

How Your Dealer Website Connects with Acura.com



How Your Tier 3 Site Connects with Tier 1

This is an informational guide that explains how your dealer website (Tier 3) connects with Acura.com (Tier 1).

J.D. Power is working with Tier 3 website providers to configure dealer websites. No additional dealer action is requested in this guide.

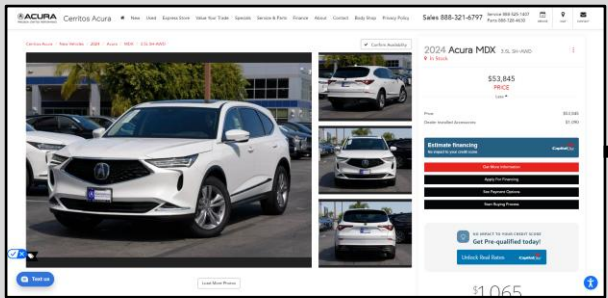
For troubleshooting, please contact your Tier 3 website provider.



Tier 3 Entry to ODSX

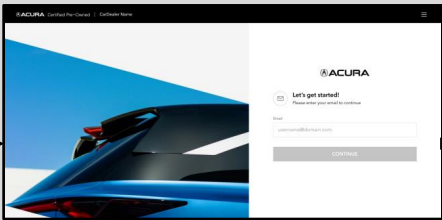
In ODSX, there are two scenarios where clients get passed from the dealer website (Tier 3) to Acura.com (Tier 1).

Tier 3 Dealer Inventory



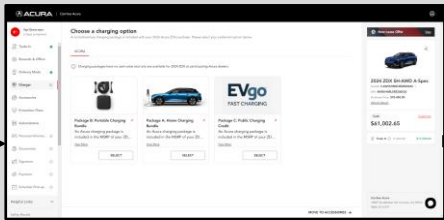
Dealer Inventory Details

Scenario A: If desired MTOC Is **available**, "Begin Checkout" CTA links to Tier 1 Digital Sales

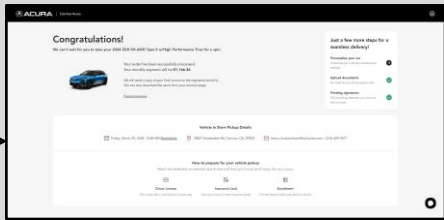


Acura Login/Account Creation
- Persistent dealer branding appears next to Acura logo

Tier 1 Vehicle Checkout



Digital Sales ODSX Checkout – Trade-in, accys, charging, documents, credit app, etc.

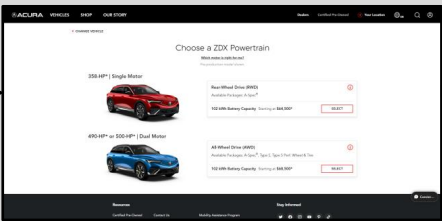


Checkout Complete

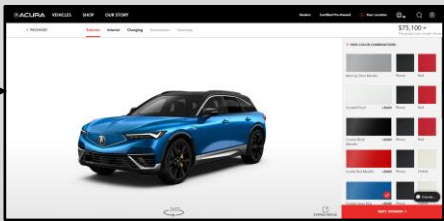


ZDX Customer Order Banner

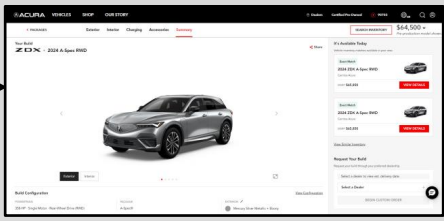
Scenario B: If desired MTOC Is **unavailable**, Customer Order card or banner links to Tier 1 Customer Order



Customer Order Entry



Vehicle Configuration

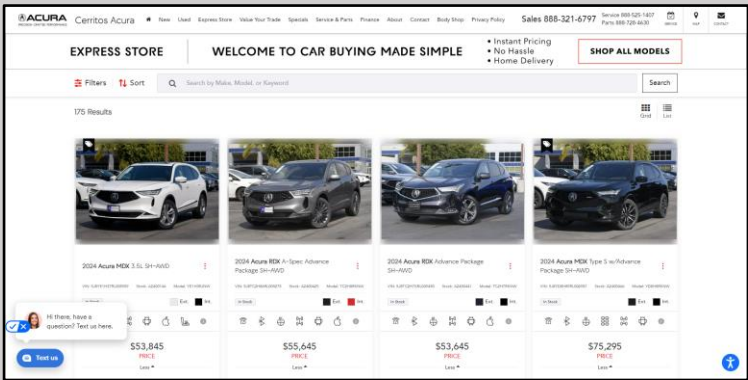


Summary/Dealer Select/Payment - Dealer choice is locked if client arrives from Tier 3

Scenario A – Dealer has client's desired MTOC in inventory

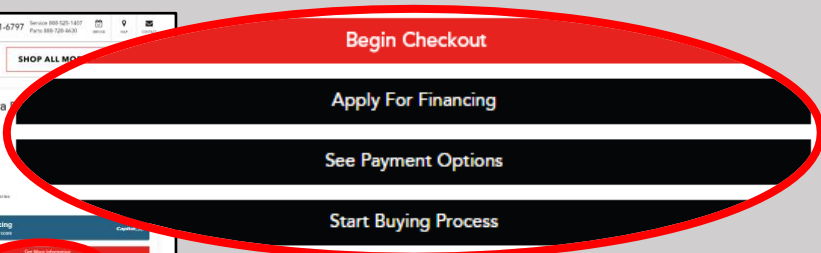
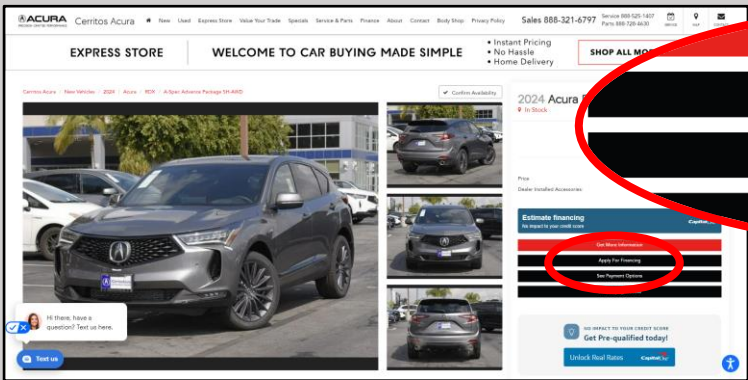
Tier 3 Sites

Tier 1 Checkout



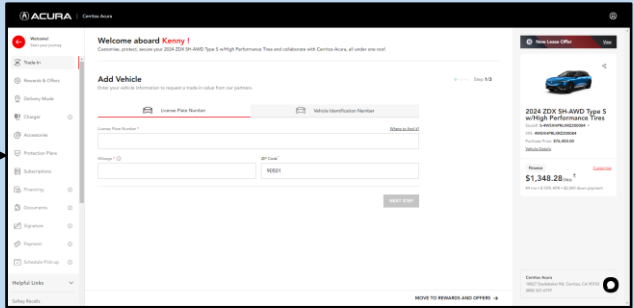
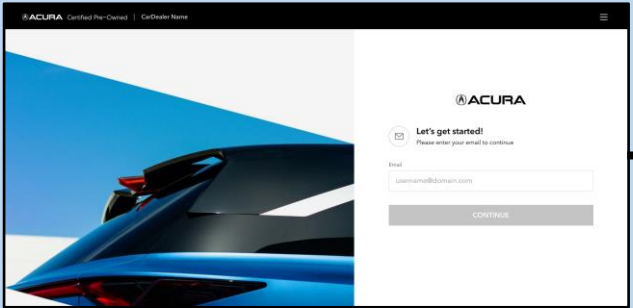
Dealer Inventory – Search Results

- The client starts their journey by searching for a vehicle currently in dealer inventory.
- A vehicle matching their desired model, trim, options, and color combination is located.
- The client clicks on the vehicle to see more details.



Dealer Inventory – Vehicle Details

- In the Vehicle Detail page, the **primary CTA** on the page should read, "**Begin Checkout**" and the CTA should be placed at the top of the stack.
- This CTA should **link users directly to ODSX** for the user to initiate their Acura purchase.



Acura.com – ODSX Checkout

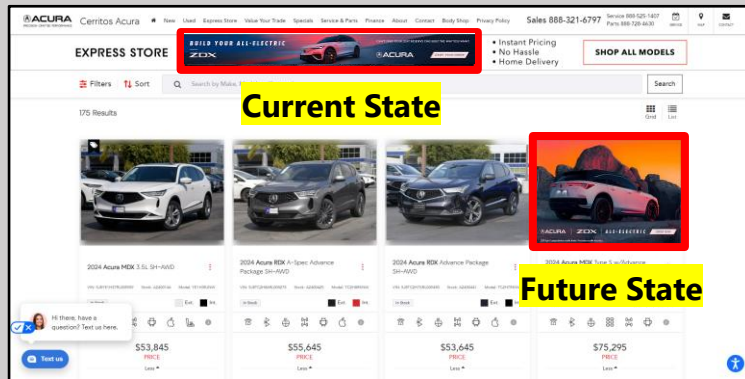
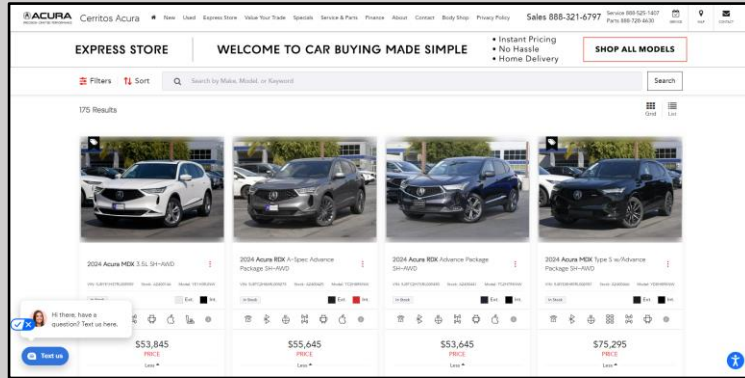
- Customers will be required to login to or create an Acura.com account prior to proceeding to checkout.
- Once the client logs in, a deal is created in ODSX.
- Account creation and checkout screens will include dealer name/branding next to the Acura logo in the upper left.
- Prior to entering ODSX, a lead will be created with the user's info and sent to the dealer's CRM.

Scenario 2 – Dealer **does not** have client's desired MTOC in inventory

Tier 3 Sites

Tier 1 Order

1
↓
2
↓
3

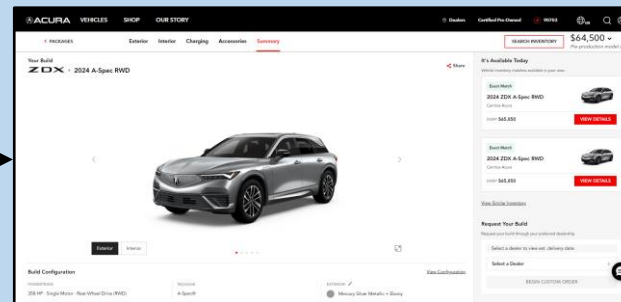
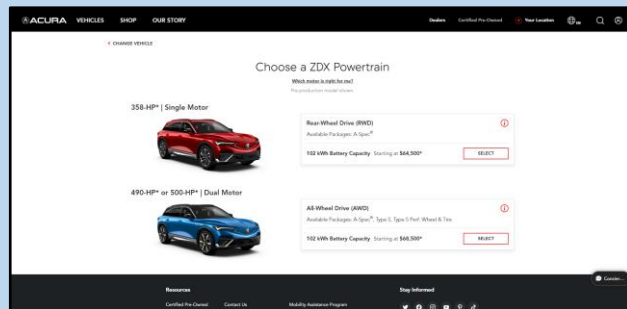


Dealer Inventory – Search Results

- The client starts their journey by searching for a vehicle currently in dealer inventory.
- A vehicle matching their desired model, trim, options, and color combination cannot be found.

Dealer Inventory – Search Results

- In an ideal scenario, the dealer's inventory will have filters that can be applied to ZDX. As the user selects options, **in current state, dealers SRPs will have an always on static header banner with the CTA "Start your Order."** This provides customers with the option to custom build their ZDX, **if no vehicles in inventory are matching their preferred model. The banner would direct users to start a customer order on Acura.com.** This is to prioritize existing dealer inventory.
- **In future state, once a user selects ZDX options on a dealer's sites, and the vehicle is not in inventory, once the user gets to the SRP a tile with custom order CTA will display next to vehicles in inventory, replacing the current state banner.**
- In both of the above instances, the **messaging should convey that the client can place an order if they can't find an MTOC they're searching for, and the CTA should be, "Start Your Order".**



Acura.com – Customer Order

- Customers will be able to configure an Acura and will be allocated for the next available matching unit.
- At the dealer selection screen, the referring dealer will automatically appear as the selected dealer and clients will not be able to change to another dealer.
- Prior to the client submitting a deposit, a lead will be created with the user's info and sent to the dealer's CRM.
- In ODSX, you can view these orders in the Order Management Tile