

Does your current inventory strategy align with your marketing efforts?

LotLinx is the automotive industry leader in inventory marketing technology dedicated to aligning overall dealer sales objectives to inventory marketing strategies and tactics with unparalleled efficiency and precision.

Partnering with an inventory-focused co-op partner like LotLinx ensures that margin is protected, sales goals are met, and distressed inventory markdowns are reduced.



ACT FAST! Your NEW inventory is eligible for **REIMBURSEMENT!**

- Retain **\$258/unit** more on price of sold vehicles
- Reduce overall price adjustments by **10%**
- Improve vehicle turn by **6 to 10 days**



CO-OP WITH CONFIDENCE

Skip the uncertainty of choosing a new partner - **LotLinx has earned your OEM's approval** for funds by proving our technology provides their dealers with high ROI.



HIT SALES GOALS

Move the cars you are most motivated to sell with a tailored approach that **finds the optimal media channel** to promote each vehicle.



SPEAK YOUR LANGUAGE

LotLinx starts with sales goals and inventory needs, then **adjusts marketing campaigns** to align accordingly - not the other way around.



TRUST YOUR METRICS

Measure KPIs such as Sell Rate and Investment per Vehicle with **reports that use unbiased data** from your website and inventory feed.

Sign up, with co-op funds, today!

Achieve your inventory objectives with /AI/.

WWW.LOTLINX.COM/MAZDA

Want more info? Call **1-800-625-LINX (5469)** or email **hello@lotlinx.com**

