Dealer groups have been cut out of the loop.

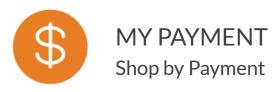
80% of car shoppers take to the Internet, researching **10+ online resources** over a period of **5.3 months**, putting off contact with the dealer as long as possible.



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







Discover the ShopMyWay buying experience now.

