### DealerTrack eMenu

# Integrated electronic menu gives you more opportunity to profit and protect

#### Present your products clearly, consistently and easily

eMenu is the industry's leading menu selling solution and the only one that integrates with DealerTrack. It empowers business and finance managers to efficiently and consistently present the dealership's full array of aftermarket product options in one easy-to-read menu.

Because every product is presented every time in a customer-friendly way, current users report higher profit per vehicle, higher product penetrations, more F&I income and greater CSI.

#### Help protect your dealership

eMenu also creates an auditable record of the disclosures to your customers during the menu selling process, addressing potential compliance risks. eMenu creates a highly legible, permanent record, and everything is date and time stamped. And since it's web-based, you control access to the eMenu settings.

eMenu takes the burden out of menu selling—without sacrificing the profit potential. Designed by people with automotive industry experience, eMenu is reliable and dependable.

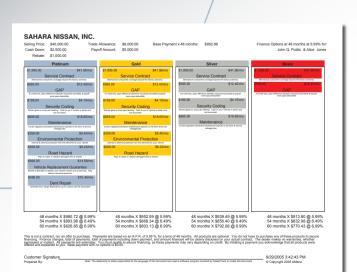
Enhanced compliance and income. More satisfaction for your customers. That's DealerTrack eMenu™.

## eMenu is the quickest, easiest and safest way to help increase profits on every deal.

"Given how dealerships and the industry are under the microscope now, eMenu helps us ensure all customers are seeing all products all the time. We're more compliant because of eMenu."

> Brian Cook, Finance Manager Infiniti of Charlotte, Matthews, NC





- Increase your efficiencies, profitability and aftermarket product penetrations
- Painlessly present every product to every customer every time
- Address your compliance needs
- Easily track aftermarket menu selling activity
- Quickly create customized menus for all your aftermarket products

www.dealertrack.com 1.866.339.5723