

SOLUTION PROVIDERS WORKING TOGETHER TO MAKE YOUR JOB EASIER

CRM / DMS / WEB SITE / E-COMMERCE / TRADE APPRAISALS

DEALER SOLUTIONS

A L L I A N C E

50 BELOW • ADP LIGHTSPEED • V-SEPT

AN INTEGRATED APPROACH TO DEALER SYSTEMS.

IMPROVING PRODUCTIVITY, IMPROVING PROFITS.

www.dealersolutionsalliance.com

THE PROBLEM

Separate Technology Systems Are Time Consuming, Expensive and Inefficient

To compete in today's business environment, dealerships need multiple systems just to conduct business. In addition to your Dealer Management Software (DMS), you probably have separate systems to manage your Website, eCommerce, CRM Sales and Lead Tracking, Manufacturer Leads, Parts Ordering, Service Scheduling, Inventory Management, and Marketing. You may even have more than that. Unfortunately, there is a high probability your individual systems can't communicate with each other, which prohibits customer information from passing seamlessly between systems. This lack of system integration causes a significant loss of productivity for dealership personnel

and creates an even bigger problem for managing customer expectations and follow-up.

In addition to productivity losses, having multiple un-integrated technology vendors could be costing you more. Recent surveys have indicated that consolidating solution providers could decrease costs by as much as 40%.

How much time and money could your dealership save if your technology services worked together?

THE SOLUTION

Integrate Your Dealership Systems to Work Together to Improve Productivity, Customer Satisfaction and Service

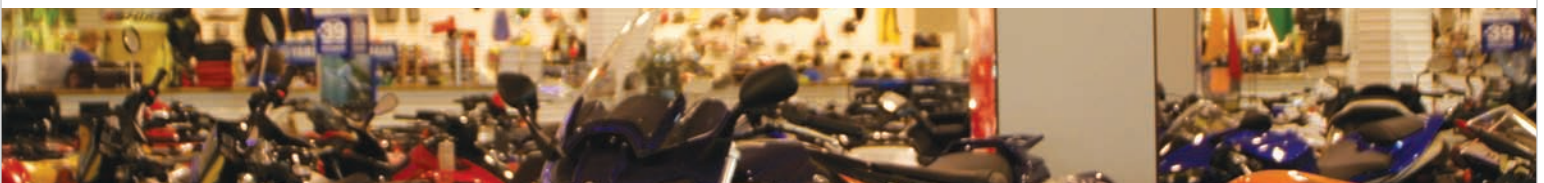
Thanks to an alliance between three of the leaders in designing and selling Powersports Dealer Applications and Systems, you can enjoy a fully integrated, end-to-end solution for managing your dealership efficiently and effectively. In January 2010, ADP Lightspeed, V-SEPT and 50 Below created a new industry wide initiative called the Dealer Solutions Alliance, this initiative is dedicated to creating seamless integration between the dealership solutions offered by each company. As a result of this alliance, dealerships can get an end-to-end solution from the alliance members that allows your DMS, Website, e-Commerce, CRM Sales and Lead Management, Manufacturer

Leads, Parts Finder, Service Scheduling, Inventory Management, Marketing, and Customer Surveying to all work together seamlessly. No double or triple entry of customer information. Just push a button and everything is at your fingertips.... We call dealers on these integrated systems NOW Dealerships!

By becoming a NOW Dealership and using the integrated solutions from ADP Lightspeed, V-SEPT and 50 Below in your dealership, you will enjoy a seamless solution to manage your dealership. The systems from the Dealer Solutions Alliance members work together to eliminate double or triple entry of customer information and

generate better results for your dealership. Our seamless solutions will perform the following tasks for your dealership:

- » Dealer Management
- » Website
- » e-Commerce
- » CRM Sales & Lead Management
- » Parts and Major Unit Locators
- » Service Scheduling
- » Inventory Management
- » Marketing
- » Accounting
- » Customer Surveying





COMPLETING THE CUSTOMER LIFECYCLE

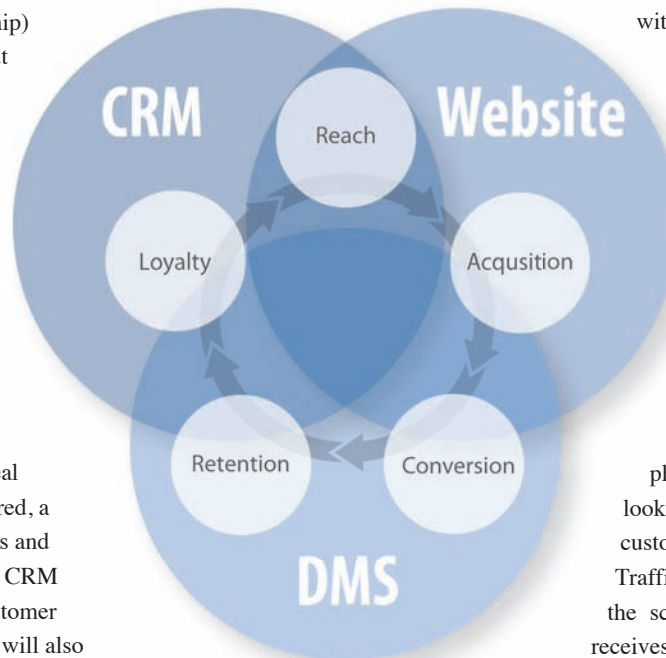
Seamless Integration Fuels Your Team's Productivity by Eliminating Double or Triple Entry of Customer Information

By integrating your Website, DMS and CRM system through the Dealer Solutions Alliance, your dealership's complete customer lifecycle will be tracked and managed - giving you the ability to maximize customer loyalty and value with a true understanding of the customer experience. And, with the combined strengths of the integrated system you can increase your turns within the cycle. See how easy our end-to-end solution makes it for NOW dealerships to sell and service customers:

Walk-in Customer. A prospect walks into your dealership (a NOW dealership) and speaks to a sales person about a motorcycle. Our integrated system allows the sales person to log the prospect into the CRM and print a custom product brochure and worksheet. When the prospect is ready to purchase, the deal information is automatically pulled from your CRM into your DMS saving time and improving accuracy. After the deal is finalized and the bike is delivered, a series of follow-up letters, e-mails and reminders are generated from the CRM to help increase retention and customer loyalty. Additionally, the system will also generate and send Service Reminders and Surveys to generate additional business and gather customer satisfaction data.

Online Customer. A prospect visits your website to shop online. Your site visitors can easily shop for parts, accessories and clothing from your online catalogs. Additionally, they can see major unit inventory that is automatically loaded from your DMS. If the visitor requests additional information from the website, the prospect's information is automatically entered into the CRM module and assigned to a sales person for rapid follow-up. If the visitor makes a purchase through the website using a credit card, the information is automatically entered into the DMS for order processing. After the purchase, follow-up letters and surveys are

sent from the CRM system to maintain contact with the customer and improve the lifetime value of the customer.



Telephone Customer. A prospect calls on the phone asking about ATVs. The sales person checks availability by looking at real-time inventory from the DMS in the CRM module. After confirming availability, the customer agrees to stop by to look at the ATV in the evening. The sales person logs the customer name, phone and vehicle he is interested in looking at in the CRM module. The call and customer information is recorded on the Daily Traffic Log automatically. One hour before the scheduled appointment, the sales person receives a e-mail or text message reminder about the customer appointment so he can roll out the ATV and gets it ready for the customer.

Parts Order. A customer goes to your website, calls or comes into your dealership looking for a part you don't have in-stock. The parts sales person logs the customer in the DMS system. Using Parts Finder, the sales person locates the part at another dealership with a couple of mouse clicks. Once the part arrives in stock, the customer automatically receives an e-mail letting him know his part has arrived and is ready for pick-up.



THE DEALER SOLUTIONS ALLIANCE

Our Systems Communicate Seamlessly for a Hassle-free, End-to-End Dealership Solution



Lightspeed®

ADP Lightspeed, based in Salt Lake City, Utah, is the leader in dealer management software (DMS) and dealer management solutions for Powersports, RV, Marina and Boat Dealers. With over 25 years of industry knowledge, ADP Lightspeed creates dealer management solutions that help Powersports dealerships, manage their parts inventory, sales inventory, service shops, rental fleets and accounting programs profitably. ADP Lightspeed's dealer management systems provide tools for dealers to focus on their customers by managing operations such as credit card processing, computerized vehicle registration, credit checks,

ADP Lightspeed | Dealer Management Systems

website marketing integration, customer marketing tools, consulting solutions, and Industry statistics. The DMS and consulting services delivered by ADP Lightspeed help dealers increase dealership productivity and improve dealership efficiency resulting in increased profitability.

Contact Info: 800.521.0309 | www.adplightspeed.com



V-SEPT | Customer Relationship Management (CRM) & Marketing Tools

Based in Tampa, FL, V-SEPT is the leader in Customer Relationship Management (CRM) software for the Powersports industry. V-SEPT's CRM Solution gives dealerships a comprehensive solution for sales lead tracking, customer follow-up, marketing tools and management reporting while providing complete flexibility and the power required to keep your sales team ahead of the competition. Login to the system and enjoy automatic lead and after the sale follow-up reminders, letters,

and e-mails, check inventory, look up vehicle specs for all major manufacturers, and print custom sales brochures. Managers can login to see daily traffic logs, sales activity reports, product interest reports, marketing reports, and customer demographics reports. And, since the V-SEPT CRM Solution is a web-based application, virtually any Internet-enabled device can be used from any location to log customers and manage the sales team.

Contact Info: 888.850.6311 | www.v-sept.com



50 Below | Websites and e-Commerce

50 Below is a leading Internet development company, based in Duluth, Minnesota, with 14 years of experience and over 200 staff members. Founded in 1997, 50 Below is the premier provider of professional Web site design, Online Stores, and marketing solutions for powersports dealers with several thousand powersports dealer websites currently in operation. 50 Below is the exclusive provider of award-winning EZ-Shop with Fitment and award-winning Professional Web site

Merchandising. 50 Below strives to create the happiest customers by providing the best customer service, the best web sites and advanced Internet technologies that help powersports dealers maximize opportunity and maximize the customer experience online.

Contact Info: 866.479.2693 | www.50below.info