


Information-rich reports that help you sell more cars

If you're like most dealers, you want to cut through the clutter and focus on "just the facts"—information that leads to increasing car sales. With vehix.com, that's what you'll get. We offer an all-encompassing variety of reports that'll tell you the "Who, What, When, Where and Why?" of online inquiries. From there, you can choose the most promising leads, make modifications to your Web site, and generally remain in proactive control of your business.

vehix.com's exclusive reporting system includes the following:

- The Month-End Books is a set of reports delivered to you no later than the tenth of the month following. You'll receive inventory exception reports, and perhaps most important, a lead tracking list containing the vital contact stats from your most recent online inquiries.
- The Sales Matrix Reports Menu is software, available at no charge and with an online tutorial, which lets dealers view information live from the Web, thus decreasing response time. It offers Web site trafficking information, front and back end gross detail, most-requested vehicles/price range, top lead sources (by zip code), inventory poll status and more.

Should you have any questions with regard to month-end reporting or the sales matrix, call vehix.com toll-free at 1.888.890.8990 and ask for the Product Manager for Reporting.



Show us the inventory and average 30% more leads

It's true. Dealerships that post current, accurate inventory on vehix.com average 30% more leads than those who do not list inventory with vehix.com.

Why enhance your efforts with vehix.com-listed inventory? Because "inventory-guaranteed" leads typically reflect a better informed, more determined/serious potential buyer. And that means more car sales for your dealership.

What you should know when listing inventory with vehix.com:

- vehix.com supports inventory polling from both the Reynolds and Reynolds, and the ADP dealer management systems. We access these systems by modem 2–3 times weekly. The captured inventory is posted on vehix.com and vehix-hosted dealer Web sites by the following morning.*
- In the absence of the R&R or ADP systems, dealerships may utilize the Dealer Send program found in the Sales Matrix software provided by vehix.com. (See the Sales Matrix training tutorial.) In this situation, Microsoft Excel is required. This instruction is additionally applicable to those dealerships employing the UCS inventory system.
- Dealerships using Kelly Karpower should contact vehix.com to create an inventory report that can be sent via e-mail and subsequently uploaded to the vehix.com site.
- For those dealerships working with Dealer Specialties, specifically for used vehicles, simply inform vehix.com of that relationship.

*Details regarding creation of a dealership system account for vehix.com access, as well as completion of the Upload/Download Authorization Form (to include your modem phone number, valid ID and password), will be provided by your account representative. Special note: With R&R, dealership must provide vehix.com with access to the 6910 Report Generator screen. Upon vehix.com receiving a complete authorization form, initial setup is approx. 48 hours with R&R, 72 hrs. with ADP.




vehix.com gives your dealership Web presence

Whether your dealership has a current Web site, or is perhaps considering the possibility of online sales, vehix.com can enhance efforts and provide a powerful and effective Internet presence. It's FREE, it's consumer friendly, and it puts flexible control in dealer hands.

The following are options with every vehix.com-hosted site:

- Customizable links allow dealers to drive content.
- Helpful tools including an online Credit Application, Safety and Recall information, and side-by-side Vehicle Comparisons assist potential customers in qualifying for financing and making informed decisions.
- Hands-on dealer control is achieved through utilization of Specials pages, which provide the opportunity to promote specific vehicles by uploading pictures/descriptions.
- An easily modified live inventory showcases your most current vehicles.
- Dealership contact information—address, phone number and especially, e-mail—lets potential online customers make contact almost immediately.

Vehix.com can have a new site live within approximately 48 hours; dealerships with an existing site (necessitating the transfer of a domain name) can expect the process to be complete within 48–72 hours. In addition, vehix.com has the capability to host dealership e-mail. Let vehix.com put you on the Web!



Online lead tracking/management made simple with Sales Matrix


Looking for practical help to track and manage online leads? The vehix.com Sales Matrix was developed to shorten the time between customer inquiry and dealer response. The notable effect is that the system allows a dealership Internet department to streamline all incoming e-business. And that can only lead to increasing car sales.

vehix.com dealers have access to extensive Sales Matrix options:

- Ability to receive and manage leads from any current online auto buying service(s).
- Upload and maintain online inventories.
- Generate reports on lead source providers by source, most-requested make/model/color, as well as on other relevant customer data.
- Upload digital photos of pre-owned vehicles.
- Monitor important sales data in real time.
- Organize leads by user or date, check the progress of each inquiry and deliver customized e-mail response.

You're never alone.

Vehix.com provides dealer training and customer service that enhance efforts and help realize full Sales Matrix productivity. We provide general managers and Internet specialists with the most current trend data, selling techniques and closing tools. Dealers receive individualized customer service and sales support from in-market regional sales managers and more than 1,200 account executives.



What they're saying about vehix.com...

Vehix.com provides leads and helps close sales. When you want online advertising with results, this is the place to drive your deals home. Consider the experience of those dealerships currently utilizing vehix.com.

"Since our service with vehix.com began, we have increased sales leads by 100 percent. Customers travel from surrounding states to purchase our vehicles, mainly due to the Web site's ease of use. These sold leads have generated a higher gross in sales due to the 'no haggle' pricing listed on the site."

Stan Kuwazaki, Internet Sales Manager, Ghent Chevrolet, Greeley, Colo.

"Their turnkey approach to the Internet was what first caught our attention. They offer a complete service-everything, from site design and changes, to display and purification of the entire dealership inventory, and most importantly, generation of desirable leads from the hundreds of thousands of people shopping for cars and trucks on the 'Net... The partnership was just a beginning. vehix.com has trained and worked with the Internet departments of all our stores. As the 'Net changes, vehix.com continues to offer us cutting-edge technologies for the tracking and follow-through of all Internet requests."

W. Douglas Moreland, Moreland/Lithia Car Dealerships and Brandi Moreland, Moreland Dealership Internet Department, Denver, Colo.

"It's often said that the [dealership] Internet department is not a profit center. With the few sold leads we have had from vehix.com, we've been running at approximately \$1,850 per copy."

David Joner, Internet Department, BBC Dodge/Isuzu, Seattle, Wash.

"We are currently signed up with four other Internet lead-generating services. Vehix.com not only provides some of the highest volume leads, but also those of the best quality, compared to the other online buying services. It's a well-designed site, with very sticky content. When a customer visits vehix.com, they have all the tools at their fingertips needed to research and buy their next vehicle from the comfort of home or office."

Steve Jacobs, Internet Sales Manager, Pundmann Ford, St. Charles, Mo.