



## The Road to Success.

Your long-term success is a journey and there is a natural progression of products and services that Dealertrack can provide to help guide you along the way.

We call this progression our Road to Success. Getting started is easy!



### Ignition

Starting out, there are some basics that you need for your business in order to continue to move forward. For instance, do you have a website? Are you compliant?



### Drive

Maybe you've already got the basics covered and your business is starting to move. If you're ready to tackle things like syndicating your inventory and offering an online credit application, it's time to get introduced to our Drive package.



### Accelerate

Your business is beginning to pick up speed, so it's time for our Accelerate package. Engage your website shoppers with services like Managed Chat and Digital Retailing, and learn to utilize the inventory tools available to you to increase profits and turns.



### Full Throttle

It's time to open it up and see what this baby can do! Now you're really flying with the full suite of Dealertrack Independent Dealer Solutions working for you with the addition of the Dealertrack DMS to effectively manage your prospering business.

888.518.5513

Get started today!

[dealertrack.com/independents](http://dealertrack.com/independents)

dealertrack technologies™

# Independent Dealer Solutions

## Why Dealertrack?

At Dealertrack our goal is simple, to guide independent dealers along the Road to Success. With three words— Partner, Empower, and Grow— we highlight our commitment to you. Delivering the most comprehensive suite of products in the industry, let Dealertrack be your advantage. Whether you're starting out or an industry veteran, we have products and solutions to meet your needs and your budget.

### 02 Drive

Get your business moving.

- Advanced Website
- Core Inventory with Unlimited Syndication
- Compliance
- FinanceDriver
- Credit Application



Drive

### 01 Ignition

Start your engine here.

- Core Website
- Compliance
- eBay, Cars.com, and AutoTrader Syndication
- Dealertrack Credit Application



Ignition



Accelerate

### 03 Accelerate

Pass by the competition.

- Advanced Inventory
- Advanced Website
- Compliance
- Managed Chat
- PaymentDriver
- FinanceDriver
- Credit Application



Full Throttle

### 04 Full Throttle

Let's see what this baby can do!

- Dealertrack DMS
- Custom Website Design
- Advanced Inventory
- Compliance Pro
- Managed Chat
- PaymentDriver
- FinanceDriver
- Credit Application

## THE ROAD TO SUCCESS

