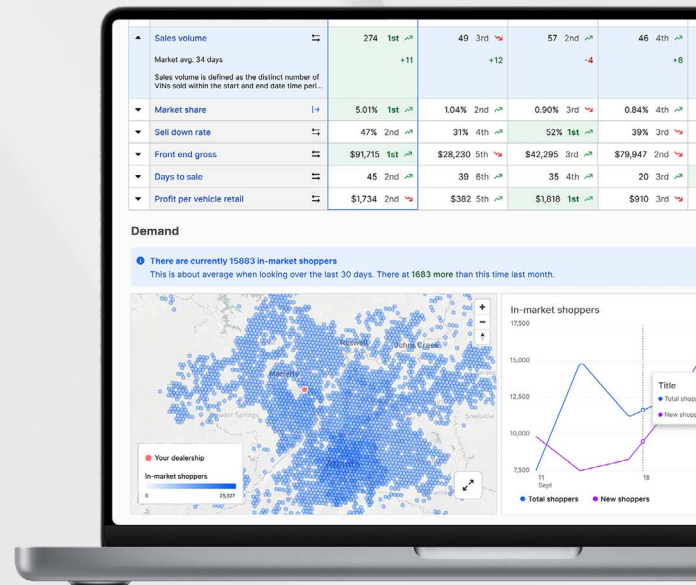


Get the best possible market advantage on every vehicle transaction.

Execute VIN-specific strategies to increase turn, reduce waste, improve margins, and control risk. Maximize your profits with innovative features and precise machine learning models, including real-time market analysis, inventory management, and precision-targeted vehicle demand management.



Lotlinx Select - Core Product

Lotlinx technology monitors inventory to identify challenged units and implement targeted corrective action at the VIN-level. Omnichannel strategies deliver highly engaged shoppers directly to dealer VDPs to increase turn and boost margins. Use Lotlinx Select to target at-risk Inventory, aged inventory, model launch or incentivized units.

Minimum Monthly Investment: 16 units/\$1,920. Minimum cost per VIN: \$120/VIN.

Sentinel

A premium program allowing dealers to support full model lines or segments, targeting a larger portion of a dealer's inventory. Recurring, always on strategies result in an increased shopper volume compared to Lotlinx Select.

\$4,250/month (\$3,000 minimum media + \$1,250 platform fee) for new cars. Additional \$475/month platform fee for CPO/used cars.

VIN Manager

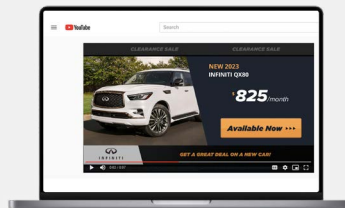
The industry's only AI-powered Inventory Data Platform (IDP) gives dealers a comprehensive view of the critical factors impacting their business, including inventory management, customer data, and media consumption.

\$399/month fee for access to a custom dashboard. Requires CRM and DMS integration.

VINtv

Optimize video ad spend by autogenerating 7-second video ads specific to each campaign vehicle and displaying them across custom site integrations, social, video, and OTT streaming sites.

Standalone add-on product (Lotlinx Select required). \$120 per VIN (no minimum).



VINBoost

Give a short-term (two-weeks) boost to a specific set of VINs during special events, weekend promotions, or holiday sales.

Standalone add-on product (Lotlinx Select required).