



Re: AutoSync Acquisition of Canadian Cox Automotive Retail Solutions

AutoSync (Trader Corporation's software division) advised GM Canada in Q4 2022 that they would be acquiring the Canadian operations of Cox Automotive Retail solutions. This acquisition includes Dealer.com (DDC), VinSolutions, Kelly Blue Book, XTime, and Dealertrack Canada.

The acquisition concluded in late December 2022 and in the time since, GM Canada has worked closely with AutoSync to ensure operations would continue seamlessly for the dealers using the Cox products within the Dealer Digital Solution. Dealers on the GM Dealer Digital Solution Program will be transitioned off the DDC platform by December 31, 2023. GM and Cadillac DDC websites will continue to be supported in the Canadian market for the duration of the transition.

GM and Cadillac dealers currently using DDC will have two options moving forward:

1. Continue to leverage the DDC platform and in the background AutoSync will work closely to build an exact match website on their TAdvantage (Trader) website platform. All the current features, integrations, and functionality will carry over to the new site at no expense to the dealer. You will need to become familiar with the TAdvantage platform CMS as well as approving the exact match website build before you launch. Should you wish to transition your website to the TAdvantage platform, please inform your DDC rep or GM Digital Consultant.
2. Choose an alternate website provider available through the GM Dealer Digital Solution program here: <https://www.gmdealerdigital.ca/Website>. If you have any questions, please contact the GM Digital Consultant team (information below)

AutoSync is a committed partner to meeting the objectives, goals, and future initiatives of the GM Canada Dealer Digital Solution as their TAdvantage platform has been a certified website and digital advertising supplier on the program since Q1 2022. We encourage you to read through the FAQ document and if you have questions, please reach out to the GM Digital Consultant team or your DDC representative for more information.

GM Digital Consultants: 800.655.2594 or [info@gmdealerdigital.ca](mailto:info@gmdealerdigital.ca)