GENERAL MOTORS

CANADA

DEALER DIGITAL SOLUTION

Learn. Compare. Choose.

Sometimes it's hard to make a decision. Should I go with the Malibu or Regal? Does the Terrain make sense for my growing family or should I go for the Acadia? We get it. When it comes to deciding on a digital retailing provider, the decision can be just as tough. Especially when you have several industry leaders to choose from. This document aims to simplify the decision making process with the comparison chart below. For more information on each provider, **hover your mouse over each logo**. We hope you learn, compare, and choose the right provider for you and your store. But if you still have questions, feel free to call your GMDC to help you navigate the decision.

To avoid text overlapping, slowly scroll off each logo before you hover over the next one.

Retailer Touchpoints

Customer Follow Up	DEALER INSPIRE	360 AGENCY	FOX DEALER & TAGRAIL	Dealertrack	MOTOINSIGHT
Custom Links?	DEALER INSPIRE	360 AGENCY	FOX DEALER & TAGRAIL	Dealertrack	MOTOINSIGHT
DMS Integration	DEALER INSPIRE	360 AGENCY	FOX DEALER & TAGRAIL	Dealertrack	MOTOINSIGHT
F&I Success	DEALER INSPIRE	360 AGENCY	FOX DEALER & TAGRAIL	Dealertrack	MOTOINSIGHT

Customer Touchpoints

System Continuity	DEALER INSPIRE	360 AGENCY	FOX DEALER & TAGRAIL	Dealertrack	MOTOINSIGHT
Marketing Materials	DEALER INSPIRE	360 AGENCY	FOX DEALER & TAGRAIL	Dealertrack	MOTOINSIGHT
Online vs. In-Store	DEALER INSPIRE	360 AGENCY	FOX DEALER & TAGRAIL	Dealertrack	MOTOINSIGHT

Provider Touchpoints

Continued Education	DEALER INSPIRE	360 AGENCY	FOX DEALER & TAGRAIL	Dealertrack	MOTOINSIGHT
How Are They Wired?	DEALER INSPIRE	360 AGENCY	FOX DEALER & TAGRAIL	Dealertrack	MOTOINSIGHT
Experience	DEALER INSPIRE	360 AGENCY	FOX DEALER & TAGRAIL	Dealertrack	MOTOINSIGHT
Give us the numbers	DEALER INSPIRE	360 AGENCY	FOX DEALER & TAGRAIL	Dealertrack	MOTOINSIGHT
Training	DEALER INSPIRE	360 AGENCY	FOX DEALER & TAGRAIL	Dealertrack	MOTOINSIGHT

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