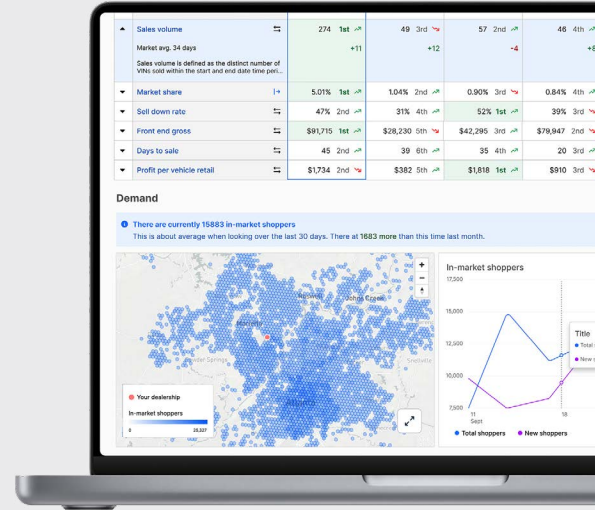




Powering the Machine-Assisted Dealership



Predict Your Next Best Move

Price with precision, procure more effectively, and gain unmatched market clarity with Lotlinx data.

Lotlinx leverages the power of AI and machine learning to deliver better, more timely, and more relevant information. Stay on top of critical trends in your market and on your lot and execute VIN-specific strategies that accelerate inventory turn, decrease carryover risk, and reduce holding costs.

> 7-10 days

Faster Inventory Turn

Protect your bottom line by decreasing inventory days on lot by a full week.

> 70%

Average Sell Rate

Move your inventory with omni-channel advertising campaigns.

> 5 Million

Unique VINs Tracked Daily

Track your inventory performance against similar units in the market.

> 300%

Increase in VIN Media Coverage

Expand the reach of your inventory promotion by covering more VINs across more channels.

> 26,000

Dealer Websites Crawled Daily

Monitor your store's performance compared to your top local competitors.

> 163

Data Variables per VIN

Access insights on pricing, demand, VDP traffic, shopper intensity, DOL, and more for every vehicle with the largest data set in the industry.

> 100 Million

Tracked Shopper Actions

Identify how active shoppers navigate the buyer's journey with insights collected daily.

> 1 Intelligent Partnership

You know your inventory best, and when you partner with us, you'll gain more insights from your data.



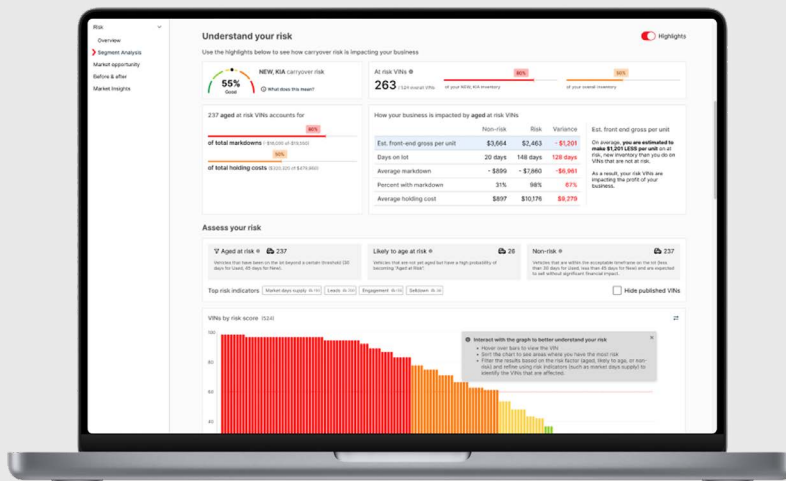
Learn more at lotlinx.com, email hello@lotlinx.com, or call 1-877-VIN-RISK.

Lotlinx Products & Solutions

Lotlinx VIN Manager

VIN Manager is the industry's first and only AI-powered inventory data platform (IDP), built on the industry's largest and most comprehensive inventory data set. It presents powerful insights and predictions at the intersection of inventory management, customer data, and media consumption data, to help dealers minimize risk and maximize profits.

- Minimize inventory risk by revealing which VINs are likely to carryover
- Get a clear view of demand for specific VINs
- Refine your pricing strategy with real-time pricing recommendations and predictions
- Improve acquisition by knowing which makes and models are in highest demand
- Eliminate wasted ad spend by measuring performance across channels



The VIN Manager Risk Report highlights the impact of carryover risk on your business.



"Lotlinx definitely helps us move metal at a much faster pace than we're used to."

Edwin Tan, General, Manager, San Francisco Toyota



Learn more at lotlinx.com, email hello@lotlinx.com, or call 1-877-VIN-RISK.

Lotlinx Select & Sentinel

Lotlinx offers two powerful packages that combine our industry-leading VIN intelligence with AI-powered media. Monitor your inventory 24/7 to identify your challenged or at-risk VINs, then effectively promote them through VIN-level campaigns that reach low-funnel shoppers.

- Allocate your promotional dollars for maximum ROI
- Increase turn by focusing advertising efforts on the VINs most at risk
- Customers who use our platform achieve a sell rate of close to 70%



Lotlinx Select

Create custom campaigns that include any inventory - regardless of vehicle age, days on lot, or campaign-readiness.



Lotlinx Sentinel

Take a full segment of campaign-ready inventory, and let our machines build the campaign based on various risk factors.



"I could not see doing business today without Lotlinx."

Alex Pogue, General Manager, Pogue Chrysler



"Lotlinx has been the most effective tool I have used ever in my career."

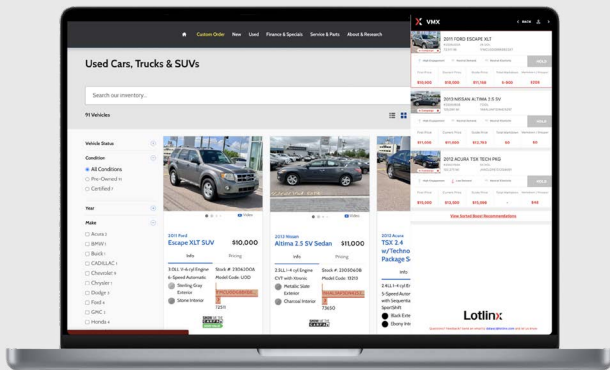
Richard Burke, General Manager, Bonnell Ford

Lotlinx Products & Solutions

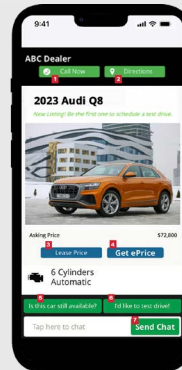
Powerful Add On Products

Get even more value from Lotlinx with add-on solutions that further optimize the way you promote your VINs. Drive more engagement and sell cars faster with these powerful capabilities.

- Identify the VINs most in need of digital dollars with the **VIN View Optimizer (VVO)**
- Get VIN-level promotional recommendations with the free **Lotlinx VMX** extension
- Engage shoppers through mobile-optimized VDPs with **Lotlinx Showroom**
- Create compelling 7-second, VIN-specific ads to move cars faster with **Lotlinx Video**
- Drive qualified shoppers directly to VINs at risk with **VIN Boosts**



The Lotlinx VMX browser extension populating on a vehicle listing site.



A Lotlinx Showroom mobile-optimized vehicle details page.

Optimize Every Dollar with Lotlinx

Schedule a free consultation to review your analytics and start your journey to become a more profitable dealership. Leverage the most comprehensive inventory data in the market and work with our experts to develop a strategy that addresses your needs and goals.



Learn more at lotlinx.com, email hello@lotlinx.com, call 1-877-VIN-RISK, or scan above to get started.