



GM Canada Dealer Digital Solution

Dealertrack Digital Retailing

Packages & Pricing

Off-Platform Digital Retailing Packages

- Digital Retailing Basic
\$475/month
- Digital Retailing Premium
\$749/month
- Digital Retailing Elite
\$999/month

Digital Retailing Standalone Products

- TradeDriver Standalone*
\$199/month
- FinanceDriver Standalone
\$299/month

Digital Retailing a la carte add-ons

- ProtectionDriver**
\$252/month
- Reserve It Now**
\$199/month
- KBB PAVE Upgrade***
\$14 per report
- On-platform TradeDriver
\$199/month

* Standalone lead capture only. It has no integration with Digital Retailing suite

**These products are only available to Subscribing Dealers that enroll in a minimum of Digital Retailing Basic.

***This product is only available to Subscribing Dealers that enroll in a minimum of Digital Retailing Premium.



Dealertrack Digital Retailing Packages


With Digital Retailing, shoppers can apply for credit, value their trade-in, add F&I products, accurately calculate their payments to within a dime and reserve a vehicle from your dealership website.

Features		Digital Retailing Basic	Digital Retailing Premium	Digital Retailing Elite
		\$475/month	\$749/month	\$999/month
PaymentDriver		✓	✓	✓
FinanceDriver		✓	✓	✓
KBB TradeDriver			✓	✓
ProtectionDriver				✓
Reserve It Now				✓

Features Benefits Include:	
<p>PaymentDriver</p> <ul style="list-style-type: none"> Accurate, to the penny payment calculations for new, CPO, and used vehicles. Includes live lender rates, programs, and incentives updated in real-time. 	<p>PaymentDriver</p>
<p>FinanceDriver</p> <ul style="list-style-type: none"> Complete credit application with integration to the Dealertrack Portal and network of lenders, allowing the consumer to apply for financing on a vehicle and receive an approval in real-time. 	<p>FinanceDriver</p>
<p>KBB TradeDriver</p> <ul style="list-style-type: none"> Provides an instant and accurate trade-in value. It calculates a trade-in offer based on the KBB Canada value with the option to combine it with a condition report from PAVE. PAVE is a third-party integrated technology that guides the consumer to capture the condition of their trade from their mobile phone. KBB PAVE Upgrade is only available to Subscribing Dealers that enroll to receive Dealertrack Digital Retailing Premium or Elite. 	<p>KBB TradeDriver</p>
<p>ProtectionDriver</p> <ul style="list-style-type: none"> Increases accessory and F&I product visibility by enabling consumers to research and engage with the accessories and aftermarket products available to them, ultimately selecting the additional items they wish to include with their vehicle purchase. Supports video, images, and text descriptions of the accessories and aftermarket products in addition to pricing information which can be displayed either by payment or total amount. Products can be displayed individually or in a menu-style format with bundled product pricing integrated into payment calculations. All products can be configured to display by vehicle and dealer and are presented to shoppers based on their selected vehicle and loan type. 	<p>ProtectionDriver</p>
<p>Reserve it Now</p> <ul style="list-style-type: none"> Helps convert online vehicle shoppers into buyers by allowing consumers to reserve a vehicle online through a refundable no-obligation deposit via credit card on the OEM or dealership website. Can be configured by defining the deposit amount and messaging displayed to the consumer, allowing each dealership to have their own process for handling vehicle reservations. All payments made by the consumers can be managed through a Stripe account which is integrated with and managed through the Dealertrack portal. Does not allow multiple reservations on the same vehicle. Dealers are notified in real-time when a deposit is made. 	<p>Reserve it Now</p>



Standalone Products

KBB TradeDriver Standalone	FinanceDriver Standalone
\$199/Month	\$299/Month
<ul style="list-style-type: none"> Provides users with instant and accurate trade-in values while capturing and submitting their lead information to the dealer. Calculates a trade-in offer based on the KBB Canada value. 	<ul style="list-style-type: none"> Consumers can submit a full online credit application, or a short form inquiry, to pre-qualify for a deal based on a lender's financing criteria. This gives GMCC and their dealers an easy and secure way to capture consumer data, including consumer credit applications. Dealers can configure FinanceDriver by defining their pre-qualification criteria to adhere to their specific business objectives. Dealers can also configure messaging to consumers, which provides a more personal touch.

ADD-ON Products

Only available to Subscribing Dealers that enroll in a Digital Retailing Package.

Digital Retailing Basic/Premium ADD-ON		Digital Retailing Premium/Elite ADD-ON	
ProtectionDriver \$252/Month	<ul style="list-style-type: none"> Supports video, images, and text descriptions of the accessories and aftermarket products in addition to pricing information which can be displayed either by payment or total amount. All products can be configured to display by vehicle and dealer and are presented to shoppers based on their selected vehicle and loan type. 	PAVE Upgrade \$14 per Report	<ul style="list-style-type: none"> PAVE is a third-party integrated technology that guides the consumer to capture the condition of their trade from their mobile phone. PAVE can detect dents & damage, measure tread depth, read odometers, and includes VIN decoding capabilities. It shares a detailed condition report including the images captured by the consumer with the dealership.
Reserve It Now \$199/Month	<ul style="list-style-type: none"> Helps to convert online vehicle shoppers into buyers by allowing consumers to reserve a vehicle online through a refundable no-obligation deposit via credit card on the OEM or dealership website. Payment processing is currently done via Stripe (secure online payment processor that appears completely native to the website). 		