



PRESTON FORD IS EXCEEDING ITS OEM STAIR-STEP OBJECTIVES AND SELLING SMARTER WITH LOTLINX.

ANOTHER LOTLINX /AI/™ SUCCESS STORY



DAVID WILSON JR.

VICE PRESIDENT/COO
PRESTON FORD

Since 1975, Preston Ford has been serving Maryland with both new & used Ford vehicles. For the 8th consecutive year, Preston Ford has ranked in the Top 100 Ford dealerships.

Preston Ford optimizes its inventory strategy with model-specific marketing campaigns focused on hitting OEM stair-step incentives.

LotLinX /AI/ matches buyer demand to the specific VINs David needs to move most, such as his New units with selling objectives from Ford like the F-150.

LEARN MORE BY [REQUESTING YOUR FREE DEMO TODAY.](#)

173

VINS TARGETED



147

VINS ENGAGED



71

VINS SOLD



41%

SELL RATE



6

AVG VDP VIEWS / VIN



#52

BASED ON NEW VEHICLE SALES VOLUME



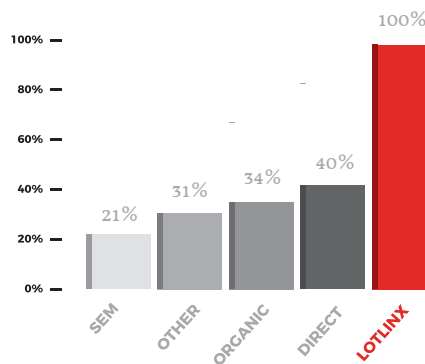
% NEWLY ACQUIRED TRAFFIC

LOTLINX - 67%
OTHER PAID - 53%

% SESSIONS ENGAGING WITH INVENTORY

LOTLINX - 88%
OTHER PAID - 18%

DELIVERY TO VEHICLE PAGES



"LotLinX is an integral part of our strategy during our Top 100 Sales Drive in order to sell 500+ new Ford vehicles. We have been partners since 2013 and each year we keep moving up the Top 100 Ford Dealers list."

- DAVID

*Data depicts one month of LotLinX-specific data for Preston Ford



Request your free demo today! 1-800-625-5469 or go to www.lotlinx.com