

# Sell down inventory this summer.

Don't get burned by overstock.



Historically, summer is one of the hottest selling seasons in the automotive industry.

This year is no exception:

- New model year inventory is arriving.
- Old model year inventory is discounted.
- Inventories are rebounding.
- New and used prices are cooling.
- Pent up shoppers are ready to buy.

These factors can work in your favor - if you ride the right wave.

Visit [lotlinx.com](https://lotlinx.com) or email [hello@lotlinx.com](mailto:hello@lotlinx.com) to learn more.

## Leverage **VIN-specific strategies** to move your inventory this summer:

- 1 Under-engaged VINs**  
Identify the VINs on the lot that have not received enough VDP views to sell before aging.
- 2 Used VINs over 60 DOL**  
Create movement on used vehicles with long days-on-lot metrics to make room for new inventory.
- 3 New VINs nearing 90+ days**  
Invest additional dollars against VINs that are inflating your holding costs.
- 4 Soon-to-be-discounted VINs**  
Identify in-demand units with higher price points. Instead of dropping prices, increase shopper traffic.
- 5 Select makes/models**  
Align your strategy with your volume goals to move the inventory that makes a difference to your bottom line.



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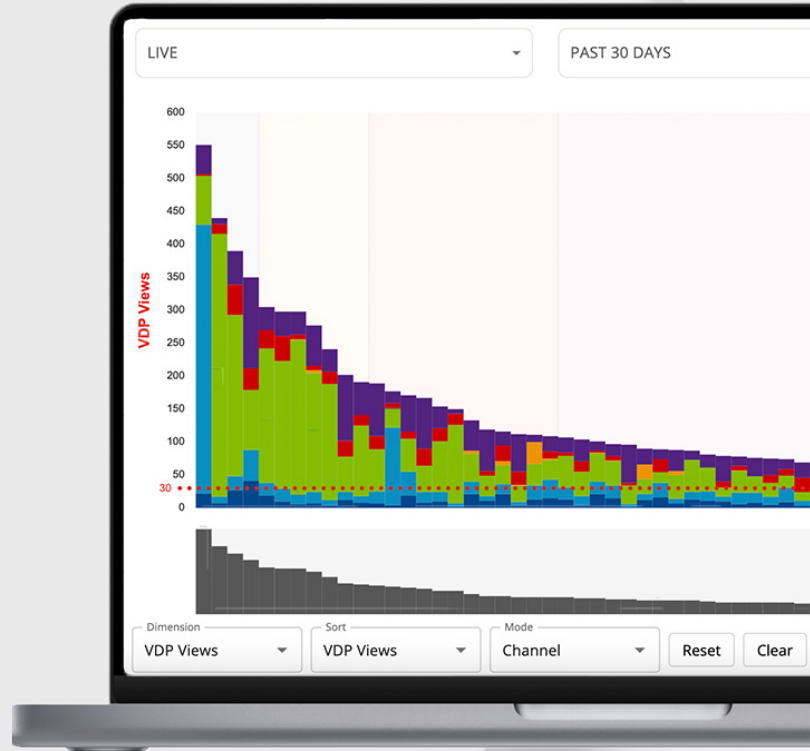


## Not sure which VINs to tackle first?

We can help. Use the Lotlinx VIN View Optimizer (VVO) tool to build your summer inventory strategy.

The Lotlinx VVO gives you the power to assess the distribution of marketing spend, VDP views, shopper engagement, and more for every VIN on your lot.

Dealers using the Lotlinx VVO have **100% visibility** into their inventory data.



Have a care-FREE summer knowing you can move all your inventory with the Lotlinx VIN View Optimizer.

**This special FREE offer is available now through July 31st.**

Visit [Lotlinx.com/Free-VIN-View-Optimizer](https://Lotlinx.com/Free-VIN-View-Optimizer) to get started.

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