

Dealer groups have been cut out of the loop.

80% of car shoppers take to the Internet, researching **10+ online resources** over a period of **5.3 months**, putting off contact with the dealer as long as possible.



Adding ShopMyWay to Your Site Will:

- Influence high and mid-funnel shoppers by providing an end-to-end, consumer-driven shopping process
- Capture and keep the attention of shoppers throughout their research
- Keep online shoppers on your site longer, building both value and commitment
- Generate leads, drive appointments, and build the group brand
- Offer a unique path to help shoppers land on a vehicle of interest, value their trade, and research lease and finance options
- Leverage the power of inventory across the group

The Ultimate Car Shopping Experience



MY PAYMENT
Shop by Payment



MY CAR
Shop by Preference



MY TRADE
Shop by Trade

Discover the ShopMyWay buying experience now.