



TAdvantage



Seamless
Consumer Car
Shopping Journey

Engage
on Your Website

TAdvantage

Efficient Dealer
Workflow

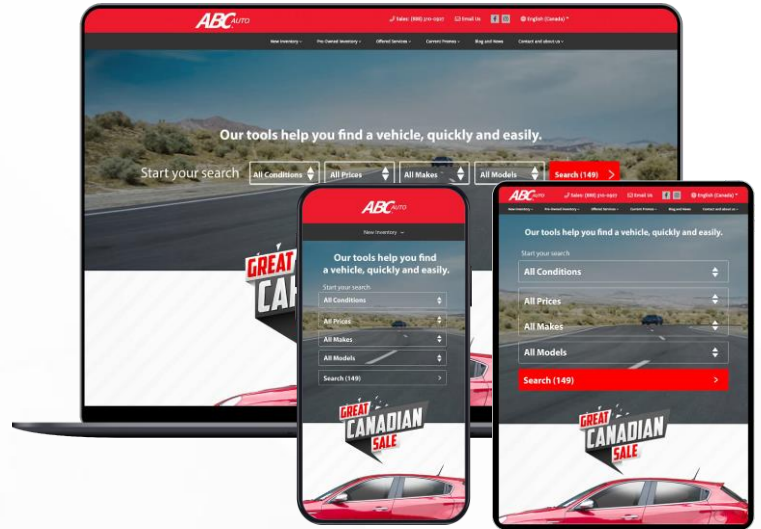
Dealership Website Platform

Dealership website technology, together with an effective digital strategy, for maximized customer engagement with your online inventory.

MADE BY DEALERS FOR DEALERS

AutoSync's TAdvantage was developed in collaboration with Canadian automotive dealers and OEMs, offering responsive, tailor-made website solutions to suit your brand aspiring to **get you more VDP views** putting your competitive advantage on full display!

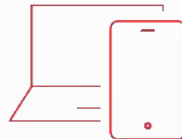
With robust digital tools, an SEO strategy that delivers, web accessibility compliance baked into your site and **Online Strategy Consultant support in both English and French**, you'll feel confident that your website supports your dealership's goals.



Key Features:



OpenSource
Wordpress Platform



Responsive Across
All Devices



Flexible Content
Management

PLUS Advanced Integrations with Industry Leading Partners



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

Key Differentiators

-  Local support in every province
-  CARFAX Integration
-  Mobile CMS via 1-SOURCE, including
 - ROMI insights powered by AutoTrader.ca
 - Inventory Management
 - Inventory Merchandising Tools
-  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

KIA Package & Pricing



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		✓
Price	Starting at \$799/month	Starting at \$1,399/month

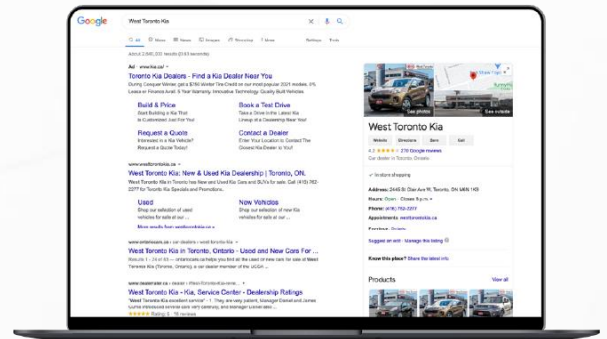
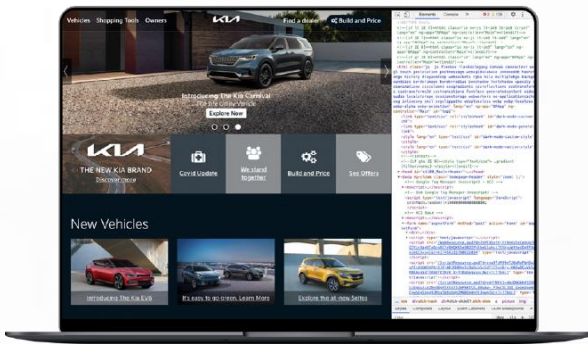
Advance Your Online Search Presence to Reach Consumers When They're Ready to Buy

Search Engine Optimization (SEO)

With the TAdvantage SEO solution, dealers can benefit from a strong SEO strategy and implementation guideline to drive traffic to your dealership. You'll elevate your online presence over the long term with the support of our team of Canadian automotive SEO experts. Your dealership website will be optimized through every piece of contributed content, while establishing keywords to boost your organic ranking in search engines.

Local Search Optimization (LSO)

With TAdvantage LSO, you can build prominent exposure in your local market to appear in search results conducted by car buyers near you! We'll help you claim your Google My Business listing to increase visibility and engagement to attract new customers in your immediate area.



Custom Key Page Copy

Build authority via unique content on more than just your primary page.



Google My Business Questions & Answers

Let us help you stay on top of replying to consumers inquiries.



Custom Google My Business Posts

Create more Google My Business posts to attract local customers.



Reputation Management

We'll help manage your reviews to create a favourable public opinion of your dealership.



Additional Landing Page

Dedicated product pages help consumers find the information they are looking for quickly.



Sponsored Content Article

Contribute content to third-party automotive blogs, PR or news websites, to drive consumers to your dealership.



Additional Blog Post

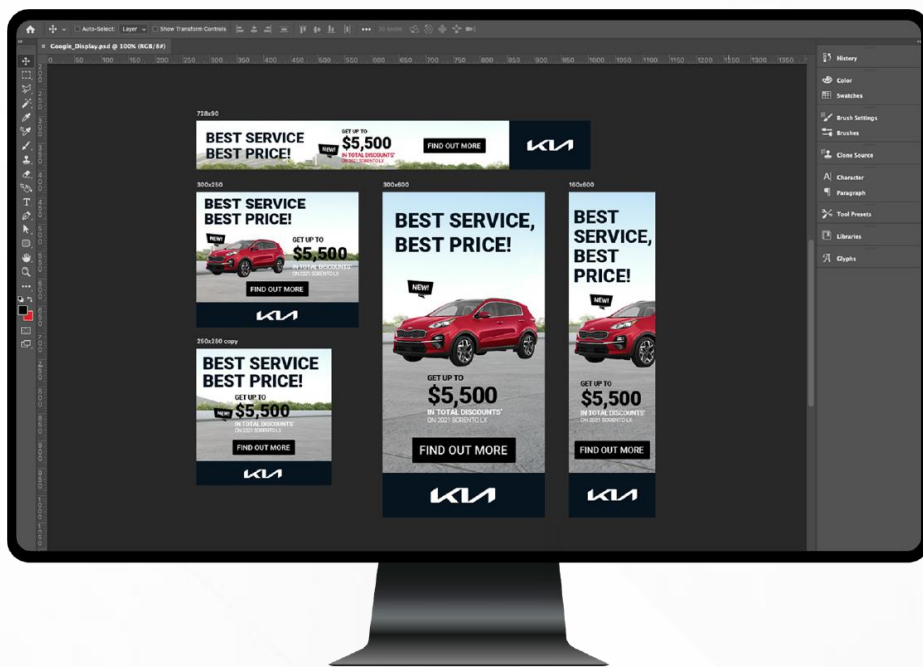
Increase blog post volume to grow your digital brand and engage with customers.

SEO & LSO Kia Packages & Pricing

Features	Search Engine Optimization - Premium	Search Engine Optimization - Standard	Local Search Optimization - Premium	Local Search Optimization - Standard
Google My Business/Bing Places Optimization	✓	✓	✓	✓
Citation Build & Clean	✓	✓	✓	✓
Google My Business Product Collections	✓	✓	✓	✓
Google My Business Posts	Weekly	Weekly	Weekly	Monthly
Department Google My Business Optimization	✓	✓	✓	✓
Google My Business Review Generation	✓	✓	✓	✓
Custom Landing Page Creation	Monthly	Quarterly	✓	✓
Custom Model SRP Creation - 5 models	✓	✓	✓	✓
Key Page Optimization	✓	✓	✓	✓
Link Building	✓	✓	✓	✓
Keywords Tracked	40	20	✓	✓
Site Speed Optimizations	✓	✓	✓	✓
Pricing	\$1350 /month	\$560 /month	\$275 /month	\$125 /month

Canadian Automotive Creative Expertise Dedicated to Your Dealership

Attract the attention of online car shoppers with captivating artwork for your dealership's online presence, including display banners for special offers and promotions, customized website headers, unique homepage sliders, and more! Our Creative Services team is available to help add the creative design elements you're looking for when creating custom artwork. They take the time to understand your needs to provide you with the right design expertise. Once your design is ready you can schedule release dates and move forward with confidence!



Creative Services Kia Pricing

Creative Services Gold
\$1000 /month

Creative Services Silver
\$450 /month

Creative Services Bronze
\$200 /month

Creative Services Value
\$100 /month



With creative services you can take advantage of:

- Media assets customized for your dealership needs and the current season
- Access to a Creative Consultant who understands the industry and your dealership website
- Ability to schedule the release of your artwork on any day of the month

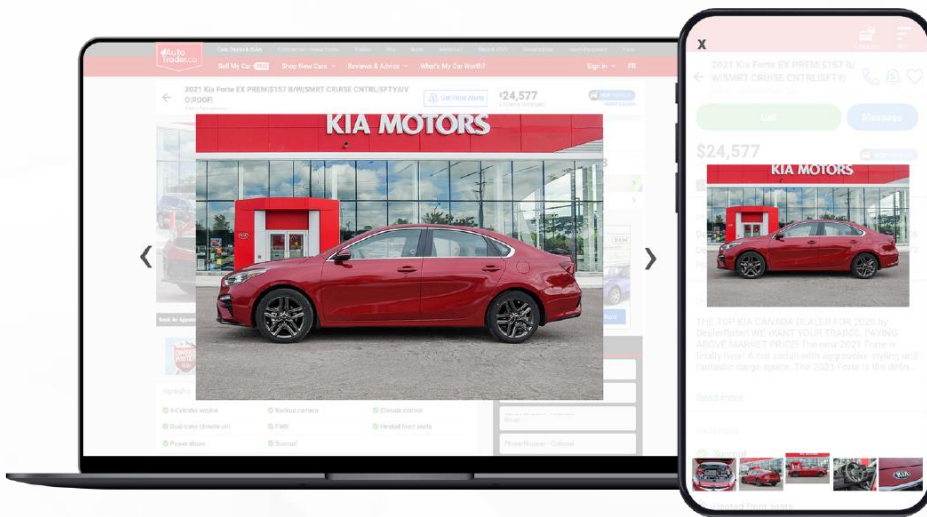


How creative services can help:

- Your website will always be fresh and current with new content
- Work with usability and design experts to understand how to increase shopper engagement on your website
- Differentiate your dealership by promoting on the lot specials, certified used vehicle offers, seasonal sales, service and parts specials, new model offerings, customer testimonials and more!
- Stylistically align to your brand and in-market campaigns

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.



New Car Vehicle Capture Kia Pricing

101-200 cars shot per month
\$1,775 /month

51-100 cars shot per month
\$900 /month

26-50 cars shot per month
\$450 /month

1-25 cars shot per month
\$225 /month

TRADER Premium Capture
\$25

TRADER Premium Capture Plus
\$35

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.

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**

*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.



We help dealerships & OEMs increase the **effectiveness** of their sales efforts, the **efficiency** of their processes, and the **profitability** of their business.

