thanks to a new and improved user-interface.
- Create a specific presentation for each customer based on survey responses.
- Make on-the-fly adjustments, updating packages with fewer clicks.
- Track the performance of your F&I sales operation with in-depth financial analysis.

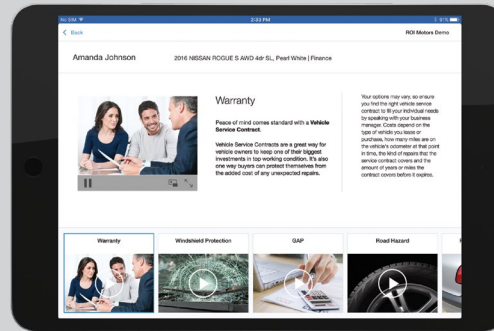
# eMenu for iPad®

Enhancing the in-store shopping experience for your customers while helping your F&I team increase sales and profits.

**70%**  
increase in  
products sold\*

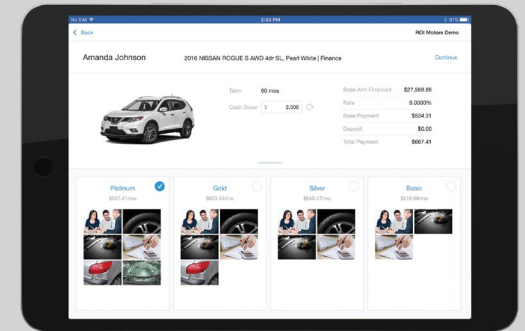
**66%**  
more F&I  
profit-per-deal\*

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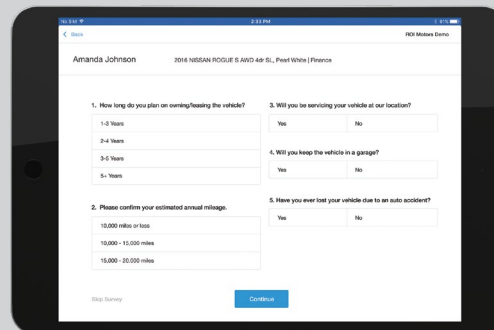
## Product Tours

Capture the attention of customers with product tours that include photos, videos and detailed descriptions.



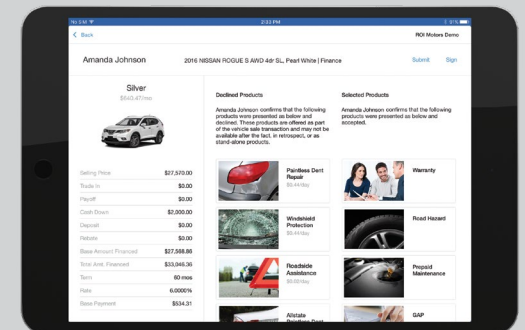
## Interactive Package Configurations

Make real-time adjustments based on customer preferences and save time with an interactive touch screen.



## Customer Survey Results

Gain real-time insight into your customers' driving habits and ownership history directly from the built-in survey tool.



## Opportunities on Declined Products

Display the selected and declined products for another opportunity to sell the benefits of the declined products and maintain compliance.