



5 Ways to Improve Your Digital Showroom for a New Reality



Introduction

While disruption in the automotive industry was underway prior to current events, the Covid-19 pandemic has caused a transformational shift in how consumers shop for their next vehicle. Our industry is facing a permanent inflection point as physical traffic comes to a near standstill and dealers now depend on their website as the primary or only source of continued vehicle sales.

In addition to increased digital adoption and personalization, the pandemic has accelerated the evolution of consumer attitudes, behaviors and practices which will demand even greater flexibility and innovation. Now more than ever, the online showroom is essential to success and optimal digital performance is no longer optional. These five best practices will help you transform your digital showroom, ensuring it works as hard as possible to turn every shopper into a customer.

PROTECT YOUR PURCHASE: QUESTION 3

How long do you normally keep your vehicles? ®

Please choose one

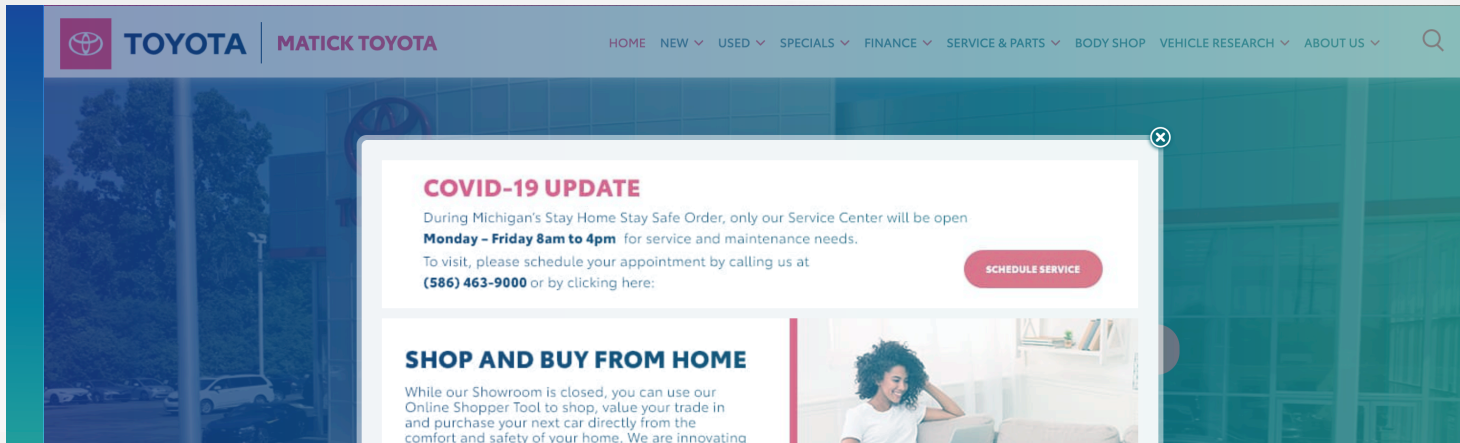
☐ 3 years or less ☐ 4 years or longer ☐ I'm not sure

PROTECT YOUR PURCHASE: QUESTION 1

Will you buy or lease your next vehicle? ®

Please choose one

☐ Buy ☐ Lease ☐ I'm not sure



① Communicate Safety Precautions

Health concerns are now foremost in consumers' minds in every transaction, purchase decision and potential visit. Consistently and frequently communicate your health and safety protocols to reassure your shoppers and customers that you're doing everything possible to keep them and your staff safe.

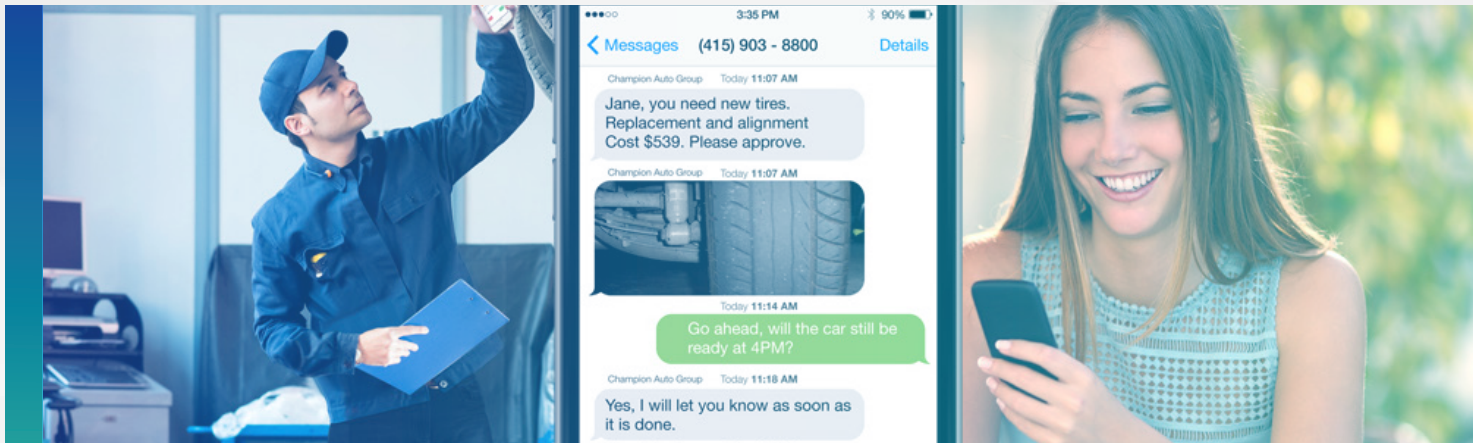
Whether you're offering appointments, home delivery or on-premise signing and pick up, ensure visibility and awareness of your health and safety efforts by sharing them throughout all available channels, such as in social media, through your customer mailing list, and on your website, where interstitials can be a particularly effective tool to maintain engagement by providing immediate peace of mind.

Don't forget to communicate it with signage on premise as well. Proactive safety communications are also essential if you are offering repair, maintenance or other fixed ops services. Ensure that you are closely following safety procedures during vehicle pick-up, signing, and vehicle delivery, and make this overtly visible to customers.

"I think the bar has now been raised for any company that wants to perform in this marketplace. You need first-class digital capability, you need a safe environment for your customers and a safe environment for your associates."

Mike Jackson, AutoNation Chairman, CEO





② Rethink your marketing & communication strategies

With the dramatic shift in customer shopping habits post-COVID, it's crucial to design a marketing and communications plan that supports the move to online shopping. Leveraging social media, focusing on online lead generation strategies and utilizing digital merchandising tools can all help you get your vehicles in front of customers more quickly.

When it comes to communications, rethink how you can use website chat and text messaging to stay in touch with shoppers and coordinate appointments and drop-offs. More frequent email messaging might also help you to keep customers informed of changes.





③ Bring your physical lot to life on your website

Your VDPs are your most powerful selling tool. For perspective, the average dealer's website sees 20 times the amount of traffic as the physical location. That difference is increasing given the current environment. It's imperative that you give shoppers an immersive online experience that replicates your physical showroom and enables them to see as much of your vehicles as possible.

Video and exceptional images give customers a clear picture of vehicles and features, and the data shows that a highly visual VDP not only helps with conversion, but can allow shoppers to discover vehicles they may not have previously considered. Since shoppers are likely unable or unwilling to physically visit your dealership, you can give them the same interactive, personalized experience on your vehicle detail pages with tools such as Impel's 360° WalkArounds®.

④ Make your VDPs compelling & engaging

Avoid digital walk-offs by delivering accurate and consistent information across all of your VDPs. Some tactics other dealers use:

- Pricing should be highly visible and easy to find on every VDP, as well as contact information, hours of operation and COVID-related changes to your normal operations.
- Pay attention to your vehicle descriptions by telling a compelling story that makes shoppers really engage and dream about your vehicle.
- Avoid long lists, excess clutter, and too much technical jargon. The right mix of engaging language, concise storytelling and unique highlights will make you stand out from the competition.
- Don't forget to use your "why buy from us" message at the end of your seller's notes to drive home your unique value proposition.



⑤ Tell the personalized story of every vehicle

Use tools that demonstrate the full value of each vehicle and its key features in immersive, interactive fashion, moving the conversation beyond price. With COVID-19 keeping people at home, your salespeople can no longer share all the key features of a vehicle with a shopper during a test drive or a walkaround. Put your shoppers in the driver's seat on your VDP with tools like Feature Tour, which highlights the uniquely valuable features of each vehicle using curated multi-media content tailored to the needs and interests of each individual shopper.

These are unprecedented times for our industry that we are all navigating together. Impel is here to offer solutions that help dealerships bring automotive showrooms to life online and transform VDPs into immersive shopping experiences. To learn more about the solutions we're offering that are helping dealers navigate successfully through this crisis and shifting consumer behavior, take a nine minute virtual demo

The traditional model may be fading or diminishing," he said. "I don't think floor traffic will go away 100%, but online is just an easier process for everybody involved."

Mike Bowsher, Owner
Carl Black Automotive Group



Porsche Doppelkupplung (PDK)

Helps to ensure extremely fast gear changes with no interruption in the flow of power. And that's with even better acceleration performance and increased efficiency. PDK is essentially two gearboxes in one. This double-clutch arrangement provides an alternating, non-positive connection between the two half gearboxes and the engine by means of two separate input shafts. The flow of power from the engine is transmitted through one half gearbox and one clutch at a time, while the next gear is preselected in the second half gearbox.

SAFETY FEATURES

