

MENU SELLING AND AFTERMARKET SOLUTIONS

Connected. Powerful. Personal.



TRANSACT WITH SPEED, PRECISION, AND TRANSPARENCY

Build credibility with best-in-class F&I technology.

Today, F&I product sales require a professional, interactive, and integrated approach, one that creates a compelling story about the value of your offerings.

Helping you tell that story is where Dealertrack comes in, with up-to-date aftermarket data, flexible insights, and personalized trust-building presentations.

The connected, powerful, and personal approach to aftermarket sales.

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**Access aftermarket
product rates.**

**Present aftermarket
products consistently
using Dealertrack's Menu
Selling solutions.**

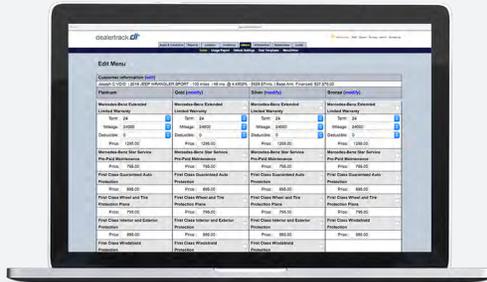
**Generate contracts
electronically.**

**Electronically remit
products to your
Aftermarket Network
Provider.**

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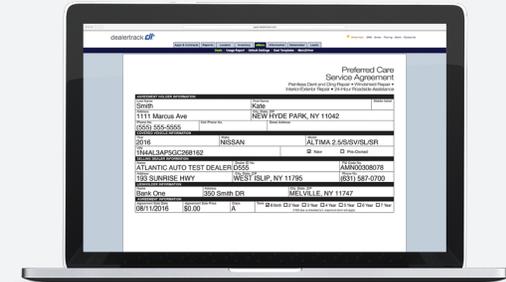
Powerful options and features that supercharge aftermarket sales.

Start with real-time, accurate rates on your aftermarket products, then use that accurate data to build effective menu-selling presentations designed around what customers are most interested in purchasing. The following three key steps are integrated and what make eMenu effective:



eRating

Create the menu for the consumer with real-time product rates, flexible configurations, and monthly payment options.



Contracting

Generate aftermarket contracts electronically with pre-populated data, lien holder information, print/review copies, and more.

Features and benefits of electronically submitting contracts to the free Aftermarket Network include:

- Seamless integration with eMenu
- Reduced fulfillment time
- Fewer contract errors
- Minimized paperwork and chargebacks



Presenting

Customize your menu presentations, generate instant quotes, and capture the customer's signature for acknowledgment.

AFTERMARKET NETWORK PROVIDERS

Expand your selling opportunities with our strong network of aftermarket providers.

The Dealertrack Aftermarket Network provides dealerships with a comprehensive F&I workflow, streamlining the process and increasing F&I product sales.

To meet our providers, please visit:
go.dealertrack.com/AftermarketNetworkProviders



eMENU FOR iPad®

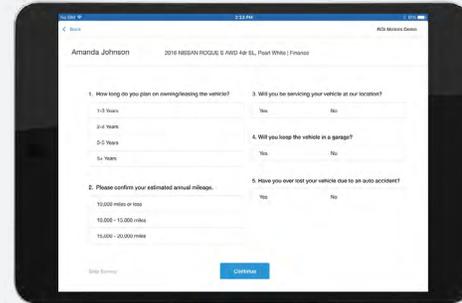
Create a compelling and interactive story your customers can't resist.

Build a more personal and engaging experience. That starts with the effectiveness of the iPad, and includes using the latest in video, mobile, and drag-and-drop technology.



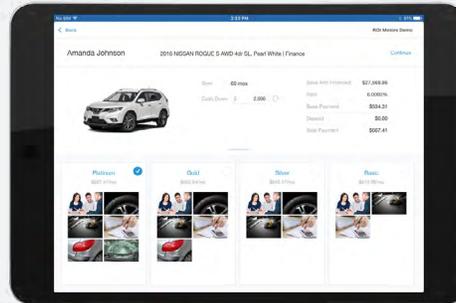
Product Tours

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



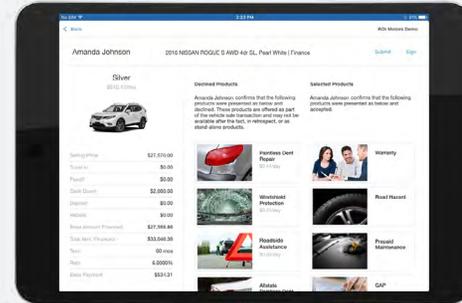
Customer Survey Results

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



Interactive Package Configurations

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



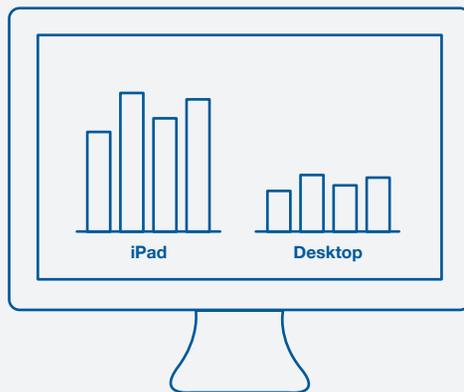
Opportunities on Declined Products

Display the selected and declined products for another opportunity to sell the benefits of both, and maintain compliance with all disclosure requirements.

F&I REPORTING

Track, adjust, and succeed with our efficient and flexible financial reporting tool.

eMenu and eMenu for iPad® include reporting features and functionality that provide in-depth financial analysis in real-time, so that you can adjust your approach to fit buyer tendencies and market trends. That helps improve sales and efficiency while creating a presentation your customers are actually interested in learning about.



Features and Benefits Include:

- Instant visibility into products-per-vehicle sold and revenue-per-deal results.
- Deal comparisons for eMenu Desktop and eMenu for iPad.
- Real-time, on-demand reporting for any timeframe.
- Analytics that provide in-depth financial metrics and real-time sales reporting.
- Identification of the most strategic opportunities to improve F&I menu performance, by revenue, profit-by-deal, employee, and more.
- Income trend reports: An accurate snapshot of revenue and profit activity.

PROVEN PERFORMANCE, FROM PROFIT TO PRODUCTIVITY

By turning aftermarket selling into a personalized and engaging experience, your sales team can deliver greater profitability and improve customer satisfaction—from showroom interaction to the F&I office.

1.4x

MORE F&I PRODUCTS-PER-DEAL

32%

INCREASE IN PRODUCT PRICE

\$354

MORE F&I PROFIT-PER-DEAL

**Average increase when using eMenu for iPad® with eMenu vs. only eMenu, based on results from Dealertrack-subscribing dealers January 2017 – July 2017.

INNOVATION THROUGH INTEGRATION

Dealertrack is a leading provider of digital solutions to the automotive retail industry. Our integrated and intuitive approach to products and services makes your workflows more efficient, transparent, and profitable. From Digital Retailing tools that bridge the gap between the online and in-store experience to the largest lender network in North America, we help enable the transformation of auto retailing through a comprehensive solution set spanning DMS, Fixed Operations, Sales and F&I, and Registration and Titling.

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