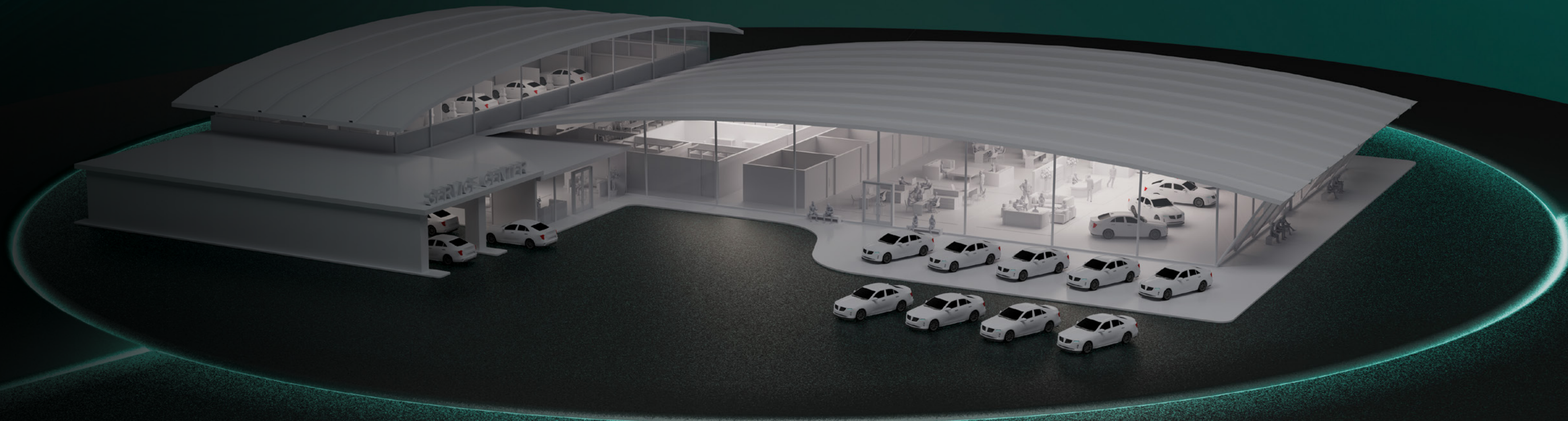


CDK DEALERSHIP XPERIENCE



CDK GLOBAL

CONNECTIONS THAT MOVE YOU

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CDK GLOBAL

Before you can perform at your best,
the technology experience has to

CHANGE

FOR CONSUMERS

Because Purchasing a Car Isn't Easy

Research shows they're not satisfied with the car buying process:

46% of consumers report car buying takes 2+ hours

This issue is **escalating** — up from 43% in 2021.¹

50% drop in consumer satisfaction

When a consumer waits for F&I **longer than 30 minutes**, the dealer's NPS drops by half.¹

45% of consumers want greater transparency

They need a more transparent service experience if dealers want to earn their **business and trust**.²

Returning for Service Isn't Much Better

Though consumers know what they want, many dealerships are not technologically equipped to deliver it:

1/2 are asking for real-time mobile updates

Digital progress bars, texts and other instant status updates are in high demand.²

FOR DEALERSHIPS

Because Tech Isn't Taking You Far Enough

Dealers know **success depends on the customer experience** and have taken steps to meet the challenge:

77% of Dealers Make It a Top Strategy

"Improving Customer Experience" was ranked **5x higher** than dealers' second-most-important strategy.¹

1/2 of Trendsetters Are Focusing on Improving the Buying Experience

Nearly half of leading-edge dealers are transitioning from traditional sales to focus on the overall buying experience, including digital retailing.²

Why Dealers Have Been Losing Ground

These factors have undermined dealer efforts:

→ Too Many Bolt-Ons

Dealers purchase from 10 to 15 bolt-on solutions to increase operational functionality. The total cost including DMS adds up to **nearly \$30k a month**.³

→ Broken Workflows

Since bolt-ons aren't integrated with the overall system, they often break workflows. This forces employees to swivel from task to task, lowering operational efficiency.

→ Reduced Productivity

When employees can't work efficiently, dealership productivity goes down. This harms profits and reduces customer satisfaction.

→ Labor Turnover

Unproductive work environments cause employee frustration and are tied to massive turnover: dealerships **replaced over 1/3 of their employees** in 2022.⁴

The result?

Without efficient technology to raise functionality above the limits of the traditional DMS, **dealers have seen the opposite** of what they've been trying to achieve — rather than improve the consumer experience, **they've lost customers** from purchase to ownership.

¹ CDK Friction Points 2023 Study

² CDK Trendsetter's Study 2023

³ DealerTech Nerd 2022 DMS Market Report

⁴ National Automobile Dealers Association 2022 Dealership Workforce Study

It's Time for

CHANGE

by Creating a **Whole New Category of Software**

There's no doubt our entire industry is at a crossroads:

- **Consumers** can no longer suffer through poor buying and service experiences.
- **Dealers** can no longer struggle with operational inefficiency, unintegrated bolt-on solutions, massive staff turnover and burnout.
- **Automotive retail** can no longer ignore the proven success of other industries that have already adapted.

CHANGE

by Going **Beyond the DMS**

CHANGE to the CDK DEALERSHIP XPERIENCE



Technology That Changes Everything

Discover an **open and integrated platform** that transforms how dealers sell and service cars, and how they operate their business simply in a modern and digital world.

Equip yourself with the CDK Dealership Xperience core **Foundations Suite** of proven, built-in functionality for operating all workflows effectively and efficiently across the dealership — while delivering an unparalleled customer experience.

Expand your business potential through **advanced solution suites** designed to integrate seamlessly with the Foundations Suite and accelerate your performance.

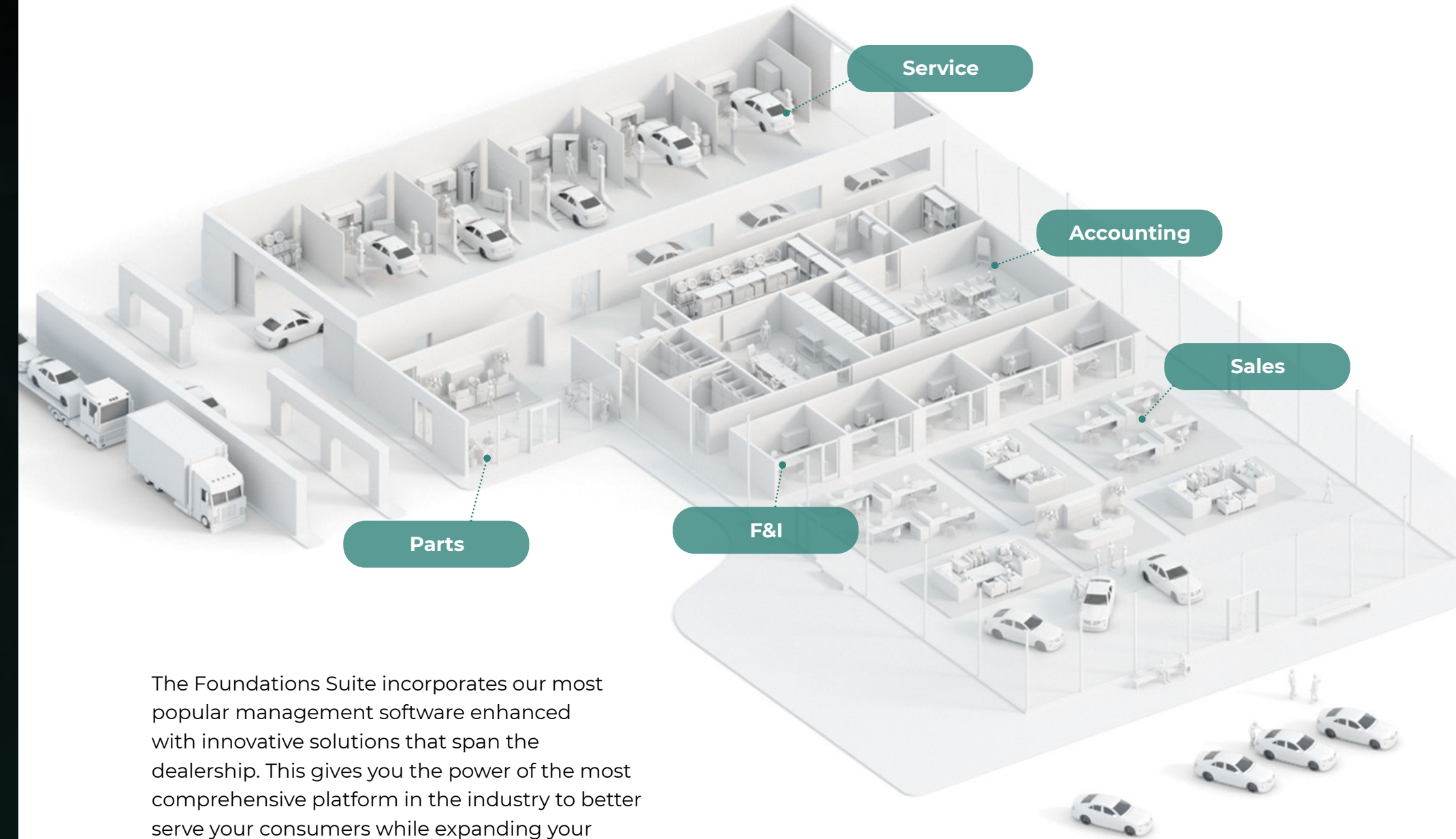
[LOOK CLOSER](#)

CDK DEALERSHIP XPERIENCE

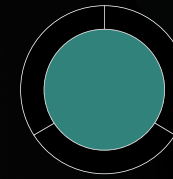
Foundations Suite

As the core of the CDK Dealership Xperience, the Foundations Suite is a **complete solution set** designed to strengthen your entire business from the ground up.

GO TO SUITE



The Foundations Suite incorporates our most popular management software enhanced with innovative solutions that span the dealership. This gives you the power of the most comprehensive platform in the industry to better serve your consumers while expanding your capabilities and efficiency in every department.



CDK DEALERSHIP XPERIENCE Foundations Suite

LOOK CLOSER



Win in the Back Office

Command powerful multistore accounting capabilities trusted by more U.S. dealerships than any other.*



Increase Consumer Engagement

Create a better first impression with an online digital presence that seamlessly connects with dealership data.



Simplify Desking Deals

Make your desking process more efficient so you can keep deals moving while shortening time spent on the deal — for you and them.



Capture Digital Signatures

Get all necessary signatures to complete the deal while speeding up the buying process and reducing errors.



Manage Forms and Documents Digitally

Keep deal documents together and stored in one place for instant access, without a separate archiving process or off-site storage.



Offer Online Service Scheduling

Deliver your consumers convenience with multichannel appointment scheduling, including online with 24/7 access.

*2021 Automotive News Top 150 and CDK Customer Information

cdkglobal.com/dxp

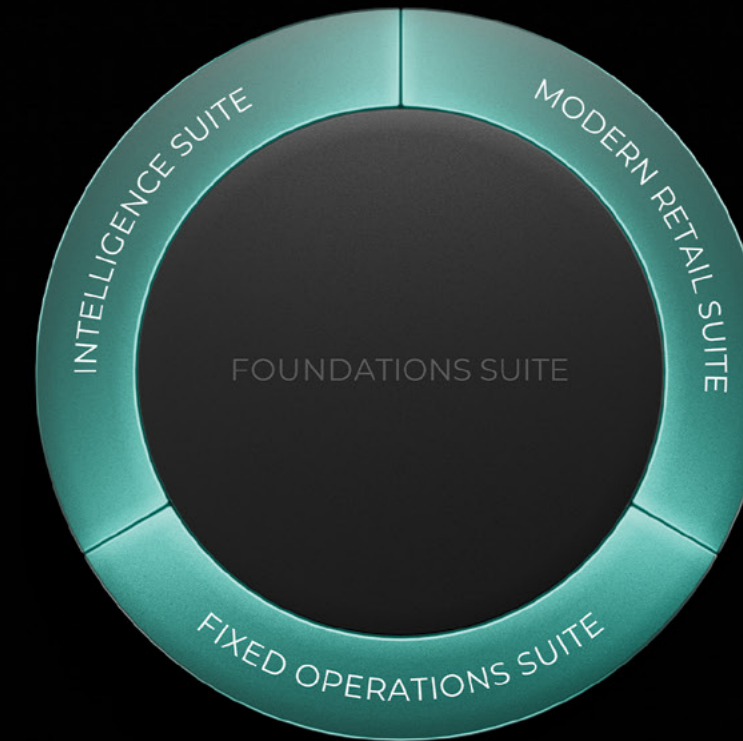
CDK DEALERSHIP XPERIENCE

Level Up With Advanced Suites

Build on the strength of the Foundations Suite and get closer to attaining your dealership's potential.

Three Ways to Raise Results

Elevate your dealership with our advanced solution suites:



Modern Retail Suite

Help accelerate revenue and increase customer engagement.

[GO TO SUITE](#)

Fixed Operations Suite

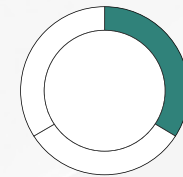
Build customer loyalty and maximize Service income.

[GO TO SUITE](#)

Intelligence Suite

Harnesses the power of data-driven intelligence to boost performance.

[GO TO SUITE](#)



CDK DEALERSHIP XPERIENCE Modern Retail Suite

LOOK CLOSER

Consumers expect all transactions to be easy and convenient. That includes vehicle purchases. And the fact is, consumers now have other options, so dealers need to eliminate friction if they want to compete.

But it doesn't have to be difficult. Our fully integrated, omnichannel Modern Retail Suite provides:



Flexible Consumer Experience

Give consumers the freedom to control their own buying path. Meet them where they are and let them transact wherever they wish, from online to the showroom and back again.



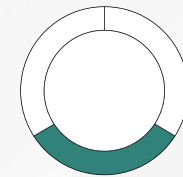
Simplified Workflows Throughout the Sale

Ensure your staff has what they need to manage deals efficiently, with workflows designed for ease of use without extraneous steps — making it easier for consumers to buy and dealers to sell.



Streamlined Data

With its integrated back-end system, the Modern Retail Suite enables fast, accurate and seamless data flows. This keeps deals moving to help reduce consumer wait time, so you can close sales faster and pull in higher customer satisfaction scores.



CDK DEALERSHIP XPERIENCE Fixed Operations Suite

LOOK CLOSER

The service landscape has its own set of challenges, from Technician shortages and efficiency concerns to the search for additional revenue. And number one is keeping customers coming back instead of seeking vehicle service outside your dealership.

With our Fixed Operations Suite — the industry's most comprehensive Fixed Ops solution that focuses first on elevating the consumer experience — your dealership benefits from:



Enhanced Customer Communication

Deliver the real-time updates **nearly half of consumers say they want** throughout the repair process. This builds trust to increase customer loyalty while also driving quicker responses and higher RO approvals.



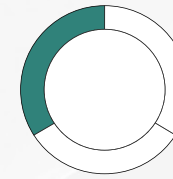
Integrated Service Workflows

Increase revenue opportunities by incorporating all of Parts and Service into a synergistic experience. Our streamlined, deeply integrated workflows provide dealer-proven, data-driven functionality from service scheduling through invoicing.



Consistent Pricing Everywhere

Give consumers the transparency they've been asking for. The single, dynamic service pricing solution of the Fixed Operations Suite provides them with the consistent price they're looking for as it eliminates dealership inefficiencies.



CDK DEALERSHIP XPERIENCE Intelligence Suite

LOOK CLOSER

Today's dealerships face complex challenges managing and analyzing data, meeting customer demands and accelerating growth. Market pressures are fierce, and it's increasingly important for dealers to fine-tune every department for maximum performance.

To stay ahead of the competition, you need powerful yet simple-to-use reporting tools infused with advanced analytics, AI and machine learning to accurately assess the current state of your dealership and help you determine where it should go next. That's why the Intelligence Suite gives you full advantage of:



Total Visibility

Easily pull enterprise reports that provide you with a comprehensive view of your dealership. See across Service, Sales and Finance departments and each of your CDK suites for all of your stores.



Comparative Analysis

Learn how your rooftops compare with each other, then go further. Tap into our knowledge base and compare your business with others across the industry in comparable sizes and markets.



Predictive Insights

Use the latest data science tools to anticipate trends ahead of your competitors. Then generate AI-aided strategies engineered to help you win.

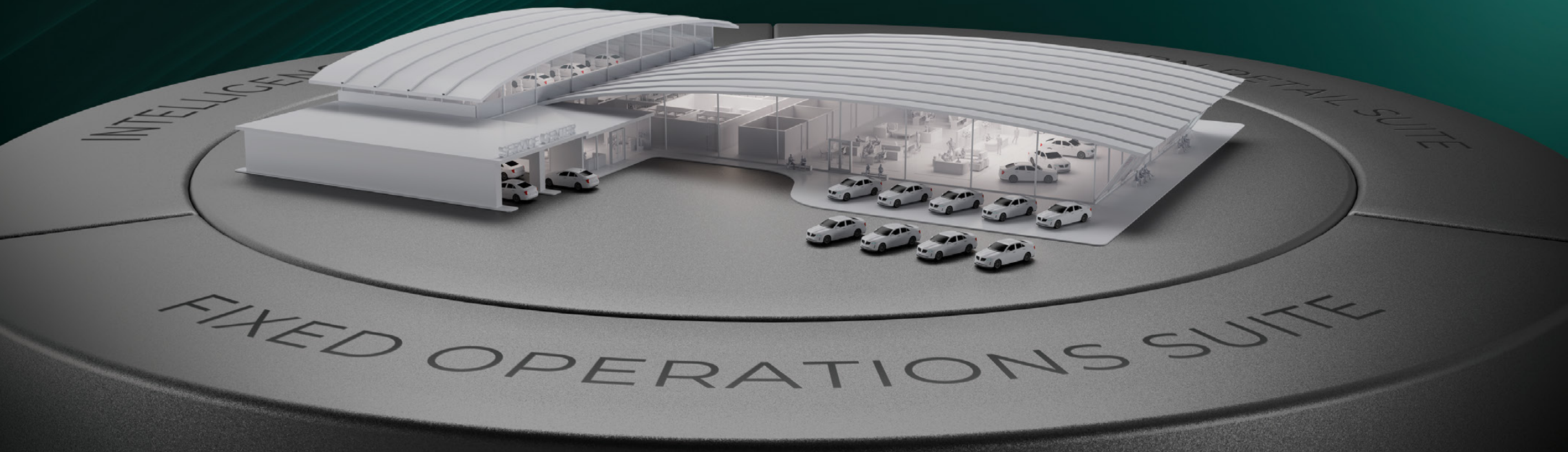


Personalized Experience

Get the information you need, the way you need it — through personalized, configurable dashboards, reports, KPIs and other tools customized to deliver what you're looking for, fast.

CDK DEALERSHIP XPERIENCE

For Your Consumers | For Your Dealership | For Your Long-Term Success



From the Only One Who Could Bring It to You

The fact is, scale and experience matter. And our depth and breadth of functionality are simply unmatched.

We've spent 50 years listening to dealers, and our solutions directly reflect that collective knowledge — through the most trusted set of functionalities, business rules and connections in the industry. We've also spent countless hours envisioning where our industry is going and investing over \$500 million in innovative technology. All so dealerships like yours can experience results like this:

“

Since bringing CDK on board in 2021, our productivity and revenues are up 200%. I attribute that to its efficiency in keeping track of everything.

— Dealer Principal, Texas GM Dealership

See the CDK Dealership Xperience (DXP)

You've seen the data and our revolutionary, industry-changing solution.
Now let us show you how the CDK DXP can help your unique dealership
reach new levels of measurable success.

[SCHEDULE YOUR DEMO](#)



EXPERIENCE IT FOR YOURSELF