

Automotive

Increase sales by **informing buyers about products, special offers** and financing options.



Enhance the Vehicle Buying Experience

Modernize your dealership.

Create that WOW factor in your dealership as soon as customers walk through the door! Using digital signage, you can promote new vehicles, display upcoming deals and service offerings.

Use interactive displays to empower customers so they can browse the features of any vehicle. In addition, service waiting areas can update customers of their vehicle status, promote accessories and entertain with "Dealer TV" to help reduce perceived wait times.

Benefits

Create an immersive digital experience, so each individual has a personal interaction with your brand.

Sales Growth

- Promote products such as Extended Warranties, Rust & Paint Protection
- Display vehicle inventories with striking images and video
- Influence consumers at the "point of decision"

Engage Customers

- Reduce perceived wait times in waiting areas
- Include body shop specials, finance offers, tire programs to increase awareness
- Enable engagement with a "Dealer TV" Digital Signage Network

Motivate Sales Staff

- Using leaderboards recognize sales leaders
- Employee of the Month programs
- Teach staff with the latest training videos and tutorials

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Product Spotlight



Instantly capture the attention of your customers and give your dealership that modern look and feel. Our video wall screens are bright and vivid, with ultra narrow bezels to lessen the gap between screens. In addition, our purpose-built video wall media players will power video walls with stunning 4K resolution.

You can:

- Include new vehicle launch videos with features and benefits
- Increase awareness and build customer loyalty
- Show the rich history of the car manufacturer

Stat

New cars registered to millennials has grown 35% over the past five years while total new car registrations have grown 26%.

Source: Edmunds

Industry Focus Spotlight

Technology and Automotive

As our vehicles are changing, so are buyers. Dealerships need to stay on top of what the buyer is doing. Customers continue to look at different avenues of connecting with dealerships - websites, social media, online feedback, friends and family. Getting their attention at every touchpoint is critical.