



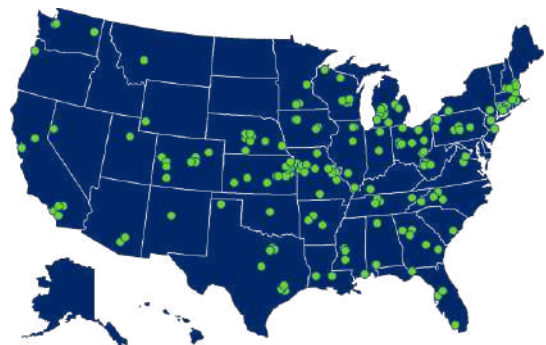
# High Gross or Low Gross?

## The Choice Between VinCue and vAuto

VinCue and vAuto both improve your turn rate, but only one empowers you to achieve higher front-end gross. It's one of the many reasons why dealers around the country are making the switch to VinCue.

Dealers today have more options than ever when it comes to market-based pricing tools. Yet dealerships are still struggling with margin compression and low profits. Why?

The answer: Velocity — the management philosophy of vAuto. For over a decade, vAuto has told dealers to lower prices to



Vincue serves over 200 dealerships and 1000+ users nationwide

sell cars faster. The result? A race to the bottom on price that leaves dealerships busy, but never profitable. And folks are getting sick of it.

Even vAuto sees the issue with their methods. That's why they created a new product that claims to improve front-end

gross, and they're charging a premium for it.

**vAuto is selling a solution to problem they caused.**

Don't you think it's time to work with a platform that has your best interests in mind?

## The VinCue Difference: High Gross + High Turn

VinCue has been different from the beginning. It's built BY dealers, FOR dealers, and like you, we were fed up with the race to the bottom. We designed a platform with better data and better tools, so that you **don't just sell cars faster, but grow your front-end gross, too.**

Need any more reasons to switch to VinCue? Don't worry, there are plenty. Here are 7 other ways VinCue is built differently for the modern dealership:



### 1. Better Data = Better Insights

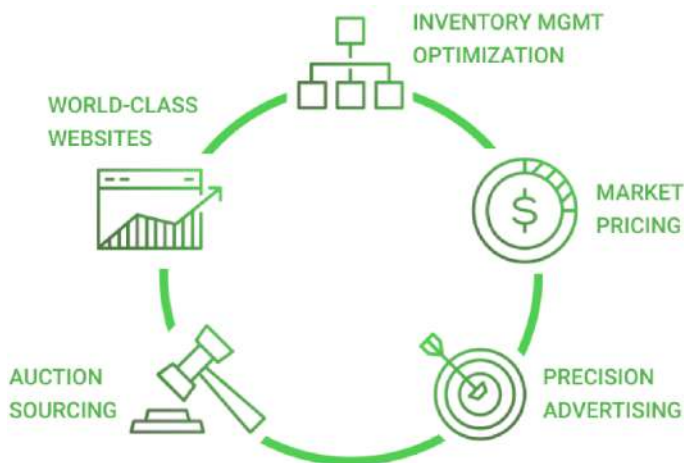
vAuto collects data from wholly-owned Cox Automotive subsidiaries: Autotrader.com and Manheim. This gives you a skewed and incomplete picture of your market. You need better data from independent sources.

VinCue's data comes directly from 40,000 dealership websites, tracking 7 million vehicles in real time. VinCue gives you better insights into your local market to help you make better decisions.

## 2. One Platform. One Login.

Tired of multiple logins? With vAuto, you need to navigate up to 5 different tools to manage your inventory.

**VinCue's all-in-one platform** streamlines your operations: Inventory Management & Optimization, Appraisal, Auction Sourcing, Precision Advertising, and World-Class Websites.



## 3. Optimized Inventory Mgmt

vAuto may help you price competitively, but only VinCue helps you stock more profitably.

VinCue identifies high-value vehicles to stock based on your **dealership's sales history and your market's supply/demand**. Now you can stop sinking money into inventory that doesn't sell.

## 4. Smarter Syndication

vAuto only syndicates out your vehicles' basic features and options, turning your inventory into a commodity and forcing you to compete on price. **With VinCue, each vehicle earns its full, authentic value.**

VinCue's best-in-class syndication captures all of your vehicles' features and options, so that when you syndicate out to third-party sites, you earn every penny you deserve.

## 5. Precision Advertising

Third-party sites have become more expensive and less effective at generating leads. Build your brand and bring customers to you with AdCue (a tool that lives inside the VinCue platform).

Automatically create digital inventory ads to target customers who are ready to buy and in the market for vehicles you have in stock. Then send leads straight to your website, not to a third-party.

## 6. Ease of Use

Vincue's intuitive functionality and all-in-one design make it easy to learn and use. With thorough training and excellent customer support, most Vincue customers see 100% employee adoption in a matter of days, not months.

## 7. Pay Less for More

When you buy vAuto, you're buying a brand name. But you don't need to pay a premium price for a premium product. **Dealers who switch from vAuto to Vincue regularly see their monthly bill cut by 30-60%.**

# Vincue: Preferred by Dealers of All Sizes

### Multi-Rooftop Independents



"I've worked six, seven different systems over the years, including vAuto, and **none are more efficient and effective than Vincue.**"

- Kyle Glenn, GM, CTS Auto Sales

### Multi-Rooftop Franchises



"I've been in the business for **24 years** and no other single product has had the impact that Vincue has had on our business."

- Craig Martin, Partner, Randy Curnow Buick GMC

### Single-Rooftop Independents



"**Vincue has made our processes run much more quickly and smoothly than vAuto.** We're able

to maintain our front-end gross because of the cars that Vincue tells us not to buy. The way they've designed the inventory dashboard is just brilliant. Our turn rate improved from 50-60 days to 32-36 days."

- Jacob Tice, Digital Operations, South Tacoma Auto

### Single-Rooftop Franchises



"Vincue delivers the information and insights I need to fully understand my market. Knowing what my competitors are buying and selling uncovers opportunities I might otherwise miss. **They are always improving and innovating** and they are consistently responsive to my needs as a customer."

- Ryan Matt, Owner and Dealer Principle, Matt Ford