

COX AUTOMOTIVE

DIGITAL RETAILING



CONSUMER AUTO LOANS
AMOUNT TO \$1.2T

How do you plan to grow your share?



Let's Get Your Digital Retailing Strategy in Gear

Ensure you're driving the right connections that can deliver measurable success.



Consumer Loyalty

Retain and build your customer base and auto loan business by making the car financing experience easier and more transparent.



Strengthen Dealer Partnerships

Showcase dealer inventory on your website, and you can deliver contract-ready customers directly to the selling dealership.



Unlock New Revenue Potential

Increase your product and service offerings to provide opportunities for your customers and dealers to do more business with you.



BUILD TO SUIT – DIGITAL RETAILING YOUR WAY

With 92% of car buyers* starting their shopping online and 88% of banking customers happy with their current financial institution**, there's great opportunity to drive originations by matching your customers with your dealer partners' inventory - directly on your website.

*Google/Kantar TNS, 2018 | **American Bankers Association, 2019



As your trusted partner in indirect lending already, Cox Automotive is uniquely positioned to offer a full suite of tools to build your digital retailing experience your way - and get you up and running quickly to start growing your market share.

Digital Marketing & Lead Generation

- Integrating your dealer network elevates the customer online-to-in-store experience
- Run your own marketing campaigns & analyze consumer behavior
- Gain insights that help optimize dealer partnerships and secure loan business
- Full data safety and security

App Processing & Automation

- Build and apply consumer-friendly rates & programs
- Site features include a responsive design with secure credit application transmission and ADA compliance
- Autoroute application to loan origination system (LOS)
- Car buyer pushes lender decision

Inventory-to-Contract

- In addition to Digital Marketing & Application Processing/Automation:
- Use existing and vetted technology/partnerships to establish a complete, "direct-to-indirect" lender/dealer connection
- Enable inventory search filtering by price, payment, make/model, etc., that can include trade-in valuations

*Cox Automotive 2019 Car Buyer Journey

Discuss your growth strategy with a Lender Digital Retailing expert today: go.coxautomotive/lender/digitalretailing