

# SELL CARS SMARTER.



**Achieve your inventory objectives with an /AI/ powered strategy to match buyer-demand to the specific VINs you need to move.**

Campaigns powered by LotLinX /AI/™ analyze billions of data points to find the best purchase-ready shoppers and deliver them directly to target inventory.

## Launch efficient inventory strategies that...

## Added benefits:

<b>VOLUME</b>	Achieve your Dealership/OEM-specific sales objectives and hit your stair-step or financial goals	✓
<b>INCENTIVES</b>	Move units that help you earn more by maximizing incentive and dealer cash earnings	✓
<b>AT-RISK</b>	Target under-engaged or high market days supply VINs that are in danger of becoming stale on your lot	✓
<b>AGED - NEW</b>	Gain share with high days supply, excess inventory, concentrated model lines, or volume units	✓
<b>AGED - USED</b>	Accelerate units to maintain a higher margin BEFORE lowering price	✓
<b>OFF-BRAND</b>	Drive demand for used vehicles that customers don't expect to find on your lot	✓

- INVENTORY-SPECIFIC RESULTS**
- SHOW CLEAR ROI, ELIMINATE WASTE**
- STRATEGIC MARKETING SPEND**



**Joey Gabarda**  
Owner

“LotLinX helps me make sure I don't keep a car in my inventory longer than 60 days. After 45 days we find an exit strategy, and after day 60, it's out of here.”



**Terra Zahn**  
Director of Digital Operations

“We tried LotLinX first in one of our stores, and with the great success we saw, we easily made the decision to implement it across the board.”



**Mike Meyer**  
Digital Marketing Director

“We isolated 10 cars and put LotLinX on them. Four days later, two of those old cars had moved. The only thing different we did was elevate them with LotLinX.”



## SMARTER WINS.

To learn more, contact your LotLinX representative today!

