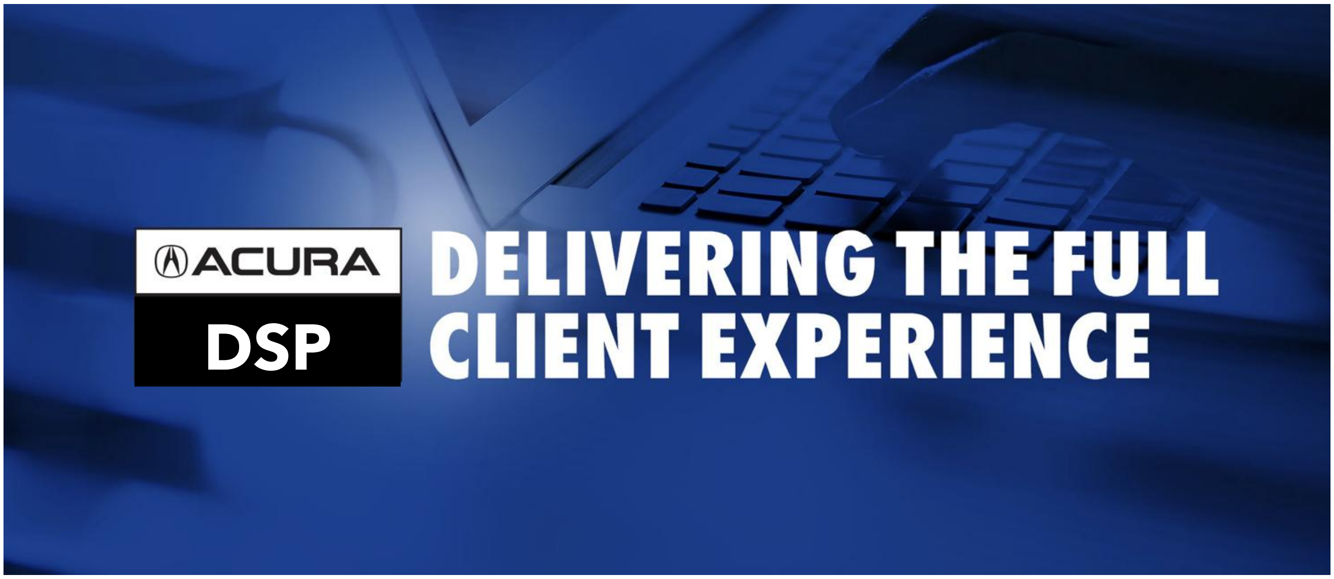

CHAPTER 1: INTRODUCTION

Welcome to the Acura Digital Sales Platform (DSP) Program Guide. This document is designed to guide you through tasks critical to your role at your Acura dealership, using the Acura DSP platform. It will also provide access to additional information and links, as well as best practices for using the system with Acura clients.

WELCOME

In the following pages, we'll take you through how to navigate this guide and its interactive Table of Contents that will link you directly to each chapter in this document so you may quickly access the information you need.

Recommended Dealer Actions

- Bookmark this document on your device's home page for quick access.
- Review the sections in this guide so you know the information it contains.
- To begin, and until you are entirely comfortable with the system, please keep this document close as you conduct the sales process using DSP.
- You can also use the Quick Reference Guide in this document.

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TABLE OF CONTENTS

NOTE: Data displayed in the images in this document are test data only and do not reflect actual pricing or client information.

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HOW TO USE THIS PROGRAM GUIDE

This guide provides access to a wide range of valuable tools, resources and information. Please use the tools defined below to successfully navigate through it.

Hyperlinks

Throughout this guide you'll find hyperlinks to additional information—graphics, examples or definitions. The links are highlighted in underline and are clickable.

Pro Tips

Throughout this guide, you'll find helpful tips you can use to accomplish a task more efficiently or provide a better experience for your clients.

Recommended Dealer Actions

You will find Recommended Dealer Actions throughout this guide. These are actions that will help you learn about the tool and how to use it to be effective with your clients.

Glossary

Some terms used in this guide may be new to you. When we introduce a new term, we'll create a link to its definition in the Glossary.

How-To Instructions

If a section or chapter details how to complete a specific process, it will include step-by-step instructions and corresponding graphics, as needed.

Resources

There are additional resources to support the use of the Acura DSP system. We have included links to those resources throughout and created a comprehensive list of them in the Resources section of this guide.

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Audience

This guide is comprehensive and intended for all dealership audiences. That said, not everyone needs to know everything about the system. Please pay particular attention to the chapters that show the icon representing your role.

Quick Reference Guide

This is a condensed version of the In-Person Experience, as supported by DSP. After you've reviewed this Program Guide, please use the Quick Reference Guide as a regular resource until you've mastered the DSP system.

CHAPTER 2: DSP OVERVIEW

WHAT IS DSP?

DSP stands for Digital Sales Platform. It's our new digital retailing tool designed to make it easy for clients to do business with you—where, when and how they want to.

Through industry-leading digital technology, DSP provides convenience and functionality that better meets the needs of today's clients and Acura dealerships. As we move forward, we will continue to make updates and improvements to the system.

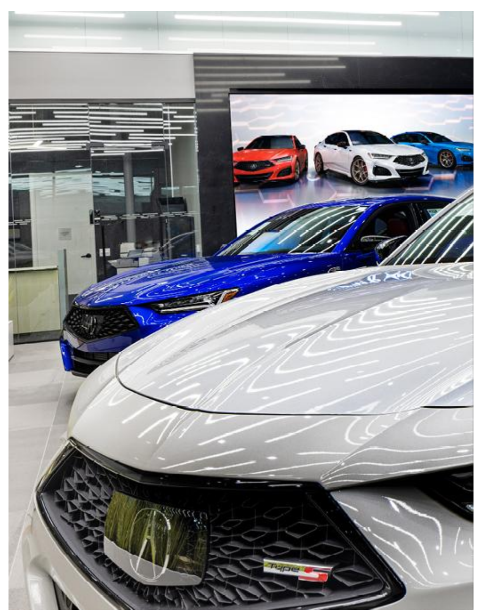
Best of all, DSP allows you to seamlessly manage the client's shopping process throughout their purchase journey.

The Omnichannel Sales Approach

Modern shoppers are telling us loudly and clearly exactly what they want from the vehicle purchase experience. They want an expedited process and to save time—both yours and theirs.

They want expertise from their sales representatives. They want transparency throughout. And according to the Salesforce Connected Customer Survey, 90% of consumers say that the client experience is as important as the product they purchase.

That's why Acura has invested in the DSP platform tool—it allows us to expedite the process, increase our expertise, increase transparency and improve the overall purchase experience.



Modern Selling Skills Overview

We launched the DSP platform in conjunction with a series of courses dedicated to teaching Acura Modern Selling Skills. What do we mean by Modern Selling Skills? We're referring to all the skills you need to work in an omnichannel environment "to meet clients where they are" in the purchase process and build relationships with consumers who reach out to you in a variety of methods.

Meeting Clients Where They Are

Whether they're shopping in-store, online or a combination of the two, clients will appreciate your ability to meet them where they are in the process. Regardless of if they've done little to no research or they've filled out all the information they can online—you have the ability to join the process already underway and save both of you a lot of time.

Omnichannel Communications

The most important skill you need to develop is communicating effectively with clients—not just in person, but also via email, text, social media, FaceTime, video or any other communication method the client prefers.

Which communication channel you choose depends primarily on two things:

- You'll ask your client how they want to communicate and then use that method whenever possible.
- You'll want to consider what it is that you're trying to communicate. If you want to send them a series of links to resources, perhaps an email or text would work best. If you want to introduce yourself or show them a vehicle, perhaps a friendly video would be effective.

Throughout this guide you'll find recommendations for communicating with your clients as you use DSP to support Acura's purchase experience.

Modern Client Expectations

According to industry studies about client expectations, modern shoppers are looking for five things from every retail experience:

PERSONALIZED EXPERIENCES

One size does not fit all. Consumers want to communicate, shop and purchase according to what's most comfortable for them. Our job is to provide them with the experience they are looking for. If they want to purchase entirely online or entirely in-store, we make that happen. If they want to go back and forth between online and in-store, we make that happen. And when we conduct a needs analysis, we use that information every step of the way—the vehicle presentation, test drive, F&I negotiation, delivery or even just follow-up—and personalize the experience from beginning to end.

The DSP system allows us to personalize the experience and provide the purchase process that each individual client is looking for. They can purchase from where they want, when they want. It also contains a full record of the communications and needs of each client so that we can be sure to provide the experience they're looking for.

Modern Client Expectations (cont.)

TRANSPARENCY

This just makes sense. Consumers want transparency in all things—they want to know when something will happen, how long it will take, how much it will cost and when they should expect to hear back on an outstanding question. They want their questions answered honestly and promptly.

The DSP system and its internal tracking allow us to keep the client informed, in full transparency, throughout the purchase experience.

SIMPLICITY

Modern shoppers are busier than ever and are used to the simplicity of "click-and-buy" shopping for nearly every need they have. This means that the automotive industry needs to catch up. The vehicle purchase process has taken too long since the beginning and we need to simplify it. Simplifying the process will make it easier on everyone.

DSP adds simplicity in the form of "self-service" opportunities—clients can research and enter their information on their own time, at their own pace. And, if the client wants to custom order a vehicle, they are provided with updates throughout the order and build process—there's nothing simpler than that.

CONTROL

Another concern modern shoppers have is about control. The old way of selling cars left clients with very little control over the process. DSP, on the other hand, allows dealerships to drive the deal while providing clients with the ability to work on their deal on their own time, at their own pace. We need to provide them with the ability to experience the sales process the way they want to. If we don't, our competitors—like CarMax, Carvana, Tesla and others—will.

DSP offers clients much more control over the process. The self-service aspect of the technology means that they don't have to wait for us to be ready, they can jump into the process any time of day or night. They can also share as much or as little information as they want.

SEAMLESSNESS

Seamlessness begins with "meeting clients where they are," which means no hitches in the process, no repetition, no missed connections. If a client has to start over from the beginning, repeat themselves, redo paperwork or reschedule an appointment that a Sales Consultant missed, it's the opposite of what they're looking for. Seamless means that the client does or says something once and we take care of it. It means we are thinking ahead and planning, providing the information our clients want or need—often before they are aware they need it.

DSP allows us to keep everything in one place—we enter clients into the system and we can see exactly where they are throughout the process. Much of the paperwork is automated and appointments are scheduled in the system, which means that there's a record of exactly when the client is expected and who they will meet with. DSP makes the transition between online and in-store experiences completely seamless.

BENEFITS

Acura DSP offers benefits to both the dealerships and individual Sales Consultants and Acura clients.

Sales Consultants and Dealerships

DSP is designed to make the vehicle purchase process more efficient for Sales Consultants, dealerships and clients. For dealerships, the use of DSP will lead to:

- Reduced transaction times
- Increased sales
- Increased profits
- More referrals
- More repeat business
- Greater long-term loyalty

Acura Clients

Because of DSP, clients can now shop for an Acura from the comfort of their living room at the time that is most convenient to them. They can enter their contact information and as much or as little personal information as they choose—including trade-in details and finance information.

Doing so allows them to kick-start the purchase process by providing the dealership with the information needed to move the purchase forward. If you "meet them where they are," meaning, pick up where they left off in the purchase process, you can save the client and yourself a lot of time and repetition.

CHAPTER 3: LEAD MANAGEMENT

In this section, we'll cover the way leads are handled in the DSP system, the communications clients receive from AHM and the recommended actions for your dealership. This includes appointments, online "Client Orders," the checkout process and follow-up.

APPOINTMENTS

DSP System Pathway

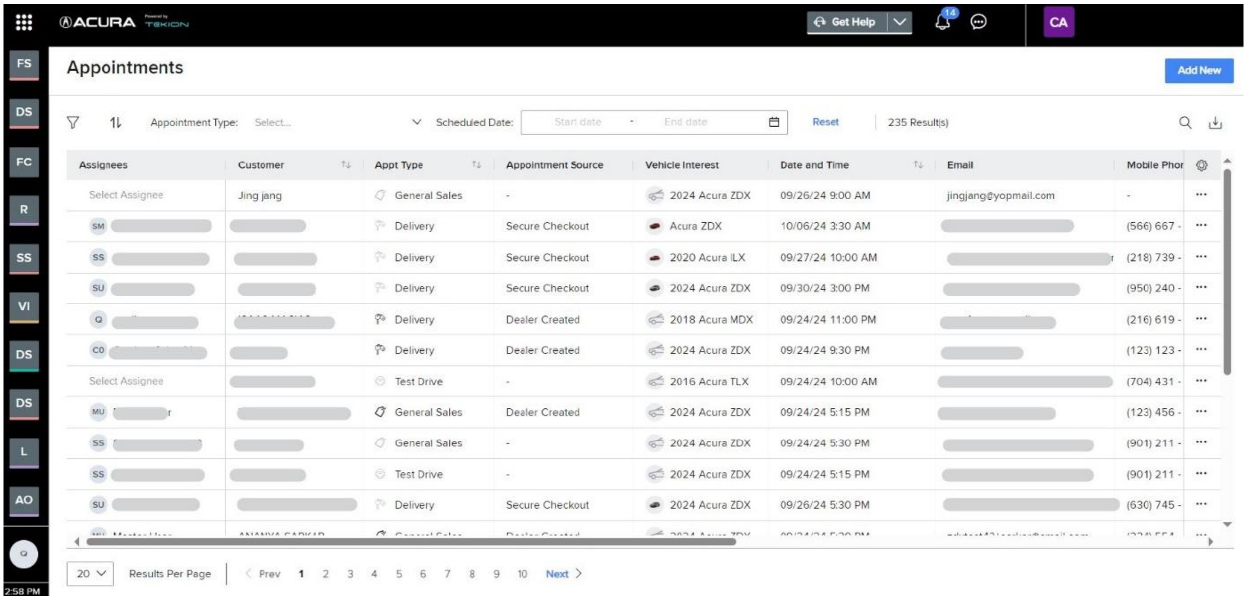
One of a client's first interactions with your dealership is likely to be setting an appointment. Make a good first impression by ensuring a simple, seamless and transparent process that you personalize whenever possible.

DSP leads for appointments and test drives come through Acura.com. The process is:

1. A client can book an appointment at their desired dealership on Acura.com by either:
   - Scrolling down the Vehicle Details page and using the **Request Now** button that appears next to Book a Test Drive or Showroom Visit.
   - Using the top navigation bar, choosing Shop > Helpful Links > **Schedule Dealer Appointment**, which launches a scheduler where the client can select a vehicle, a dealership, and then a date and time to visit your dealership.
2. The appointment lead gets routed to Honda Enterprise Lead Management System (HELMS) first and then to your Client Relations Management (CRM) system.
3. The lead appears on your CRM system with "Digital Sales Appointment Lead" as the lead source.

Recommended Dealer Actions

- Contact the clients on the day you receive the lead to personalize the experience and confirm the details.
- Confirm the appointment two days prior to the scheduled time. (AHM reminder emails/texts are sent one week and 24 hours prior.)
- Log the actions you took in your CRM system by the end of the same day. Log your initial outreach and select **Appointment Showed** or **Appointment Didn't Show**.



APPOINTMENT SCREEN

On the Appointments screen, you can find the client's name, appointment and scheduling sources, appointment type, vehicle, date and time, and contact information.

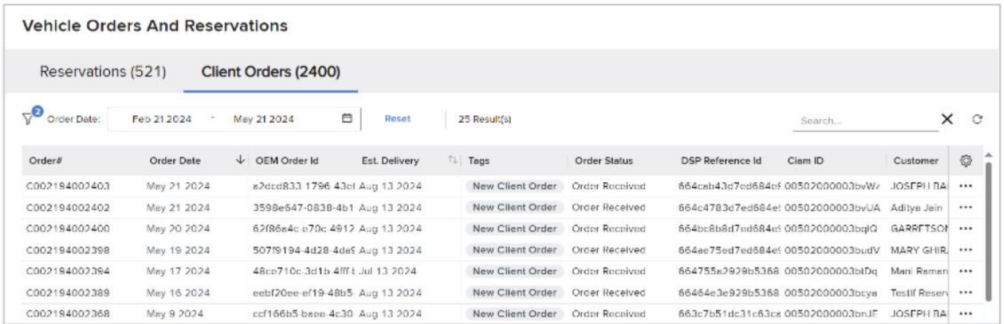
CLIENT ORDERS (CUSTOM ORDERS)

If a client selects a vehicle on Acura.com that is on your lot, they can log in and start the checkout process immediately. You can find these deals on the Deals screen in DSP. Your dealership will own that deal and be responsible for delivery.

If a client orders a vehicle that is in transit, they can start the checkout stage once the vehicle arrives.

On the other hand, clients can create a "Client Order" for their ideal vehicle using the Build and Price tool to enter specific details. To do this, clients will need to log into Acura.com, enter their contact information, pay a deposit and submit the Custom Order. Orders placed this way will happen through the "Digital Bucket" that captures custom vehicle orders not in the current inventory.

Managers should check daily to see if DSP orders have been created and respond accordingly. Go to the Order Management tab and select **Client Orders**.



THE CLIENT ORDERS SCREEN (DSP DEALER PORTAL)

Check the Tags column for “New Client Order” to see the orders received.

Order Creation

When the client submits the order online, they get a confirmation from AHM. If the estimated delivery time is more than six to eight weeks, AHM sends a follow-up email one month after the order confirmation.

Recommended Dealer Actions

- Check for order submissions on DSP in Order Management > **Client Orders**.
- Follow up to congratulate the client on their order within 48 hours of submission. This helps to personalize the experience and demonstrate seamlessness between the online and in-store experience.
- If the time between order submission and vehicle shipment is more than two weeks, check in with the client once a week to share the vehicle status, answer any questions they may have and generally strengthen the bond between you and your client.

Pro Tip

If the client builds a vehicle online but doesn’t submit the order, AHM sends them an email 24 hours later reminding them to complete it.

Within 48 hours, you should conduct short-term follow-up:

- Offer to help the client complete the order online or in-store.
- Suggest that they opt in for text updates.
- Confirm build and price details and communicate newly released information.

Vehicle Shipment

AHM sends the client an email and text on the day the vehicle is shipped.

Recommended Dealer Actions

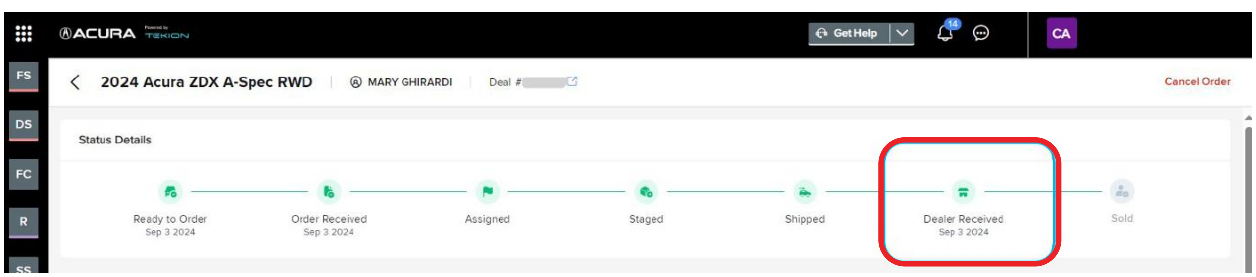
- Check for the shipping date via DSP in Order Management > **Client Orders**.
- Follow up with the client within 24 hours of the vehicle departing the factory and let them know what to expect:
  - ETA updates until the custom order vehicle arrives at your dealership
  - An email to complete their purchase via the checkout process once the custom order vehicle arrives (they can do this online or in-store)
- Put the client in control—ask them to schedule a delivery time with you so you can properly prepare the vehicle and provide a personalized delivery experience.

Vehicle Delivery

AHM sends the client an email and text on the day the vehicle arrives at your dealership.

Recommended Dealer Actions

- Check for delivery status details in DSP (Order Management > **Client Orders**).
- Advise the client that the vehicle has arrived and you're getting it ready for them; this reinforces transparency. Remind them to complete their purchase online (or in-store with you) and schedule a delivery appointment.



CLIENT ORDER STATUS

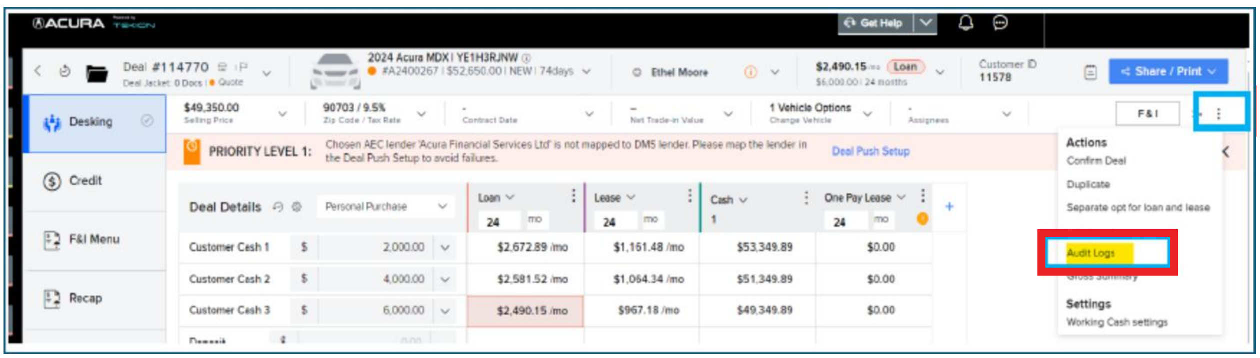
This screen shows that the vehicle has arrived at your dealership.

Checkout

Once the vehicle arrives at your dealership, the client receives an email notification with a "checkout" link. Again, clients are in control—they can do this online or in-store.

Recommended Dealer Actions

- Review the checkout status: On the Desking tab, use the three-dot menu in the top-right corner to access the **Audit Log** (which shows the deal's activities).
- If the client completes the checkout online vs. in-store, be sure to confirm the delivery appointment.
- If the client does not complete the checkout within the 48-hour window, follow up again and offer to assist them with the process. *NOTE: AHM also sends generic emails and text reminders at this point. After five days, the Concierge will follow up with the client.*



AUDIT LOGS FROM THE DESKING SCREEN

You can access a deal's Audit Log from the three-dot menu in the upper-right corner of the Desking screen.

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Follow-Up

After the delivery, it's essential to follow up with the clients. This continues to personalize the experience and helps build your relationship with your client.

Recommended Dealer Actions

Contact the client within 48 hours to review the overall experience:

- Ask if they have any issues or questions from the first couple of days.
- Check to see if they'd like a second delivery—either remote or in person.
- Ensure that they're enrolled in the Acura Enterprise App.
- Confirm their selected charging package. Then ensure that the client is set up to charge at home and/or receives a portable kit based on their selection.
- Schedule their first service appointment.
- Share product resources (e.g., MyGarage and the Acura Info Center) and remind them to call you if they have any questions about their new vehicle.

In addition, AHM sends the following emails to the client:

- 24 hours after: Welcome
- 48 hours after: Onboarding
- 5 days after: Survey
- 14+ days after: Service/Maintenance communications
- 1 month after: Highlight helpful features
- 6 weeks after: Proactive Concierge checks-ins with clients about their experience

For additional details, see the Lead Management Guide on iN.

CHAPTER 4: INVENTORY MANAGEMENT

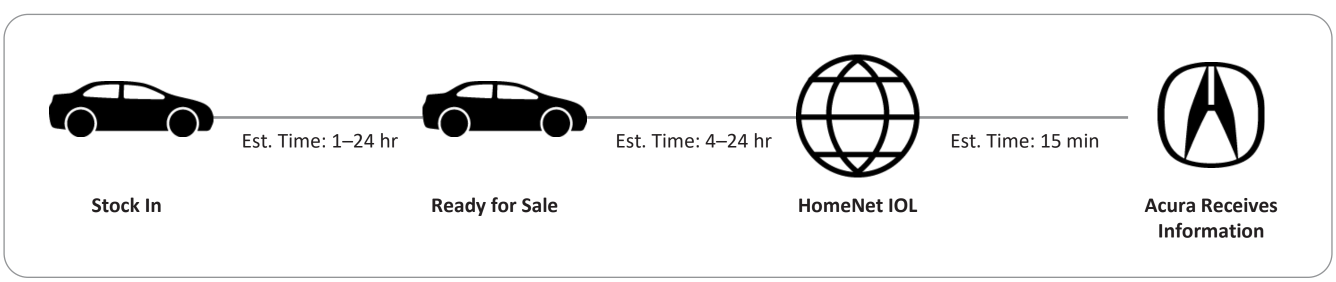
In this section, we'll describe HomeNet, Acura's inventory management system (IMS) provider for Inventory Online Solutions. This is how vehicles get into the DSP system. The process is typically handled by your dealership's Inventory Manager.

TIMING OF INVENTORY DATA FLOW (COMMON)

Vehicle information passes from your IMS or Dealership Management System (DMS) to HomeNet before it gets sent to AHM.

The process is:

1. "Stock in" the vehicle: enter the stock number in your DMS. This adds the vehicle to your inventory. Estimated time: 1–24 hours
2. Mark the vehicle as "Ready for Sale" or "Live" in IMS (if applicable).
   NOTE: You must mark a vehicle as "Ready for Sale" or "Live" in your DMS/IMS before it is sent to HomeNet—otherwise, HomeNet will not be able to capture that status.
   Estimated time: 4–24 hours
3. HomeNet receives inventory information and sends it to DSP.
   Estimated time: 15 minutes
4. Acura Receives Information.



The lead time for inventory data to get to AHM typically ranges from 0.5 to 2 days, depending on your DMS/IMS. For exact timing for transferring vehicle information to HomeNet, please reach out to your provider.

DATA ENTRY/UPDATE (NOT COMMON)

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When you enter data into HomeNet directly, the field is locked. This means that, when you make updates in your DMS, they are not reflected on HomeNet.

To ensure that the data is reflected correctly on both systems, you must do one of the following:

1. Only update data in your DMS and the information will automatically flow to HomeNet.
2. Manually update data in HomeNet and on your DMS. (Also, be sure that you do not update solely on HomeNet.)

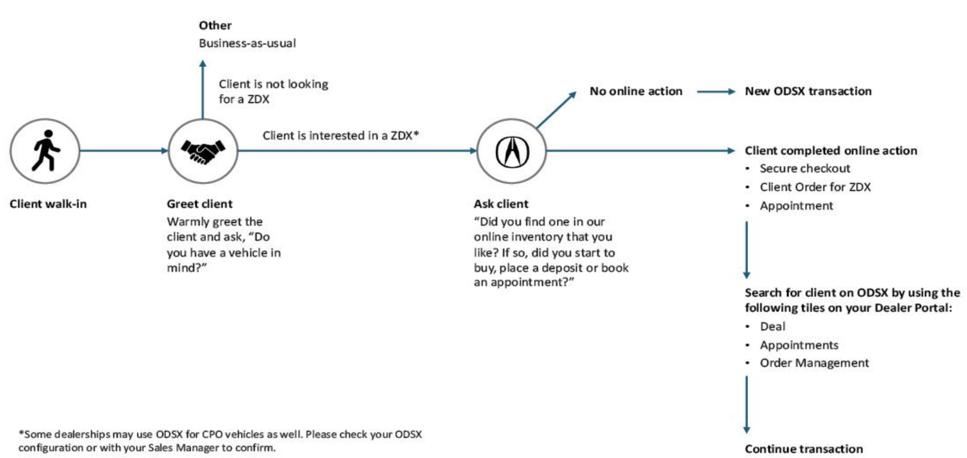
CHAPTER 5: RECOMMENDED SALES PROCESS FLOW

Clients can complete their purchase online, in-store or as a combination of both (omnichannel). DSP enables a simple, transparent, seamless experience that puts the client in control of the process. You should be prepared to meet them wherever they are on their purchase journey and continue this process.
In this section, we detail the steps of the recommended in-person Acura sales process and explain how DSP facilitates each transaction. We also share best practices for implementing Modern Selling Skills at each step. See the Resources section for more in-depth training on these skills.

DSP FLOWS

There are three typical sales process flows when a client comes into your dealership:

- **Recommended Sales Process Flow**: Use DSP on your workstation along with iPads for a client who comes in to start the process—this provides a more interactive and streamlined experience.
- **Traditional Sales Process Flow**: Use DSP on your workstation without an iPad for a more traditional desking process.
- **Omnichannel Sales Process Flow**: If the client has already begun the process online, you can find the deal in DSP and continue the transaction. (By the way, a client who is in-store may also choose to complete certain steps online later.)



THE DECISION TREE

This shows a simple path that clients follow during the vehicle purchase process.

Why Use iPads?

Using an iPad elevates the client's purchase experience in several ways:

- Allows the client to use the payment estimator for a more personalized experience.
- Puts the client in control of their product selections through the interactive F&I menu
- Enables the client to sign documents electronically.

If you are not using iPads at your dealership, reference the traditional sales process flow for details.

Recommended Sales Process Flow

STEP 1: GREETING AND CHECK-IN

To meet the client where they are, we need to find out how far they've come in the process already, right at the beginning. Ask if the client has found a vehicle in your online inventory. If the answer is:

Yes

Ask whether they made an appointment online, ordered a vehicle or logged into Acura.com and selected a vehicle.

If they took any of these steps, you should be able to find this client in the Appointments tile in your DSP system and seamlessly pick up where they left off.

No

Move to Step 2: Needs Assessment and Explore Cars.

STEP 2: NEEDS ASSESSMENT AND EXPLORE CARS

If the client has not decided on a vehicle, walk the lot or explore your dealership's online inventory with them.

To determine their interest, ask open-ended and follow-up questions to better understand their needs. Be sure to cover topics such as:

- Driving needs—how and when the vehicle will be used
- The client's familiarity with EVs
- Proximity to public charging stations and access to home charging

Test Drives

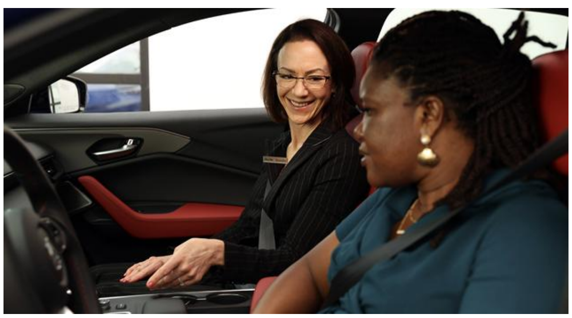
The test drive is sometimes a client's first experience with your dealership.

When the client is considering a vehicle, offer a test drive. Personalize the experience by considering the needs and values they just shared with you. Think about the client's typical drive routes and features you want to highlight on the drive, like infotainment options. If test driving an EV, consider adding a charging station to your recommended route and use that opportunity to show how to charge the vehicle.

Share stories from the digital Acura Storybook that align with needs and values and direct the client to product or feature videos they might be interested in—all of which are housed on AcuraInfoCenter.com.

Remote Test Drives

If your dealership offers at-home test drives, send your client a detailed email or text with links to resources, reminders for key dates and your contact information. For your convenience, we've created a client email template. Download your copy here.



"87% of EV (and ICE vehicle) consumers want to take a test drive before purchasing."

– McKinsey & Company

Trade-In Assessment

While you're on the lot, ask whether the client has a trade-in vehicle and take this opportunity to view its condition and take photos, if necessary. (You'll add the trade-in to the deal in DSP later in the process). You may also adjust the trade price if it was misrepresented by the client (see the Trade Tool Guide on iN).

Zeroing In

Once the client has decided on a vehicle, use the iPad or your dealership computer to see your dealership's inventory on Acura.com (Tier 1). Select the client's vehicle; if the model, trim, options, or color (MTOC) is unavailable, you can help the client build and order their vehicle (and place a deposit)—all on the iPad.

The client can stay in control as they explore different PPOs and add-ons using the payment estimator.

For EV clients, tell the client that they can visit HomeElectric.Acura.com to connect with a qualified installer and get a quote.

STEP 3: BUILD DEAL

For this recommended sales flow, we will assume that the dealership has iPads. Have the client use the iPad to start their purchase. On the screen with their chosen vehicle, your client can select **Buy Online** and log in or create an Acura ID on Acura.com. Your dealership should be selected by default. The client fills in their personal details, which establishes a lead in your system.

Now, the client can continue the checkout on the iPad (with your help) or you can have them sit at your desk and pick up the deal from the DSP dealer portal. Find the client and the newly created deal (see below). Open the Digital Transactions app and dock the iPad so the client can follow along.

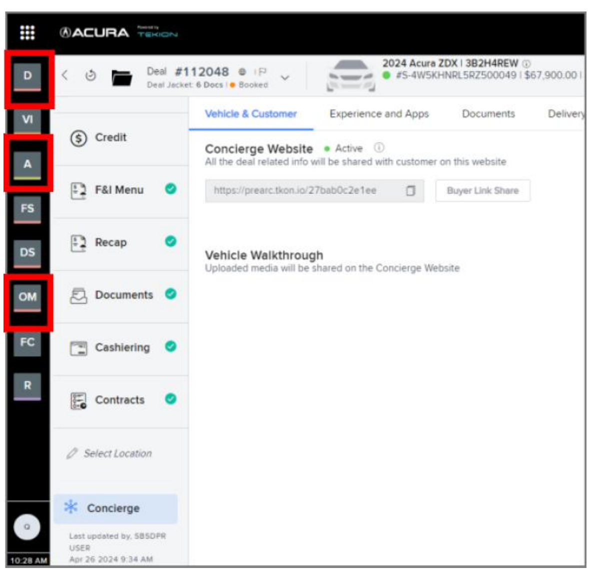
Pro Tip

If your dealership doesn't have iPads, you can use an alternative sales process flow.

Find the Client on DSP

Depending on the situation, search for the client in DSP at your workstation. Use the:

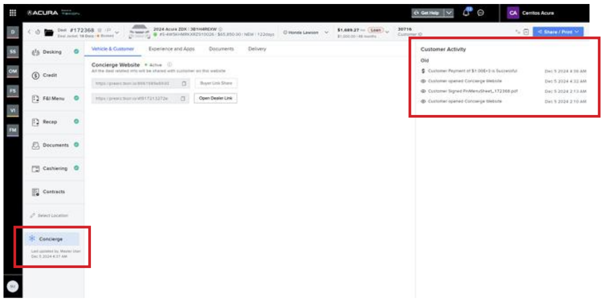
- Appointments (A) tile if the client made an appointment
- Order Management (OM) tile if the client ordered a vehicle
- Deals (D) tile if the client started a deal, selected a vehicle, and logged in: Review and confirm the information with the client, then continue the deal.



Use the menu on the left navigation to find the client's deal.

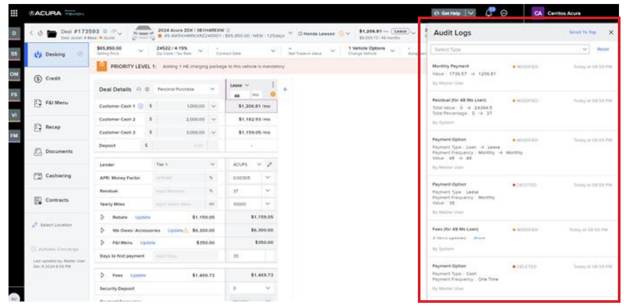
NOTE: The icons on your left menu bar may be different from what you see in these images. These icons are pinned menu items that you can access from the nine-dot menu at the upper-left corner.

There are several different ways to confirm the actions your client has taken on their deal.



THE CONCIERGE TAB: CUSTOMER ACTIVITY SCREEN

To see recent client activity, go to the Concierge screen.

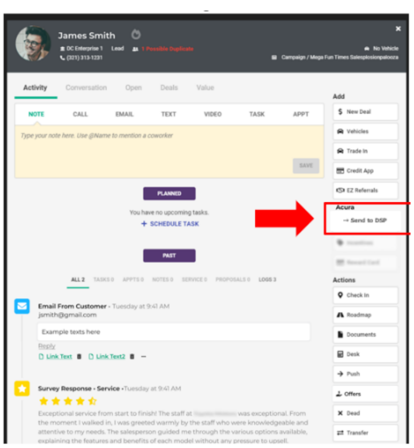


THE DESKING SCREEN: AUDIT LOG

To see the Deal Audit Log, go to the Desking page, select the three-dot menu in the upper- right corner, and choose Audit Logs.

Find the Client on compatible CRMs

Some CRMs are compatible with DSP. This integration allows you to push a lead from your CRM into DSP to build a deal. This eliminates the need for double-entry.



EXAMPLE: INTEGRATION WITH DRIVECENTRIC

A "Send to DSP" button is shown be added to the Customer Card under the “Acura" section.

Once you click the "Send to DSP" button on your DriveCentric CRM page, the same lead and customer information will be sent to your Digital Sales Platform in the Customer/Lead section when you start a new deal.

Pro-tip: Buyer Link and Dealer Link

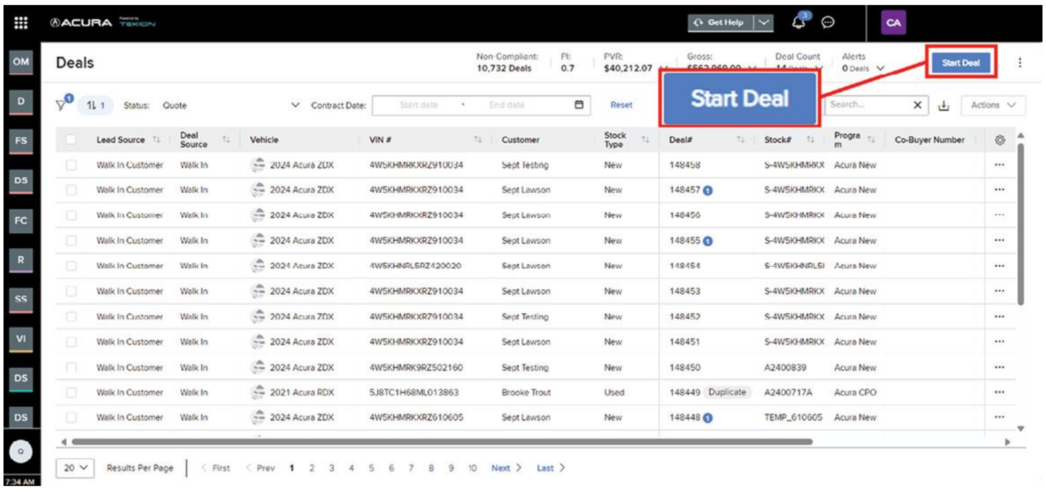
Also on the Concierge screen, you can see the Buyer Link, Co-buyer link (only if co-buyer was selected) and Dealer Link.

Once a deal has been created, you can use the Buyer Link and Co-buyer link to allow the client to view and adjust their deal outside the dealership. During a showroom visit, one way you can use the Dealer Link is to send the link to your dealer iPad, or to open the Dealer Link page on the dealer workstation.

You can learn more on **Chapter 6: Alternative Sales Process Flows**.

Starting a Deal

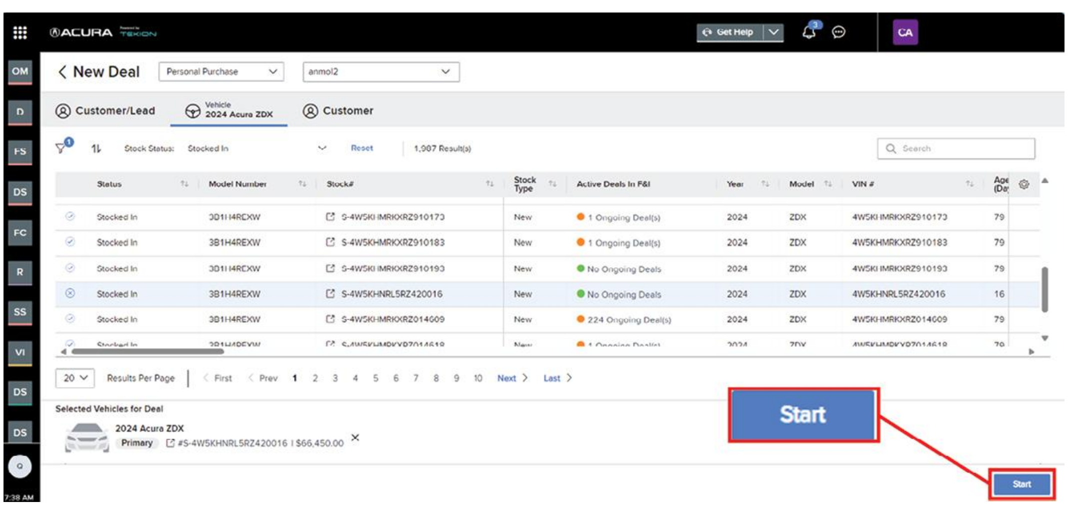
1. If a client did not order a vehicle online or if you want to build the deal from scratch, you must start a new deal. Go to the Deals page and click the **Start Deals** button in the upper-right corner to go to the New Deal page.



THE DEALS SCREEN

2. On the New Deal page, you can navigate by Customer/Lead, Vehicle or Customer.
3. On the Customer tab, you can select the client profile or create a new one.
4. Select the **Start** button and start talking numbers with the client using the Desking screen.

NOTE: The vehicle in a new deal is not reserved by default, which means that other Sales Consultants can create deals with those vehicles. If a client does not want to complete the purchase today but wants to reserve the vehicle, see the Reserving a Vehicle section on the next page.



THE NEW DEAL SCREEN: VEHICLE TAB

Creating a New Client Profile

If your client does not have a profile, create a new one by going to the Client tab and clicking the **Build Customer** button.

To complete a profile, you need your client's name, email, phone number and ZIP Code.

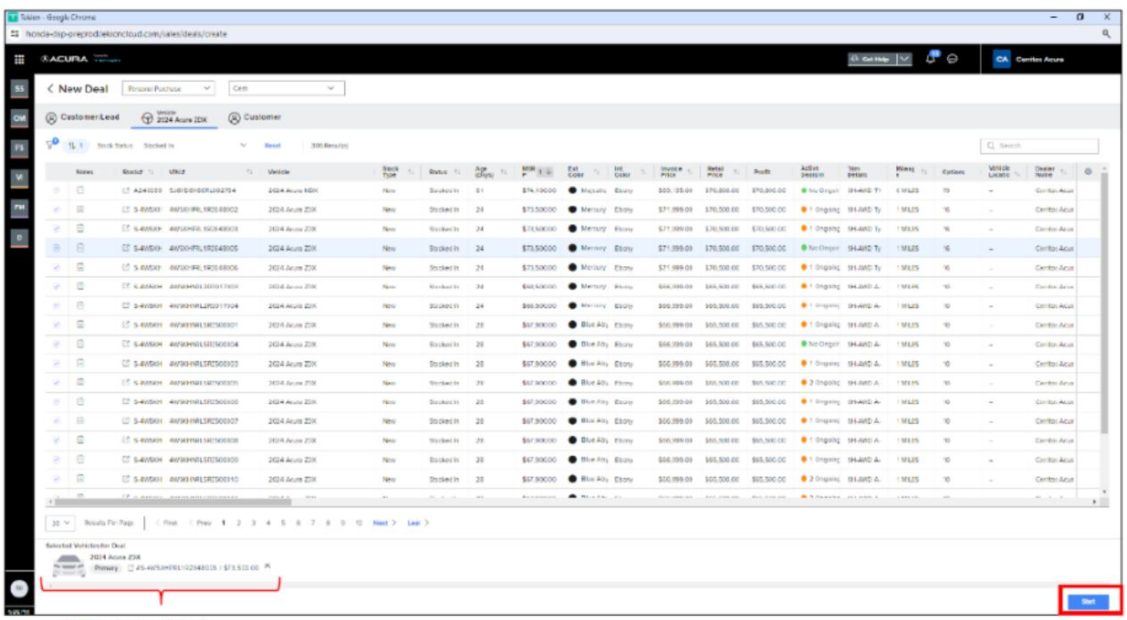
Once these fields are filled in, click **Add Customer**. You can then proceed with starting a deal.

Reserving a Vehicle

You can put a hold on a vehicle in DSP by taking a deposit from your client. To reserve a vehicle for a client, go to the Deals page on the DSP Dealer Portal and click the **Start Deal** button.

On the Vehicle tab, select the client's preferred vehicle from the list. The details of the selected vehicle appear at the bottom of the screen.

Click the **Start** button to go to the Desking screen.



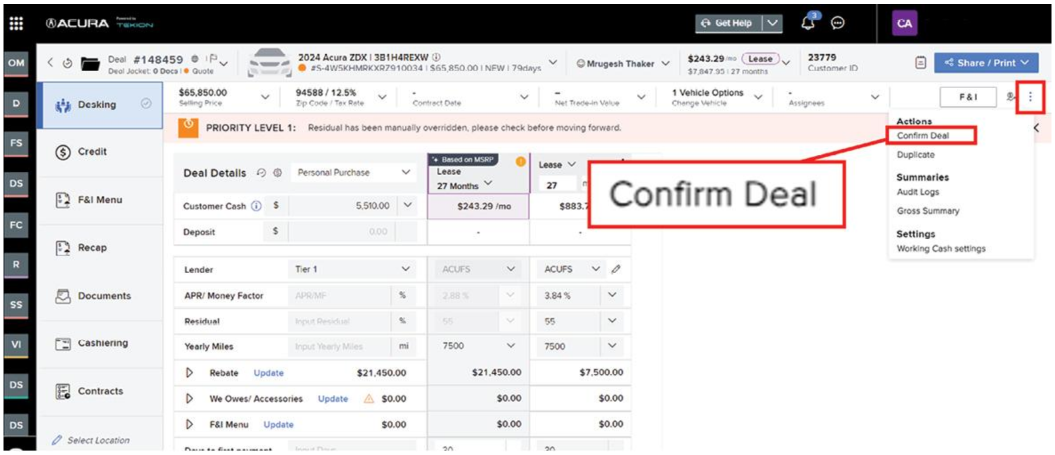
THE VEHICLES TAB SCREEN

Choose the vehicle, check the details at the bottom left, and then select **Start**.

Pro-tip: Desking Multiple Vehicles for the Same Customer

Did you know you could also desk multiple vehicles for the same customer within a single DX deal screen? This lets you quickly switch between vehicles, compare different options side by side, and update payments without restarting the deal.

You can enable multi-vehicle desking via Sales Setup → Default Values in the Settings tile.

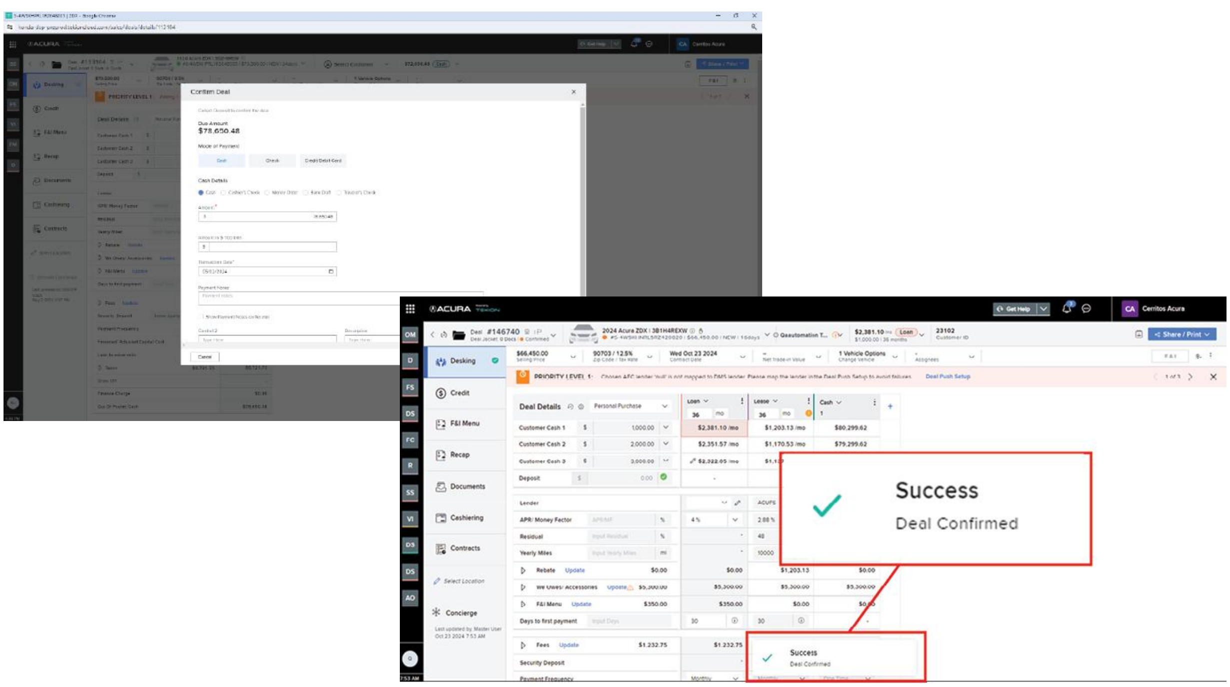


USING THE DESKING SCREEN TO RESERVE A VEHICLE

On the Desking screen, go to the three-dot menu in the upper-right corner and select **Confirm Deal** to launch the payment screen.

Enter the details and select **Confirm Deal** or **Confirm Without Payment**. Vehicles may be reserved without a deposit/payment at the dealership's discretion.

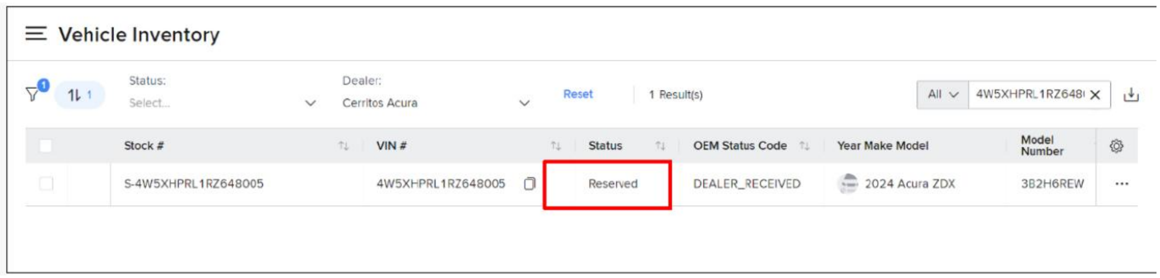
A confirmation message appears on the Desking screen.



PAYMENT AND CONFIRMATION

Use the pop-up screen for payment details. After selecting **Confirm Deal** button, you see a **Success** confirmation on the Desking screen.

The DSP Vehicle Inventory page now shows the Vehicle Status as **Reserved** and Sales Consultants cannot add it to other deals.



VEHICLE INVENTORY SCREEN

Revoking a Deal

See the Refunds and Canceling Orders section.

STEP 4: NEGOTIATE DEAL AND TRADE-IN

At this stage, continue to work with your client as they decide on the deal terms, add-ons, complimentary charging packages, subscriptions and trade-ins. This keeps the client in control of the deal as you help them personalize the vehicle to their needs.

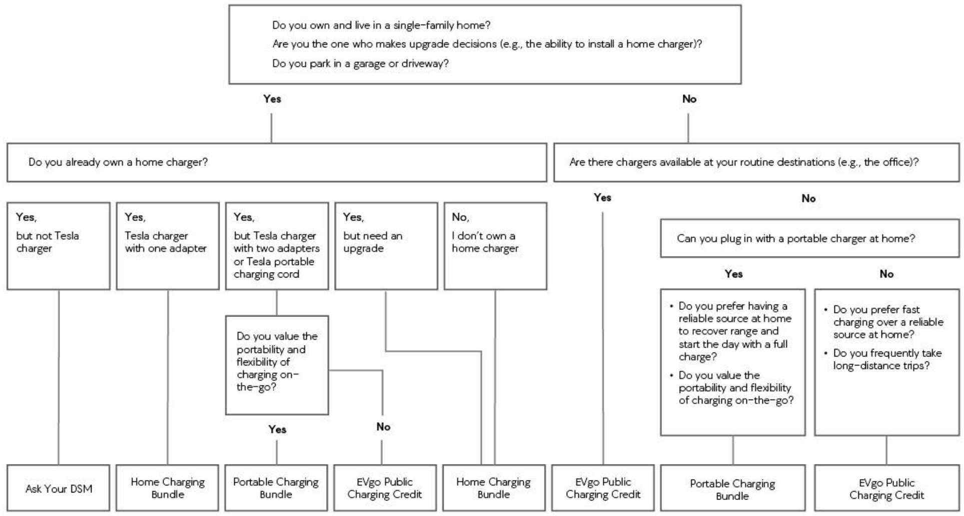
Charging Package Selection (for EV Clients only)

Depending on your client's housing type, driving behavior and charger availability, you can help them find a suitable charging solution just for them. This is likely to be a combination of home and public charging, so EV drivers can select one charging solution package to be included with their EV purchase.*

To help clients select a charging package, consider these factors:

- **Home charging**: Do they already own a home charger? Do they have the ability to install one (depending on their housing type, parking options, ownership, etc.)?
- **Public charging**: Are chargers available at work or other places along the client's daily routine?
- **Typical driving behavior**: What is the mileage (range) in a typical day? How predictable are their needs? Will they take road trips that require Fast Charging?
- **Client values**: How important are convenience, cost and time to your client?

**NOTE: Additional installation costs vary based on charger location, the need for a panel upgrade and other factors. Installation credits are available for clients who select the Home Charging Bundle and Portable Charging Bundle.*



EV CHARGING NEEDS ASSESSMENT CHART – 2024 ZDX Only

Follow these paths for recommendations on charging solutions.

Acura 2024 ZDX Charging Bundles include:

A. Home Charging Bundle

B. Portable Charging Bundle

C. EVgo Public Charging Credits

	A	B		C
Acura HE Installation Credit	$500	$250		N/A
EVgo Public Charging Credit***	$100	$300		$750
Miles Recharged Per Hour****	29.4 miles	20.3 miles	3.7 miles	Up to 81 miles in 10 minutes
Time to Charge 0% to 100%****	11.1 hours	16.0 hours	Several days	42 minutes to charge from 20% to 80%

All drivers will additionaly receive 60kWh of complimentary charging with Electrify America.
**Charger cable length is between 23–25 ft respectively. Both chargers have UL safety certification and are water resistant.*
***Credits usable at EVgo and their Roaming Partners DCFC and L2 charging stations.*
****Public Charging Credits come with ZDX purchase. Amounts vary by package. Credits redeemable at DCFC and Level 2 stations made available by EVgo and its Roaming Partners.*
*****Estimated charging time based on available public information about charging station capability.*

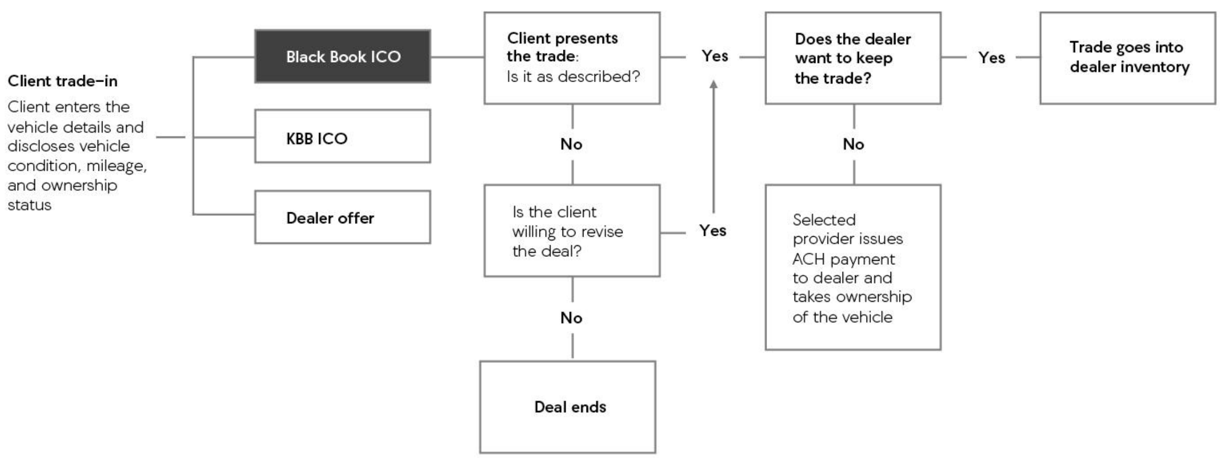
2024 ZDX CHARGING PACKAGES – 2024 ZDX Only

This is an overview of the three packages. For details on these and on Acura Home Electrification, see the ZDX Charging Solutions document. You can find this on iN > Sales > DSP > Program Resources > ZDX Charging Solutions. You can also consult the AcuraInfoCenter.

Trade-In Process

Trade-in tools within DSP create a seamless and transparent experience for your clients. The benefits to managing trade-ins within DSP include:

- Industry-leading features, such as compelling instant cash offers (ICOs) from multiple trusted trade vendors
- Appraising the car at delivery and adjusting the deal if the trade was misrepresented
- Setting up customized and competitive dealership offers along with other ICO providers
- Fast reimbursement with integration of ICO providers with DSP



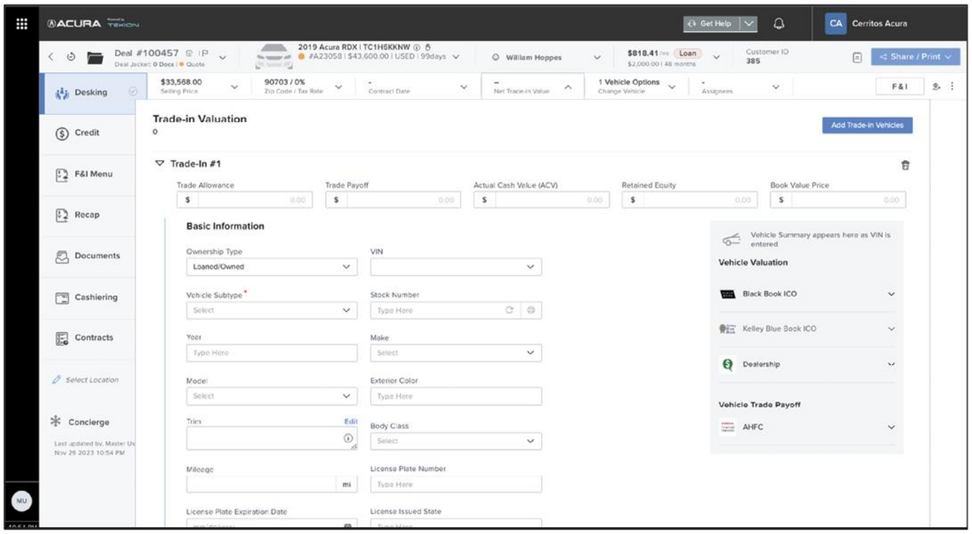
DSP TRADE-IN PROCESS OVERVIEW

The process starts with you or the client entering the vehicle details. The client then selects an offer. You'll verify the vehicle condition and adjust the deal, as necessary, during delivery.

If a client is placing an order online, they can enter trade-in details themselves. To see the process for adding a trade-in from the client's self-checkout view, see the DSP Trade Tool Guide available via iN > Sales > DSP > Program Resources > Trade Tool Guide.

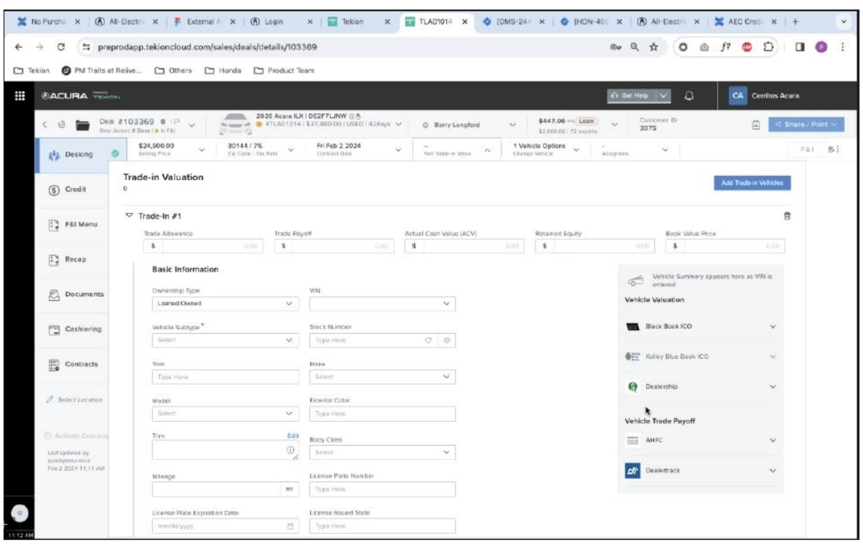
When you are completing a deal on the Dealer Portal, follow these steps:

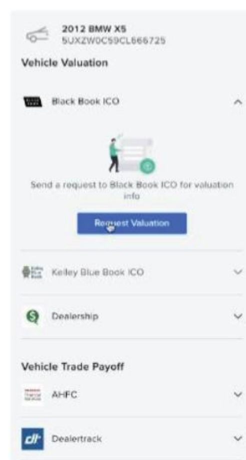
1. If possible, inspect the vehicle to confirm its condition and details.
2. If you are satisfied (or if the client does not have the vehicle with them), add the trade-in on the Deals screen. Click on **Net Trade-In Value** to add a trade-in. Enter the vehicle information, including details of the vehicle condition (based on the selected ICO provider) and then select **Add Trade-In Vehicle**.

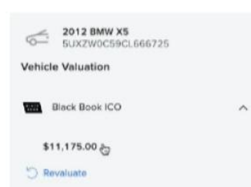


THE DEAL SCREEN TO ADD TRADE-IN VEHICLE

3. Select the provider and click **Request Validation** to see the valuation. You can get multiple offers and you may use those to configure a competitive dealer offer as well.

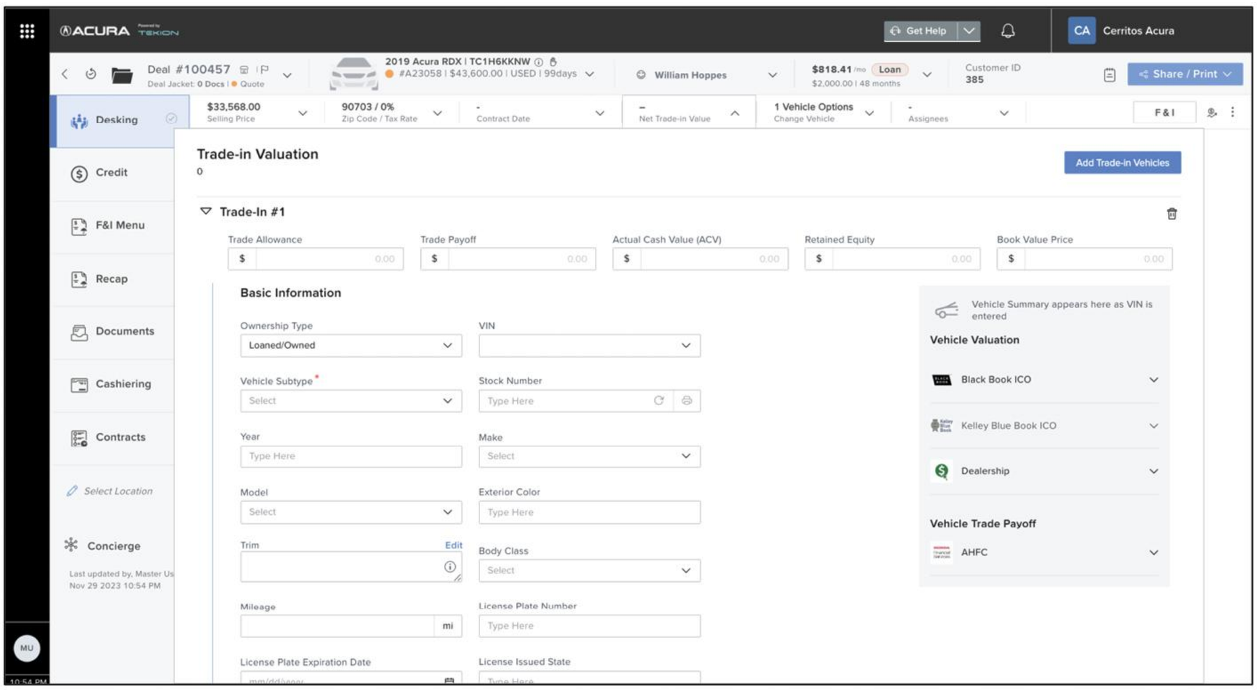






THE DEAL SCREEN: REQUEST VALIDATION

4. Have your client choose an offer from your dealership or another provider (e.g., Kelley Blue Book or Black Book).
5. Ask about any outstanding loan balance that the client may have on the trade-in vehicle.
   NOTE: Lease payoffs are not yet available in DSP (see Acura Financial Services (AFS) or other lessor).
6. Add in the payoff quote in the DSP. If the lender is not available in DSP, refer to DealerTrack or another source and add it to the deal.



TRADE-IN VEHICLE DETAILS

7. You can choose to keep the trade-in vehicle or get a voucher (via ACH) for the value of the vehicle and turn in the trade to the chosen ICO provider.

EV Tax Credit

Under the Inflation Reduction Act of 2024 (IRA), clients can now choose to transfer their EV tax credit to a participating dealership for use as a down payment. As of 2024, the credit is up to $7,500 for new vehicles or up to $4,000 for pre-owned vehicles. This is an optional program that requires client and dealership participation. AFS requires the $7,500 credit to be applied to all new leases. For most up to date information, visit irs.gov.

Adding a Co-Buyer

If desired, clients can add a co-buyer to a deal while you are completing the Credit Application. You can use the DSP Concierge to send a link to documents to co-buyers who are not at the dealership. See the Finalize Credit Application and Sign Documents section.

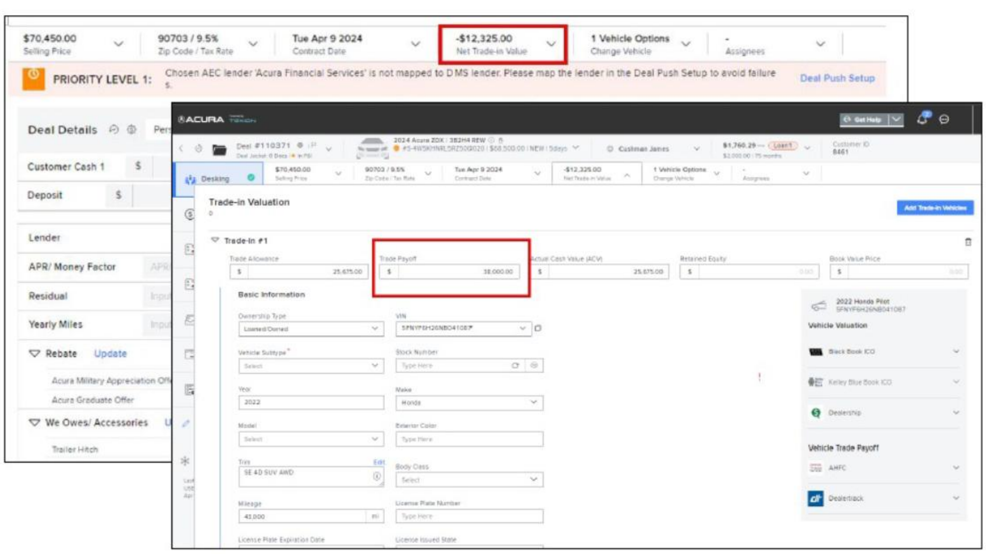
Final Steps for Creating a Deal

To ensure that the deal is structured correctly, review these areas.

1. **Ensure that trade-in payoffs are correct.**

   Clients can manually enter the trade-in payoff when going through the order process, so you should contact the lender to verify all trade-in payoff amounts, and then verify and update the payoff amount in the Desking screen.

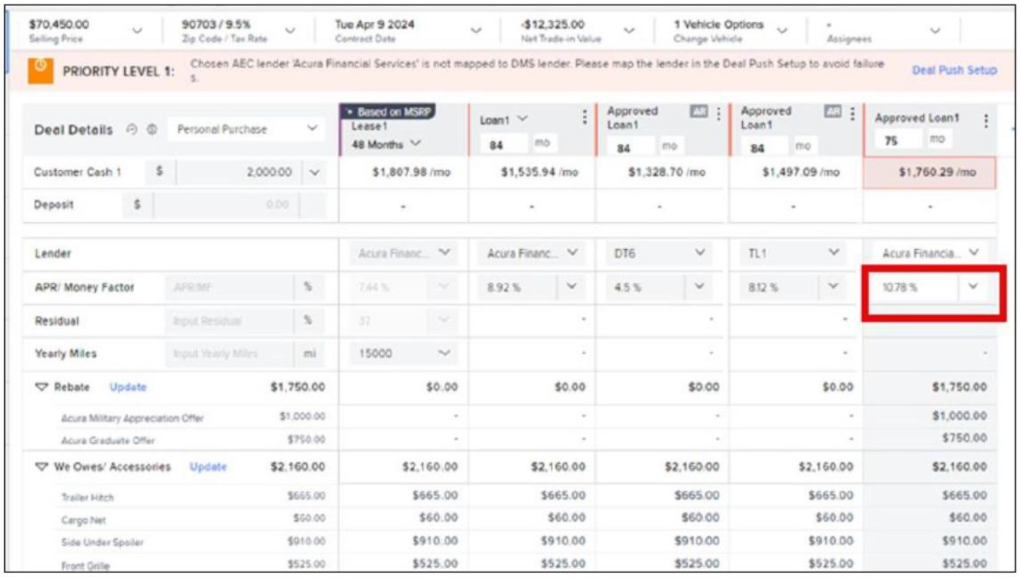
   If the trade-in pushes the **Cap Cost Reduction** beyond AFS limits, you need to reduce the client contribution. You can do this by removing an optional incentive (e.g., Loyalty/Conquest Cash) or waiting until all ancillary product/menu selling is complete to see if the limit is still exceeded. As a last resort, you can also reduce the amount of the trade to meet the limits.



THE DEAL/DESKING SCREEN: VERIFY TRADE PAYOFF

2. **Manually calculate modifiers.**

   You need to manually update the APR/Money Factor field to account for all modifiers (except the lease Security Deposit waiver).

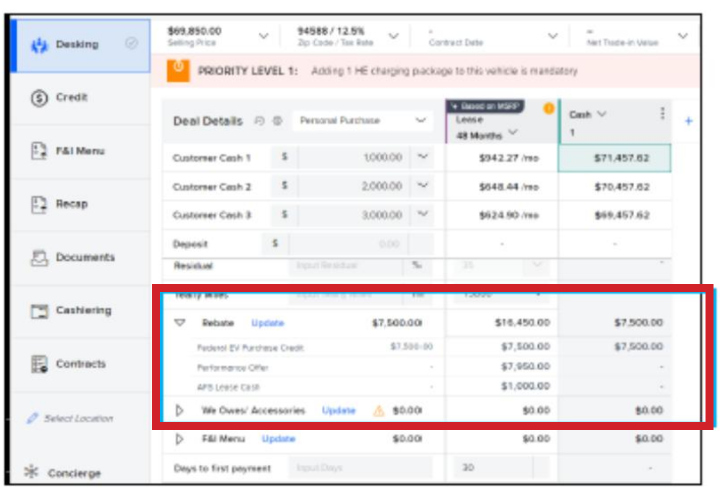


THE DESKING SCREEN: DEAL DETAILS - APR/MONEY FACTOR

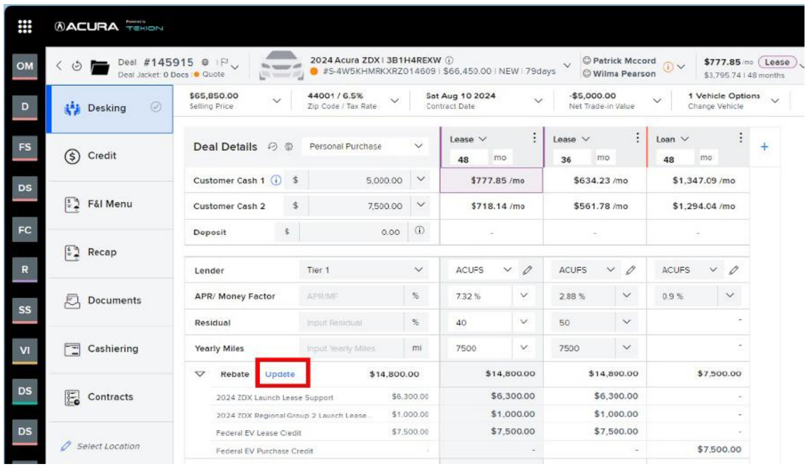
3. **Ensure that rebates are correct.**

   Some rebates are automatically added to the deal. However, rebates such as military, college grad and loyalty conquest must be selected. You can still check the rebates that have been added:

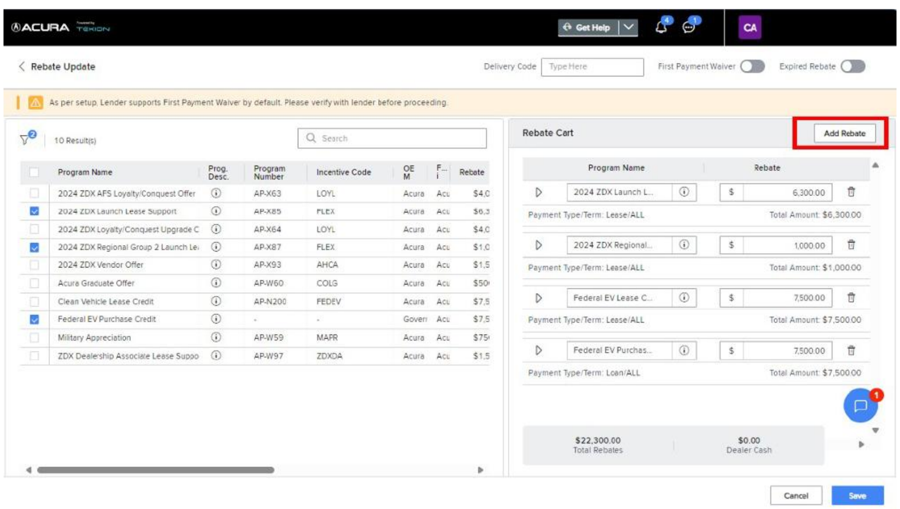
   1. On the DSP Desking tab, click the **Update** button in the Rebates Section to add/remove rebates.



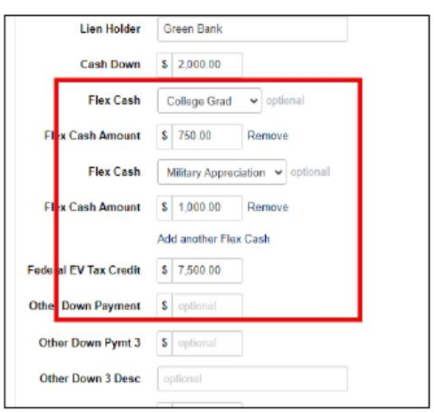
2. To manually update rebates if the client qualifies, use the **Update** button.



3. To manually add additional rebates if the client qualifies, click **Add Rebates**.



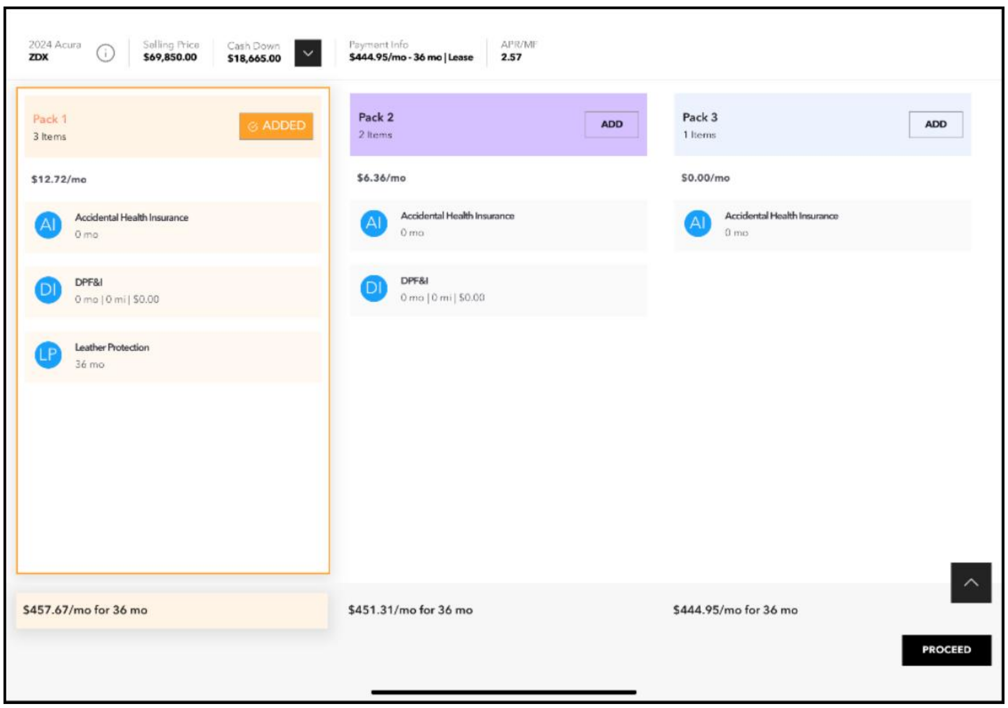
4. Once the deal is exported from DSP and imported to iDeal/UniFi, rebate details will be automatically populated on iDeal/UniFi. No additional action is needed.



STEP 5: PURCHASE F&I PRODUCTS, ACCESSORIES, EXTRAS

When it's time for your client to select F&I products, your dealership may have them work with an F&I Manager. Depending on your dealership's policies, you also have the opportunity to guide clients through their options by casting the F&I menu onto the iPad. Give them time to explore the packages on their own—this ensures a feeling of control for your client.

The DSP platform is interactive and makes it easy for clients to explore their choices.

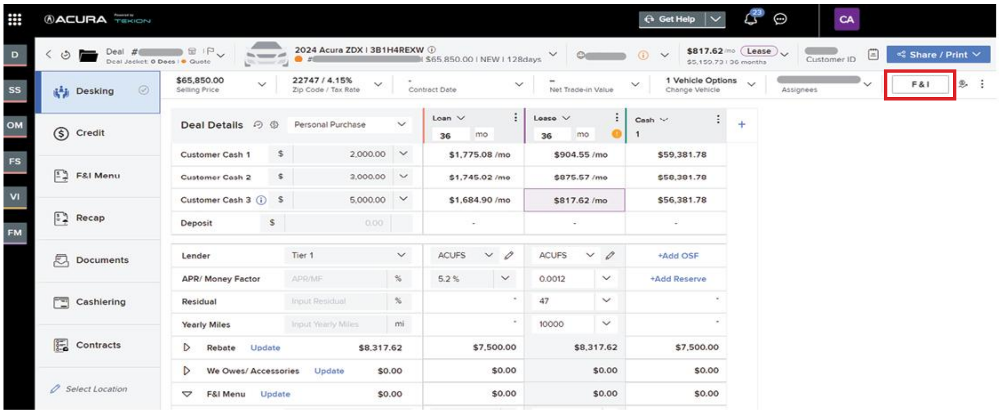


THE F&I MENU

You can show clients their F&I product options and select those that best fit their needs. Clients can click on individual products to see details (including descriptions, videos, or images you have configured). Clients can also drag one product to another if they want to customize their F&I product package. Finally, clients can choose to remove individual products by dragging the product to the lower-right corner trash bin icon.

F&I Status in DSP

You can find the Deal Status on the DSP Deals screen. To push the deal from "Quote" to "In F&I" status, click the **F&I** button in the upper-right corner of the Desking screen to see the F&I status.



THE DESKING SCREEN: F&I SECTION

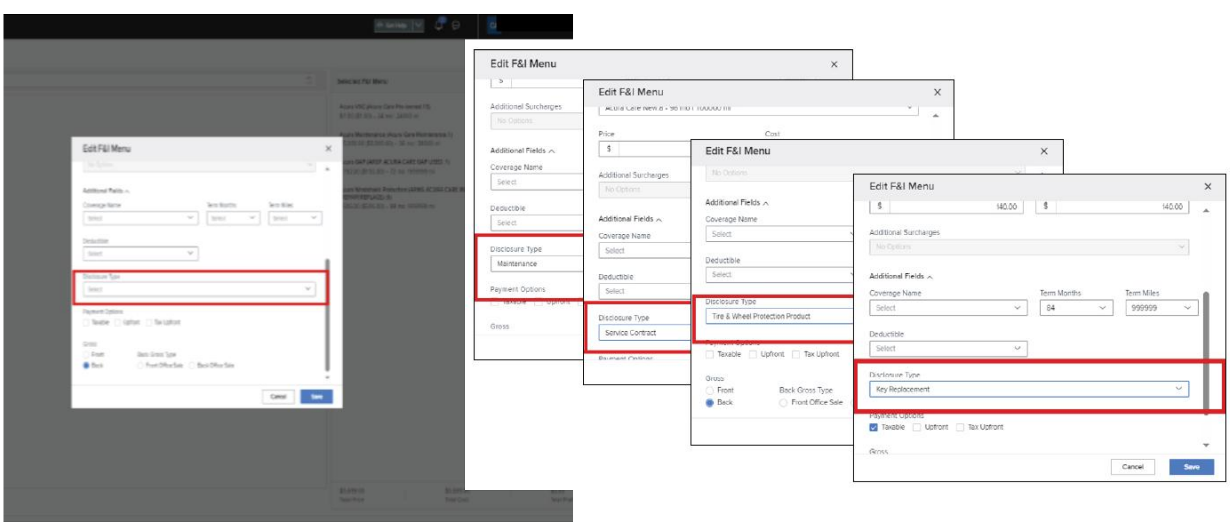
Input F&I Product Disclosures

For F&I products to import correctly to iDeal and UniFi, you must choose the proper Disclosure Type. Be sure to confirm these before exporting the contract.

On DSP Desking tab, click **Update** in the F&I section.

Go to Disclosure Type and select the F&I product type—this may vary, depending on how the F&I products on your DSP system have been configured. Some examples of product types include:

- Maintenance
- Service Contract
- Tire & Wheel Protection Product
- Key Replacement



STEP 6: FINALIZE CREDIT APPLICATION AND SIGN DOCUMENTS

DSP enhances this step of the sales process in several ways, allowing you to easily:

- Run a credit application on DSP directly across AHFC and other lenders configured for your dealership.
- Use the Concierge to send the Buyer Link to a client for completing their credit application on their personal device.
- See credit decisions in real time.
- Have the client digitally sign documents using their own personal device or the store iPad. You can also choose to physically print out documents for signing. Use the simplest process for your client or per local regulations.
- Send a client copies of signed documents (email, print, or save them to your drive).

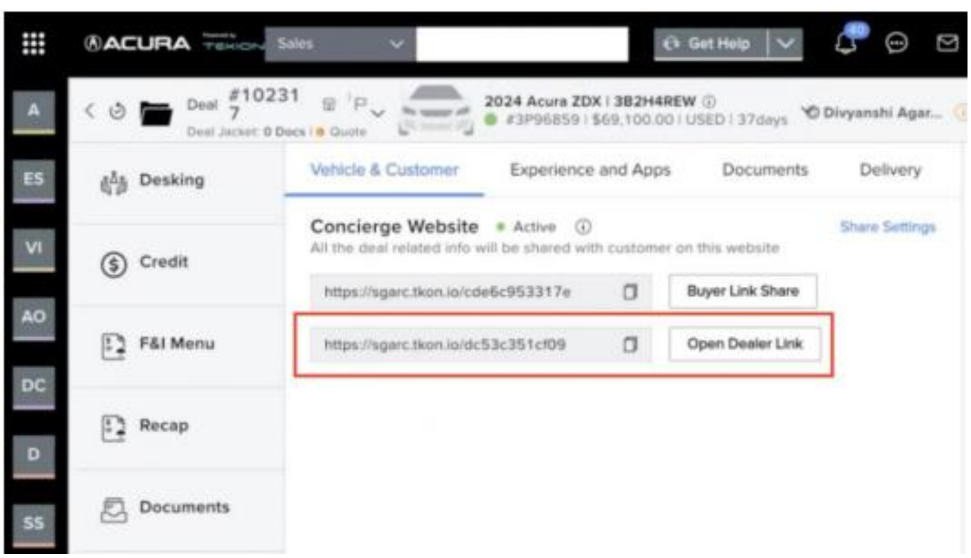
This helps make the process seamless and simple for clients, and it increases transparency.

Pro-tip: Using Dealer Link in the Showroom

As an alternative to directly showing your DSP Desking Screen or Credit Screen to the client, you can use the Concierge functionality called Dealer Link to simplify the client's view of the deal during their Credit Application and their signing of their documents.

While the Buyer Link allows the client to view and adjust their deal outside the dealership, you can use the Dealer Link during a showroom visit. To use Dealer Link you can send the link to your dealer iPad, or to open the Dealer Link page on the dealer workstation.

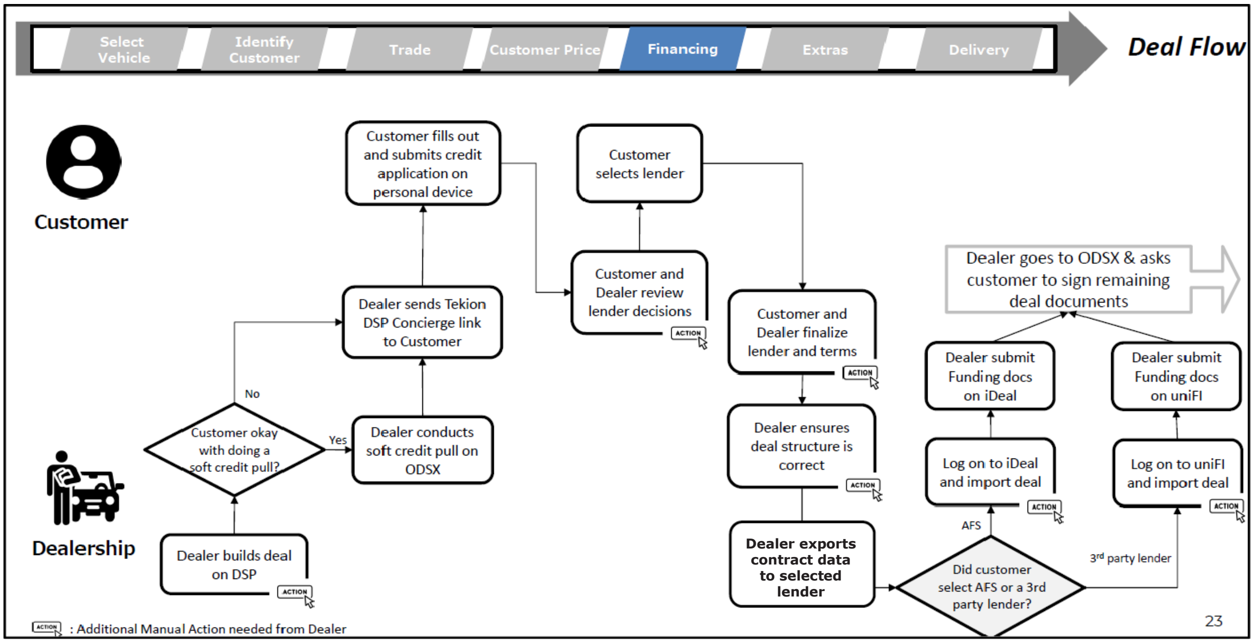
You can learn more on **Chapter 6: Alternative Sales Process Flows**.



Concierge Menu on the DSP Desking Screen. Buyer Link (the link on top) is recommended for Clients who want to finish the deal at home (e.g. document signing) Dealer Link (the link below it) is recommended for clients who want to finish the deal in the Showroom

FINANCING FLOW OVERVIEW

Below is a diagram that describes the steps you need to take to complete Financing on DSP. In the next section, we go through each of these steps in more detail.

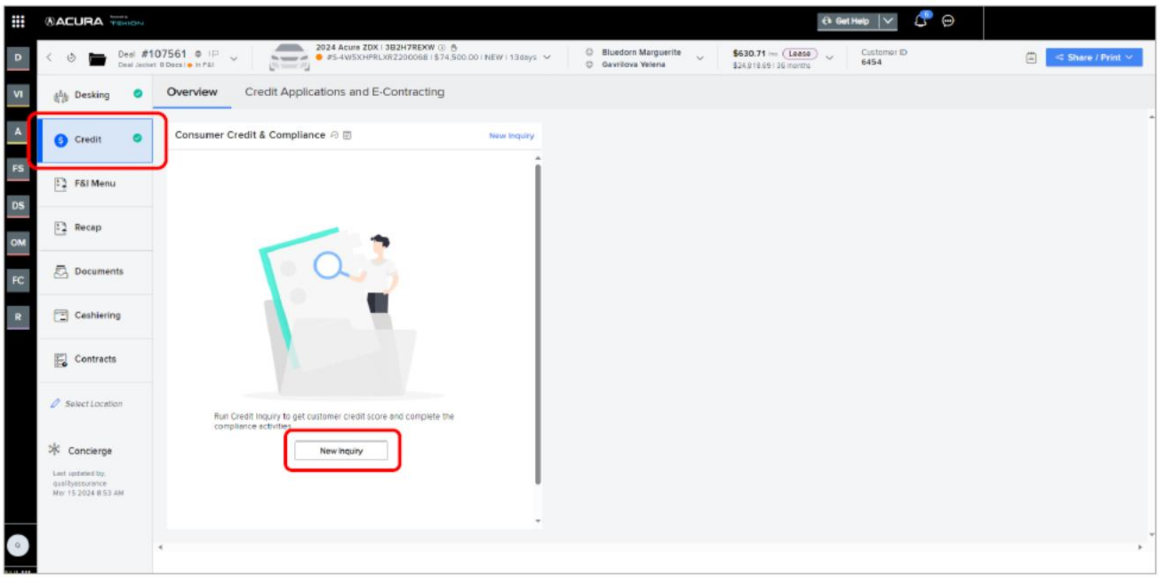


FINANCING FLOW OVERVIEW

This is the path you take when it comes to financing.

1. **Ask the client for their permission to conduct a soft pull.**

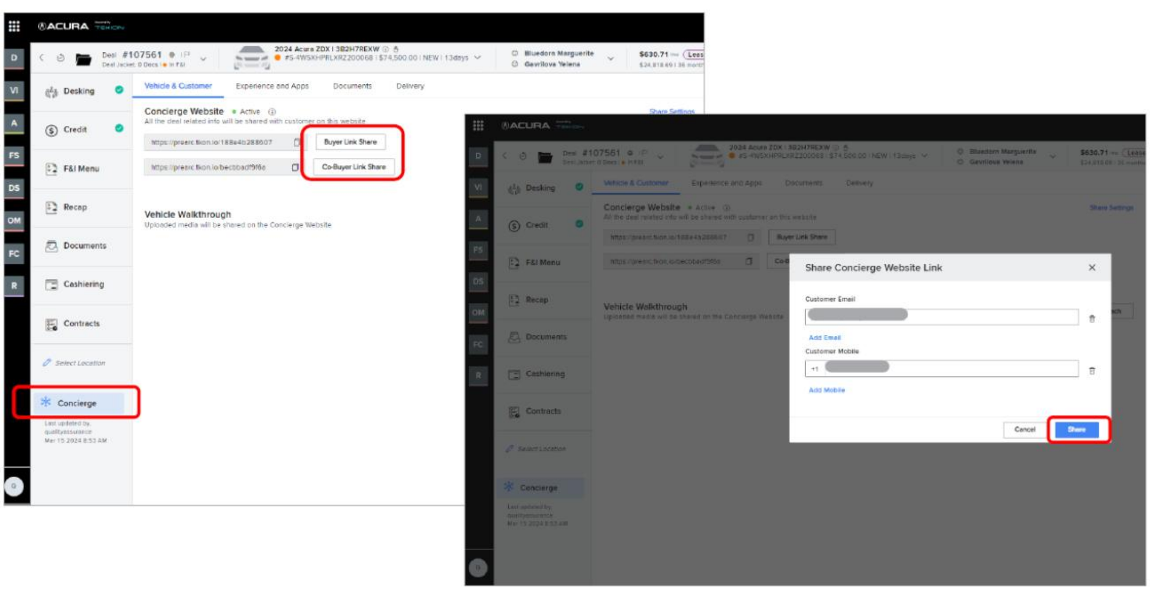
   If they agree, use DSP to run a credit application. On the Credit tab, select **New Inquiry**.



THE OVERVIEW TAB: NEW INQUIRY

2. **Once the client is ready to fill out the credit application, send the link via the Concierge.**

   Go to the Concierge tab and select the links for the **buyer** and/or **co-buyer**. Then enter the email.



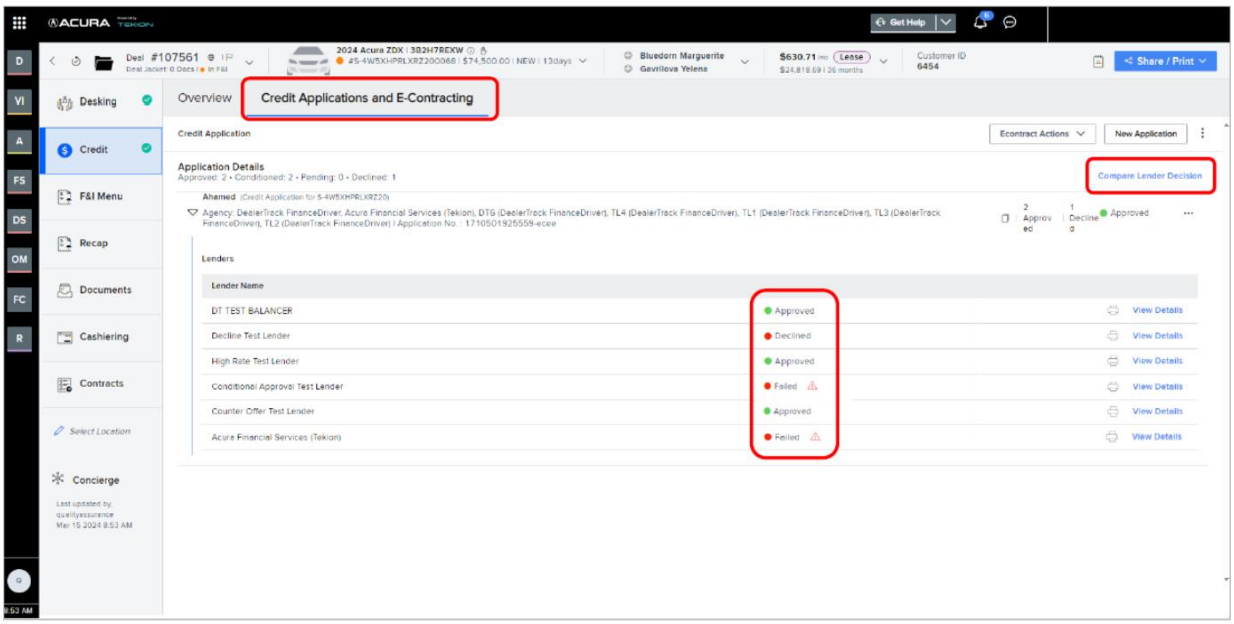
THE CONCIERGE SCREEN

3. **Have your client complete and submit the application.**

   The client will use their own device to enter personal details, confirm information, and submit the application.

4. **Review the lender decisions with your client.**

   On the Credit tab, select **Credit Applications and E-Contracting**. Click **Compare Lender Decisions** to see the list of lenders and statuses.



CREDIT SCREEN: CREDIT APPLICATIONS AND E-CONTRACTING TAB

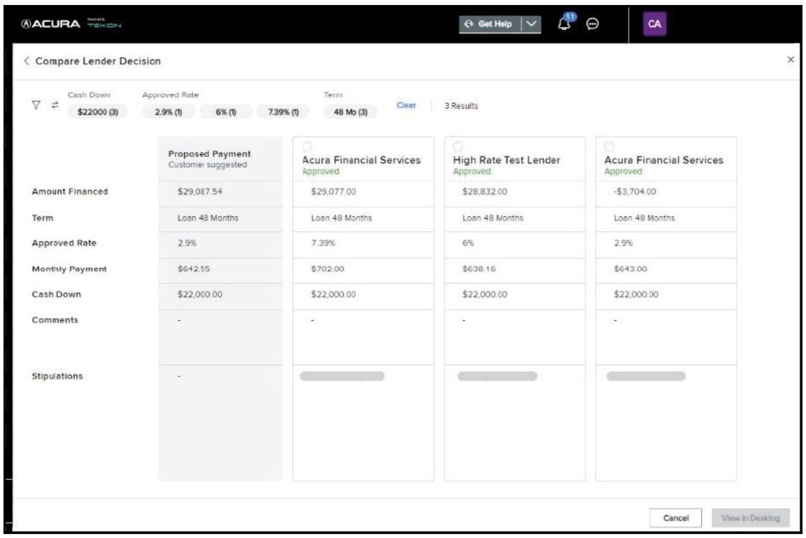
NOTE: Please do not show the lender decision screen to clients.

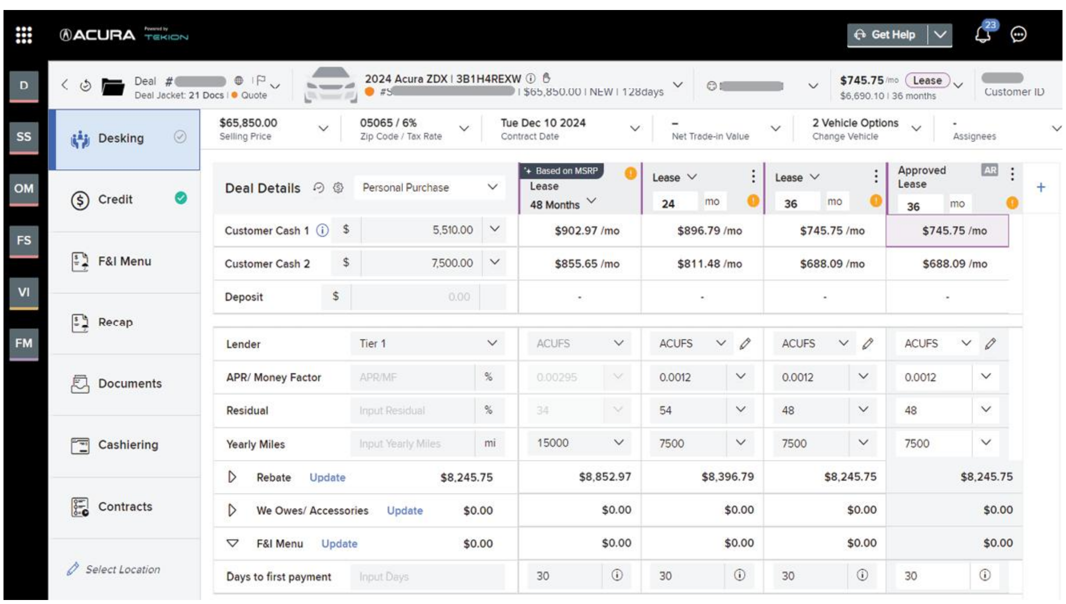
If the credit application fails, review the cap cost reduction. Your client may have included a high down payment or high trade equity that resulted in a cap cost reduction that's beyond AFS Cap Cost limit.

To resubmit the credit application, you can adjust by removing the optional incentive or waiting until all ancillary product/menu selling is complete to see if they are now within limits.

5. Confirm the lender.

Confirm the lender with your client and then select the **View in Desking** button on the Compare Lender Decision page.



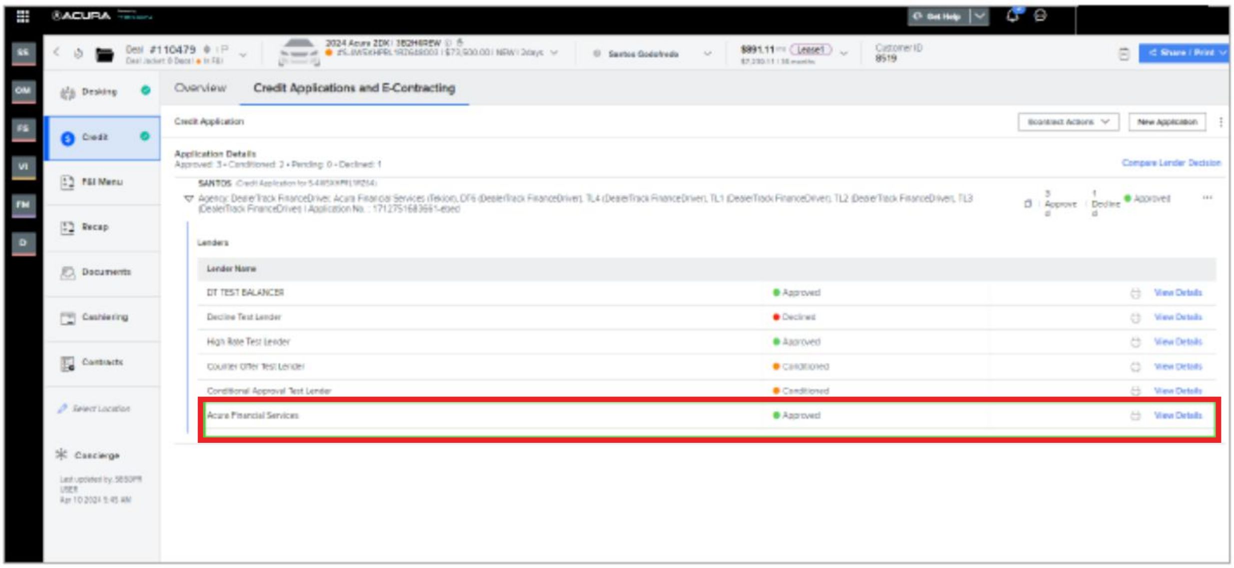


THE DESKING SCREEN

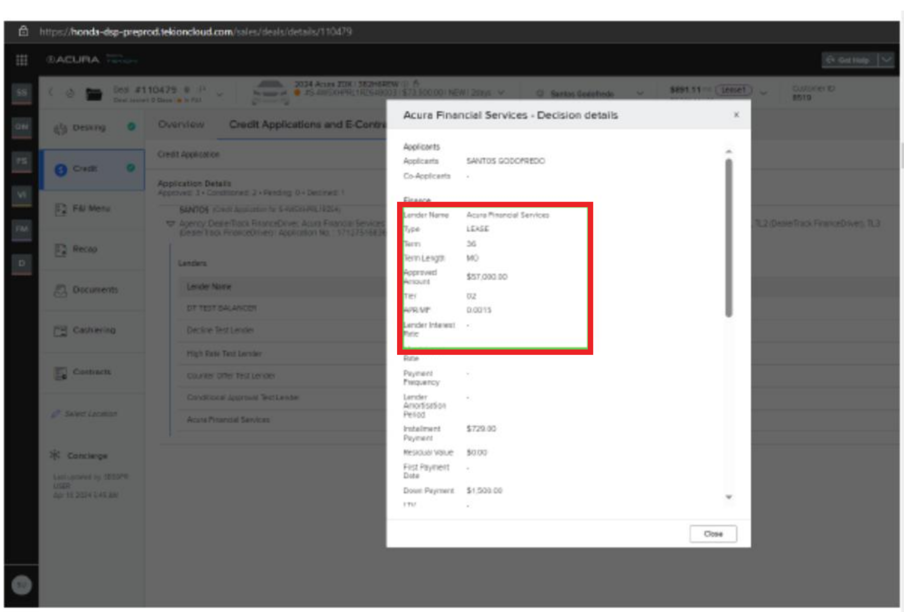
When you choose to view lenders by using the **View in Desking** button, you can see the approved lenders show in the Desking screen with the terms pre-populated.

6. Ensure that the deal structure is correct.

Conditionally approved applications do not automatically update the deal structures on the Desking screen. Double-check that the “Total Amount Financed” shown is correct; if not, update accordingly. To do this, go to the **Credit tab** and select the chosen lender.



Review and confirm details.

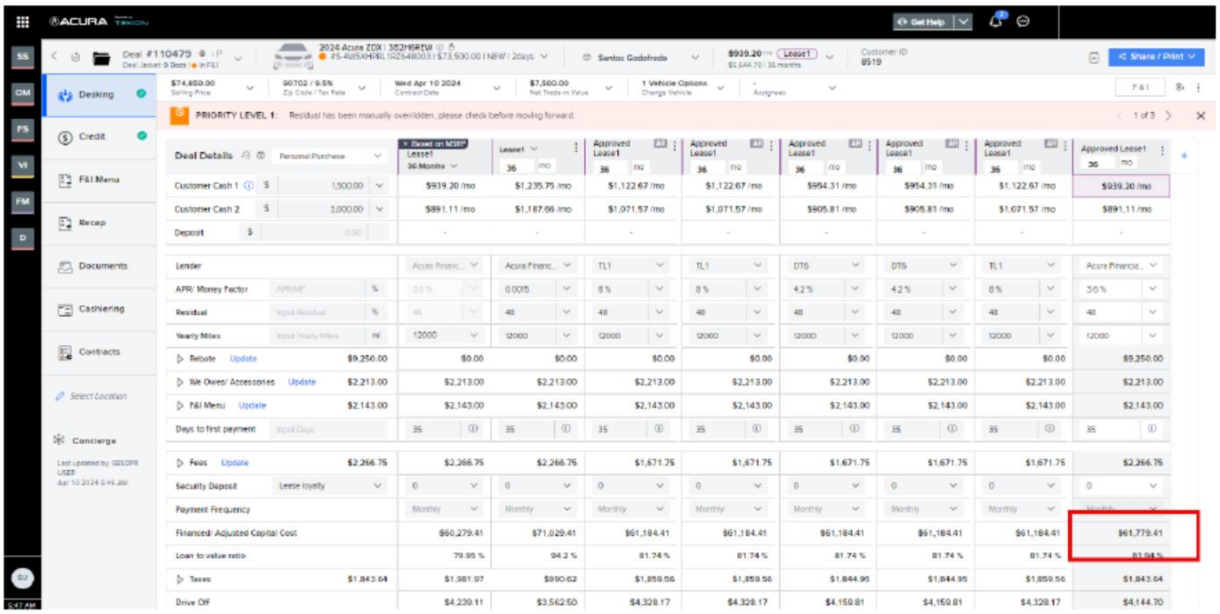


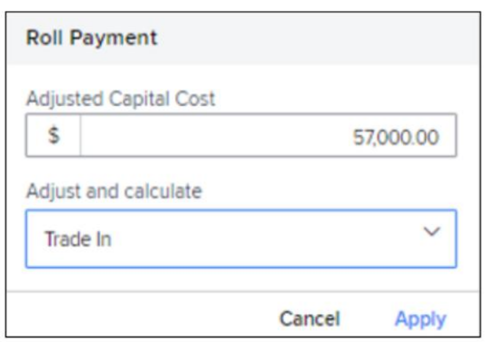
Go to Financed Adjusted Capital Cost on the Desking tab and enter the correct amount.

You can change the Total Amount Financed/Cap Cost and use a drop-down menu to determine where to adjust the deal structure. This is helpful when multiple values (trade, price or cash) need to be adjusted.

You can also manually update the cash down or trade or sales price using the screens specific to those amounts to adjust the deal structure.

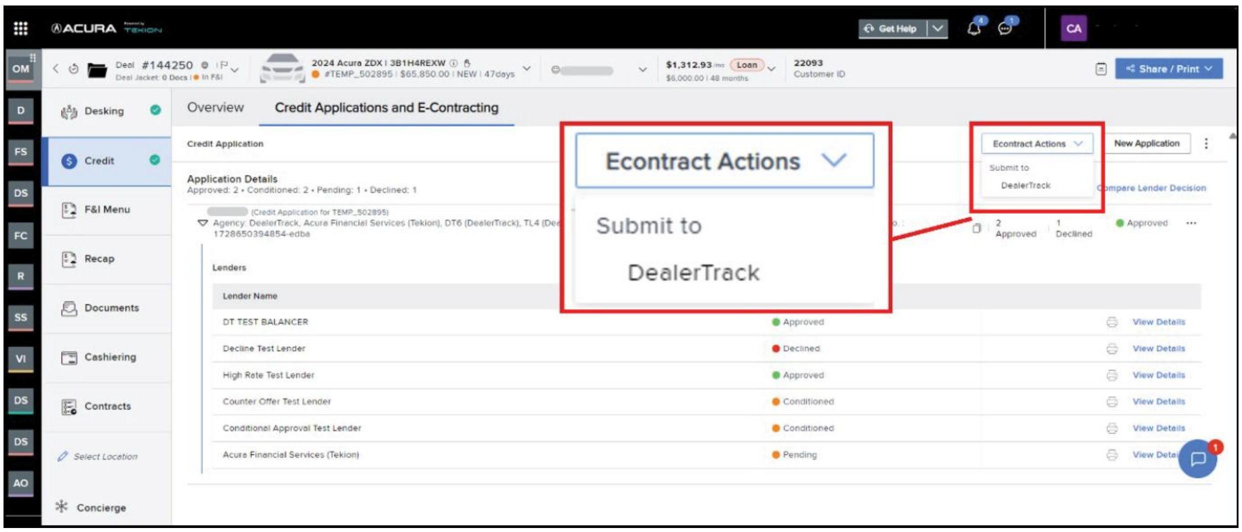
For conditional approvals, if the sales program is eligible for markup, that should be added manually to the rate.





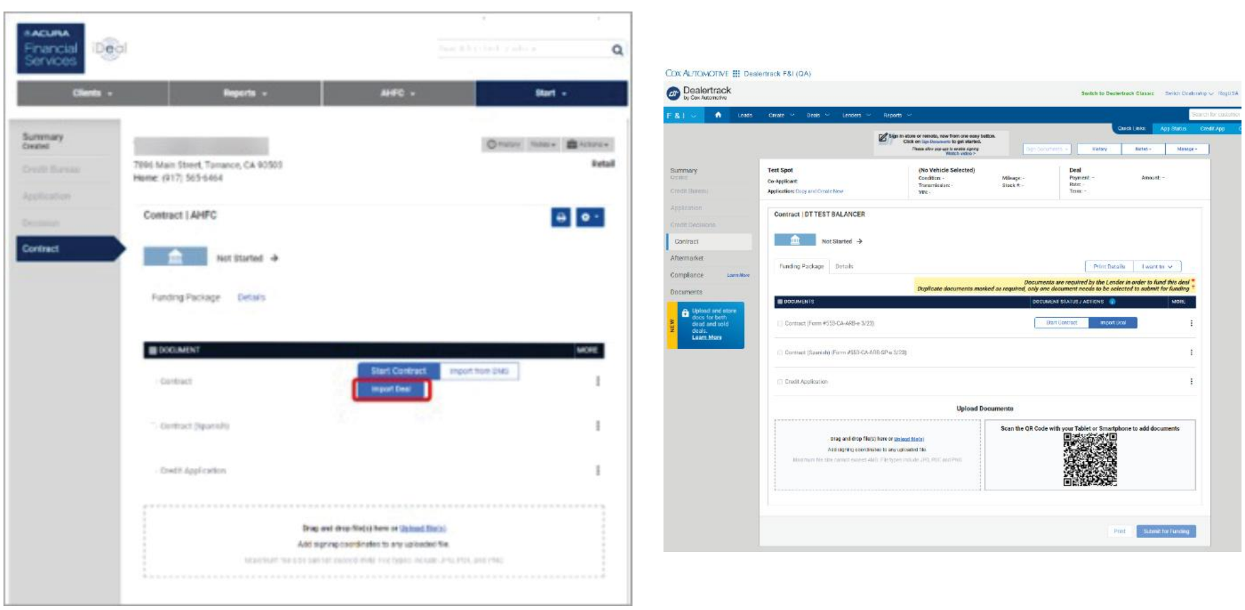
7. Push the contract from DSP to iDeal/UniFi and log in (to iDeal/UniFi) to import and adjust the deal.

Make sure the deal structure is correct before exporting the deal to iDeal/Unifi. If changes are needed after the deal is exported, you'll have to cancel the contract in iDeal/Unifi, and rebuild the deal on DSP before re-exporting to iDeal/Unifi.



Start the contract in iDeal/UniFi by clicking the **Import Deal** button

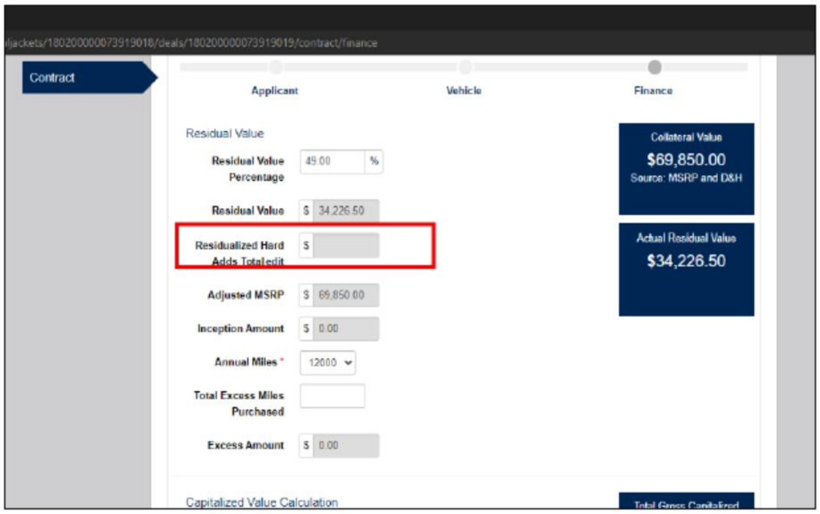
NOTE: Do NOT use the "Import from DMS" button. If the deal needs to be amended/updated, it needs to be cancelled in iDeal and re-imported as a new deal. Deals cannot be imported twice.



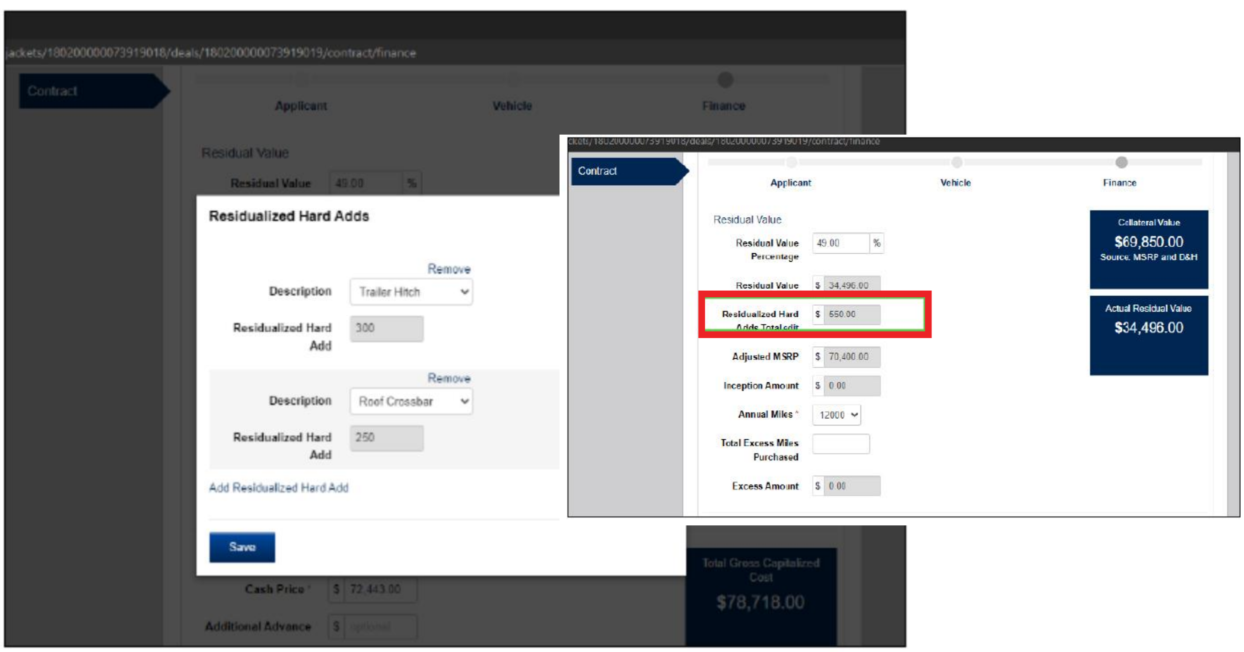
Residual Hard Adds

For accessories that are hard adds, most residual hard adds are now automatically imported to iDeal. Verify these to ensure that the amount is correct.

Select **Edit** on the Residual Hard Adds Total.



Select the appropriate accessory on the Description drop-down menu and verify that the value is correct.

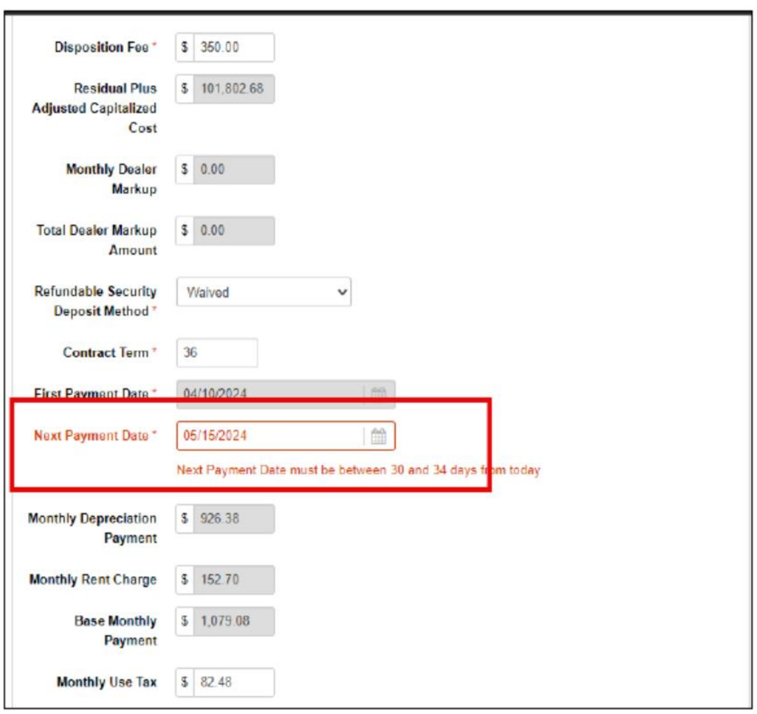


Sales Tax Credit for Net Trade-In Allowance

The sales tax on trade-ins is imported automatically into iDeal/UniFi. You do not have to manually calculate and separate the tax on the trade-in from the Sales Tax on Cash Cap Reduction field.

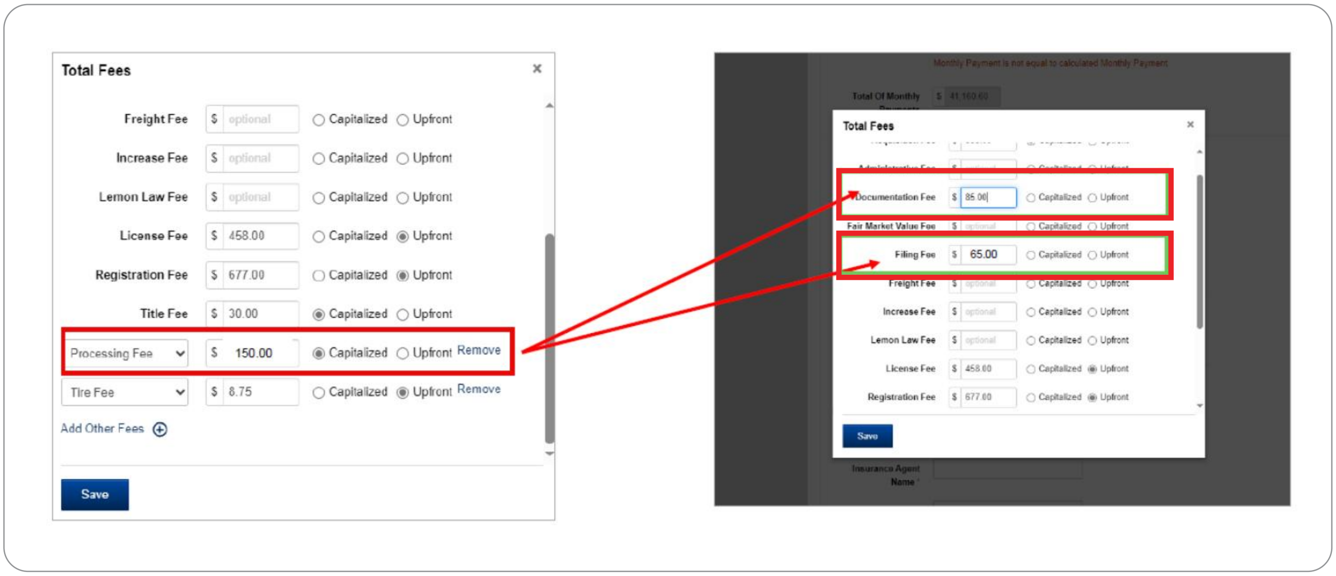
Lease Payment Date

For leases only, you can manually select the next payment date within a 30- to 34-day window.



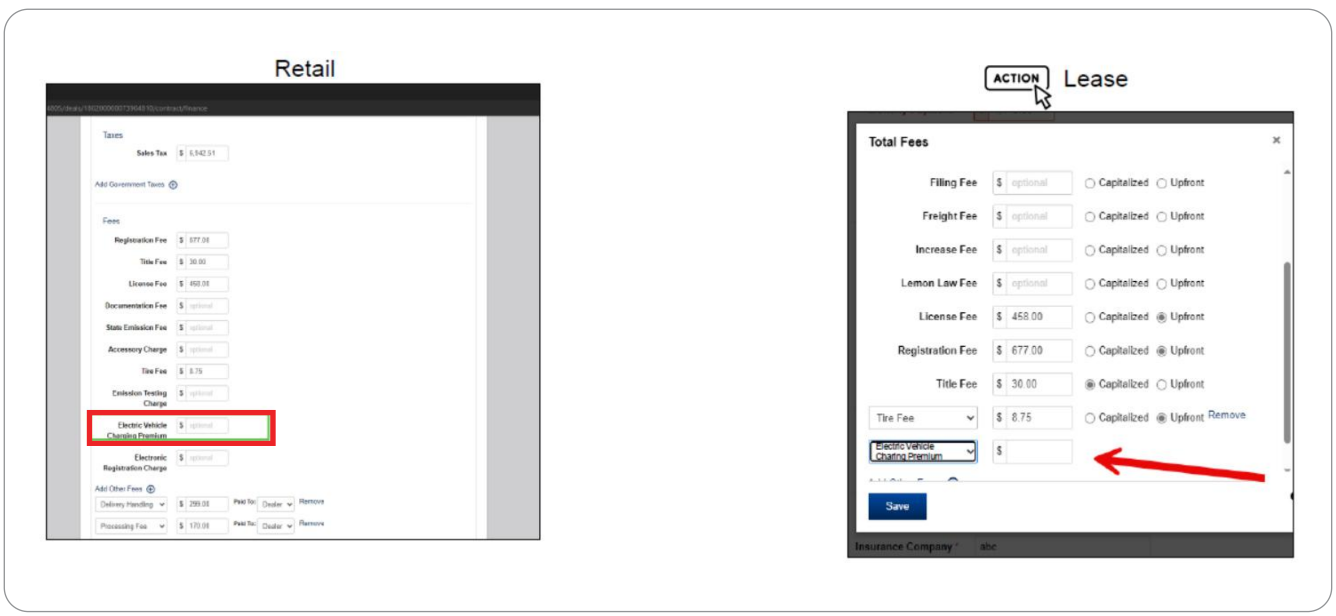
Documentation Fees

The fee structure in DSP should be set up to meet state guidelines and match your current DMS provider's fee structure. Some fees in DSP (i.e., documentation fee and filing fee) can be combined when pushed to iDeal/UniFi. These combined fees may import to the Processing Fee and total to exceed state guidelines for documentation fees. If this happens, the fees should be separated and applied to the appropriate field.



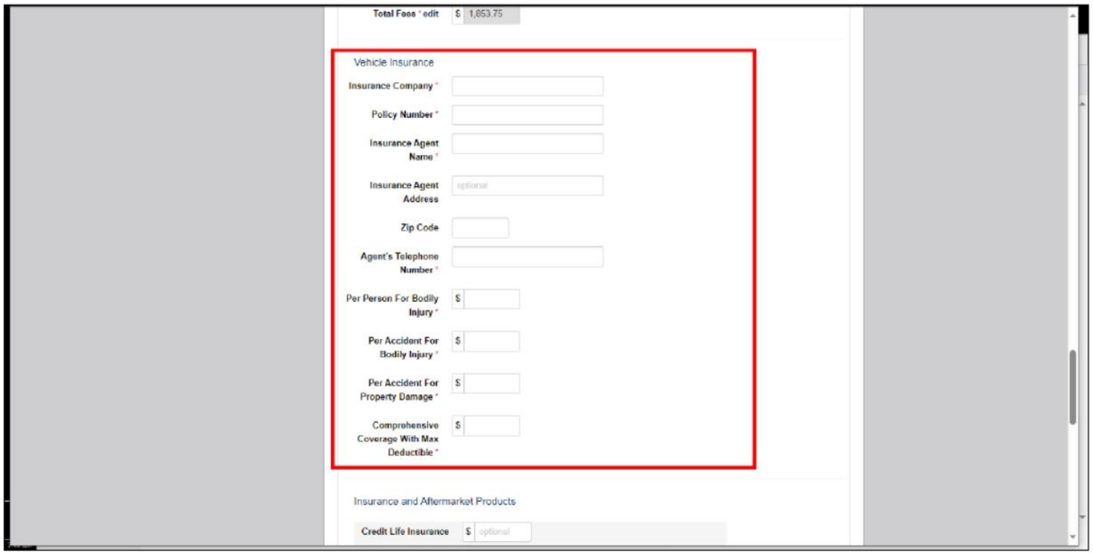
Lease EV Charging Premium

For EV lease deals, the price for an additional charging station will be automatically populated in the "Electric Vehicle Charging Premium" field.



Vehicle Insurance

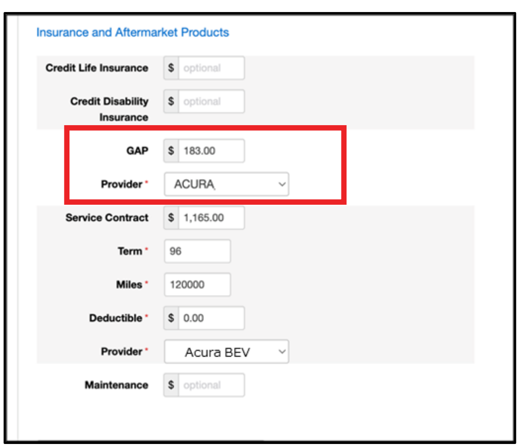
Vehicle insurance information is imported into iDeal/Unifi automatically. Check to make sure the information is correct.



Verify and Update the F&I Product Provider

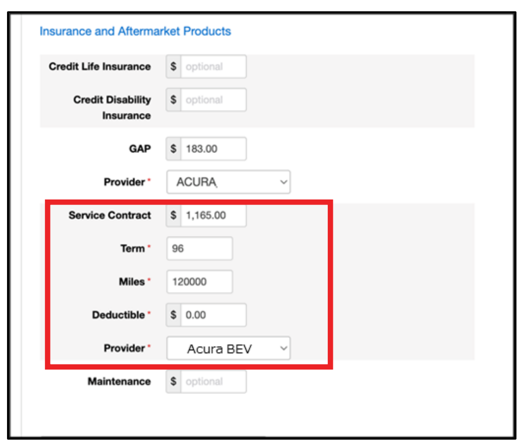
F&I Provider Type for all Acura SGI Product (GAP, Key Protection, Windshield Protection, Dent Protection, Term Protection and Tire and Wheel Coverage) will now auto-populate as "ACURA" in iDeal.

Only Vehicle Service Contracts (VSC) and Maintenance products will be automatically mapped to "Acura_BEV".



All Acura SGI Products

"ACURA" is listed in both fields.



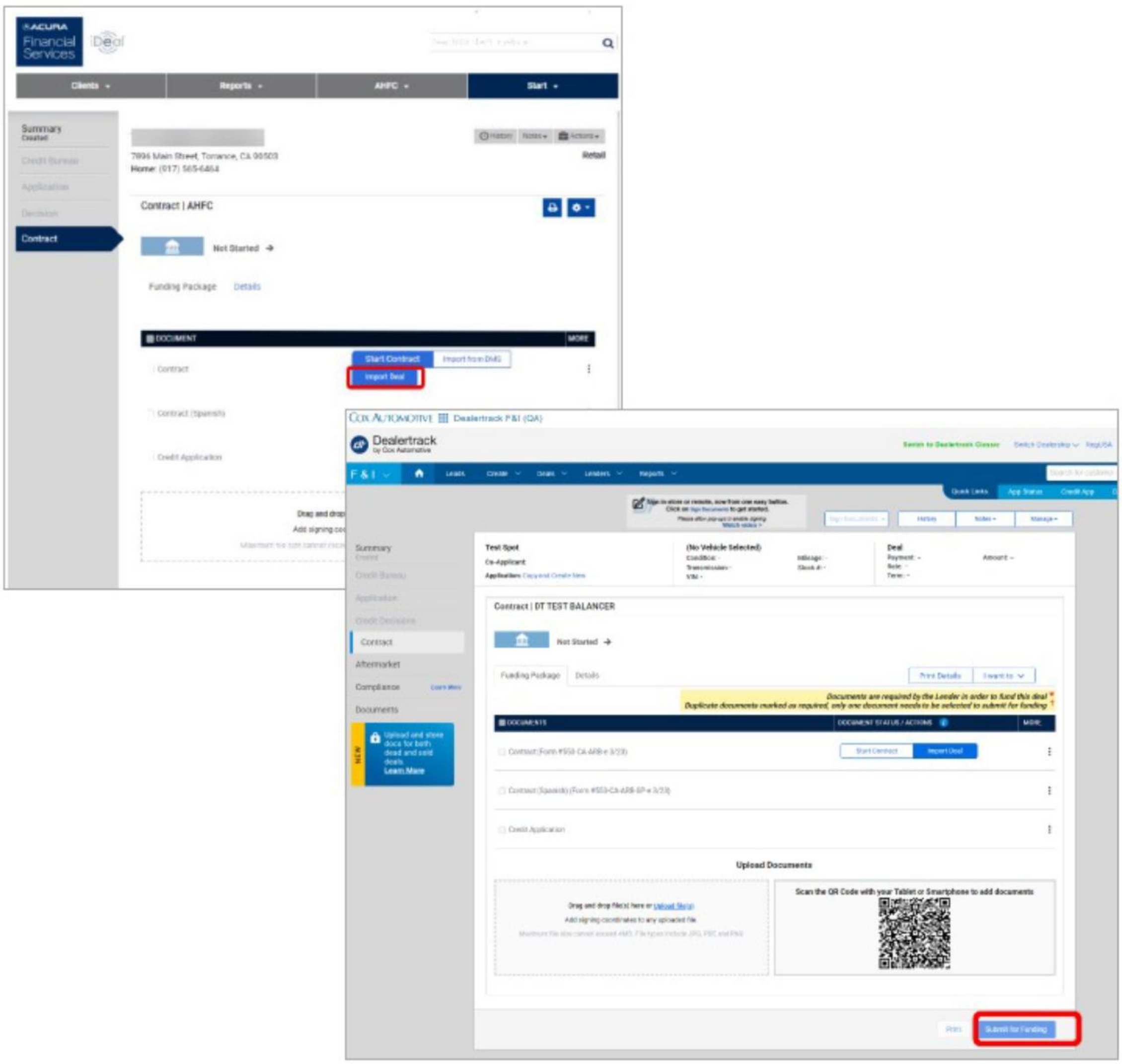
Acura VSC & Maintenance Products

Acura Care BEV needs to be manually updated to Acura Care for GAP products.

8. Once data entry is completed, submit the contract for verification.

9. Have your client sign and submit lender contract documents.

After the contract is verified, the required documents automatically populate on the screen. Upload the documents accordingly. Ask your client to sign the lender contract documents using the signing options available. Then submit the application for funding.



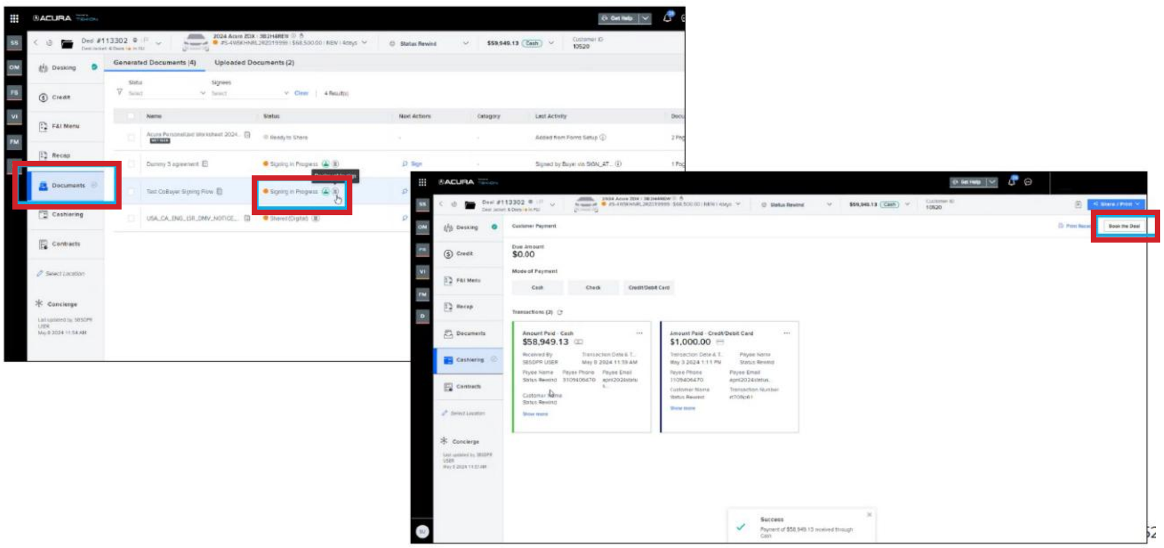
Signing Out

Every time you are done sharing the iPad with the client, check the iPad they were using to ensure that they have signed out of Acura.com. Close any other browsing tabs the client has opened.

10. Collect the payment and book the deal.

Return to DSP to have the client sign the remaining documents and collect their payment. DSP supports several payment options, including Cash, Check, ACH, Credit Card or a connected terminal (your dealership must have this configured).

Click the **Book Deal** button in order for the deal to show as booked on DSP. For compatible DMSs, the deal will be pushed automatically.



11. Prepare for delivery.

Collect the DMV Registration/pink slip and other final documents to prepare for delivery.

Helpful Tips

- Documents signed on DSP must be uploaded to iDeal using the local file upload.
- If adjustments are made in DSP, the contract needs to be canceled in iDeal and re-exported/imported if the deal is funded.
- If adjustments are made, make sure the deal structure matches on both DSP and iDeal/UniFi.
- If the client decides to cancel, you must also cancel the contract in iDeal or UniFi.

STEP 7: VEHICLE DELIVERY

Delivery is the most important step in the sales process for securing future business and referrals. It's also the ideal time to personalize your client's experience.

While most deliveries take place in-person right at your dealership, some dealerships offer delivery at the client's home or office—or even virtually, with the Sales Consultant using FaceTime or video conferencing to walk the client through key features.

Whichever method you use, it's essential that you take the time for a solid delivery.

Client Notifications

When your client selects Charging Package A or B at checkout, they will receive an email with a coupon code for the Home Electrification Installation Credit that can be used at Homeelectric.acura.com.

If the chosen delivery date is more than 48 hours away, the client will receive a Personalized Settings Worksheet to complete prior to delivery.

Pre-Delivery (for 2024 ZDX Only)

Prior to delivery, ask your client to complete a Personalized Settings Worksheet (shown here). You'll find these on iN under Sales > Sales Library > **Personalized Settings**.

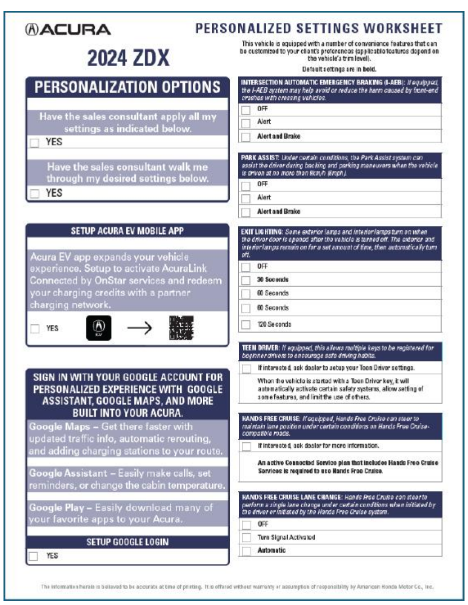
This helps you to see the client's preferences as well as some of the areas they want to cover at delivery, including:

- Acura EV app
- Google built-in
- Driver assist features

Depending on the order type, you'll find the completed worksheet posted to the deal jacket in the tab with client-signed forms.

Ask the client to download the Acura EV app to their personal device (if they haven't already).

And before your appointment, prepare the documents and inspect the vehicle using the Perfect Delivery Checklist (available on iN).



ACURA

PERSONALIZED SETTINGS WORKSHEET

2024 ZDX

This vehicle is equipped with a number of convenience features that can be customized to your client's preferences (applicable features depend on the vehicle's trim level).

Default settings are in bold.

PERSONALIZATION OPTIONS

Have the sales consultant apply all my settings as indicated below.

☐ YES

Have the sales consultant walk me through my desired settings below.

☐ YES

SETUP ACURA EV MOBILE APP

Acura EV app expands your vehicle experience. Setup to activate AcuraLink Connected by OnStar services and redeem your charging credits with a partner charging network.

☐ YES

SIGN IN WITH YOUR GOOGLE ACCOUNT FOR PERSONALIZED EXPERIENCE WITH GOOGLE ASSISTANT, GOOGLE MAPS, AND MORE BUILT INTO YOUR ACURA.

Google Maps – Get there faster with updated traffic info, automatic rerouting, and adding charging stations to your route.

Google Assistant – Easily make calls, set reminders, or change the cabin temperature.

Google Play – Easily download many of your favorite apps to your Acura.

SETUP GOOGLE LOGIN

☐ YES

INTERSECTION AUTOMATIC EMERGENCY BRAKING (I-AEB): *If equipped, the I-AEB system may help avoid or reduce the harm caused by front-end crashes with crossing vehicles.*

☐ OFF
☐ Alert
☐ **Alert and Brake**

PARK ASSIST: *Under certain conditions, the Park Assist system can assist the driver during backing and parking maneuvers when the vehicle is driven at no more than 9km/h (6mph).*

☐ OFF
☐ Alert
☐ **Alert and Brake**

EXIT LIGHTING: *Some exterior lamps and interior lamps turn on when the driver door is opened after the vehicle is turned off. The exterior and interior lamps remain on for a set amount of time, then automatically turn off.*

☐ OFF
☐ **30 Seconds**
☐ 60 Seconds
☐ 60 Seconds
☐ 120 Seconds

TEEN DRIVER: *If equipped, this allows multiple keys to be registered for beginner drivers to encourage safe driving habits.*

☐ If interested, ask dealer to setup your Teen Driver settings.

When the vehicle is started with a Teen Driver key, it will automatically activate certain safety systems, allow setting of some features, and limit the use of others.

HANDS FREE CRUISE: *If equipped, Hands Free Cruise can steer to maintain lane position under certain conditions on Hands Free Cruise-compatible roads.*

☐ If interested, ask dealer for more information.

An active Connected Service plan that includes Hands Free Cruise Services is required to use Hands Free Cruise.

HANDS FREE CRUISE LANE CHANGE: *Hands Free Cruise can steer to perform a single lane change under certain conditions when initiated by the driver or initiated by the Hands Free Cruise system.*

☐ OFF
☐ Turn Signal Activated
☐ **Automatic**

The information herein is believed to be accurate at time of printing. It is offered without warranty or assumption of responsibility by American Honda Motor Co., Inc.

PERSONALIZED SETTINGS WORKSHEET FOR THE 2024 ACURA ZDX

During Delivery

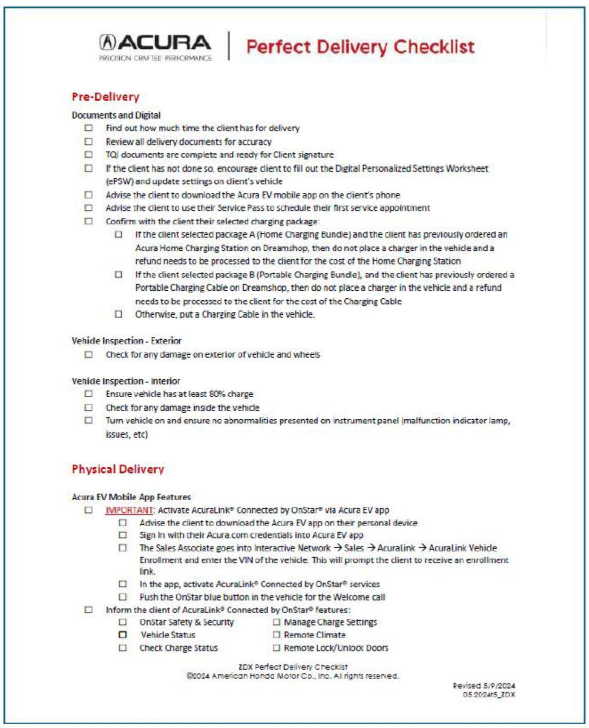
At delivery, use the Perfect Delivery Checklist on an iPad as you do a comprehensive walkthrough of the vehicle with your client.

If your client purchased an EV, consider your client's familiarity with EVs. If they're new to EV ownership, take some extra time to cover topics like:

- Charging port location and use
- Charging cables
- Locating charging stations on Google built-in and in the Acura EV app
- Monitoring range and battery in-vehicle and via the Acura EV app

Reiterate the importance of the Acura EV app for managing their vehicle and claiming their charging credits.

Ensure that the client's vehicle has AcuraLink® Connected by OnStar® activated to enable OnStar's safety features (see sidebar).



ACURA | Perfect Delivery Checklist

PRECISION CRAFTED PERFORMANCE

Pre-Delivery

Documents and Digital

- ☐ Find out how much time the client has for delivery
- ☐ Review all delivery documents for accuracy
- ☐ TQJ documents are complete and ready for Client signature
- ☐ If the client has not done so, encourage client to fill out the Digital Personalized Settings Worksheet (ePSW) and update settings on client's vehicle
- ☐ Advise the client to download the Acura EV mobile app on the client's phone
- ☐ Advise the client to use their Service Pass to schedule their first service appointment
- ☐ Confirm with the client their selected charging package:
  - ☐ If the client selected package A (Home Charging Bundle) and the client has previously ordered an Acura Home Charging Station on Dreamshop, then do not place a charger in the vehicle and a refund needs to be processed to the client for the cost of the Home Charging Station
  - ☐ If the client selected package B (Portable Charging Bundle), and the client has previously ordered a Portable Charging Cable on Dreamshop, then do not place a charger in the vehicle and a refund needs to be processed to the client for the cost of the Charging Cable
  - ☐ Otherwise, put a Charging Cable in the vehicle.

Vehicle Inspection - Exterior

- ☐ Check for any damage on exterior of vehicle and wheels

Vehicle Inspection - Interior

- ☐ Ensure vehicle has at least 80% charge
- ☐ Check for any damage inside the vehicle
- ☐ Turn vehicle on and ensure no abnormalities presented on instrument panel (malfunction indicator lamp, issues, etc)

Physical Delivery

Acura EV Mobile App Features

- ☐ IMPORTANT: Activate AcuraLink® Connected by OnStar® via Acura EV app
  - ☐ Advise the client to download the Acura EV app on their personal device
  - ☐ Sign in with their Acura.com credentials into Acura EV app
  - ☐ The Sales Associate goes into Interactive Network → Sales → AcuraLink → AcuraLink Vehicle Enrollment and enter the VIN of the vehicle. This will prompt the client to receive an enrollment link.
  - ☐ In the app, activate AcuraLink® Connected by OnStar® services
  - ☐ Push the OnStar blue button in the vehicle for the Welcome call
- ☐ Inform the client of AcuraLink® Connected by OnStar® features:
  - ☐ OnStar Safety & Security
  - ☐ Vehicle Status
  - ☐ Check Charge Status
  - ☐ Manage Charge Settings
  - ☐ Remote Climate
  - ☐ Remote Lock/Unlock Doors

ZDX Perfect Delivery Checklist

Revised 5/9/2024
05.2024r5_ZDX

THE PERFECT DELIVERY CHECKLIST FOR THE ACURA 2024 ZDX

Available on iN, you'll find these on iN under Sales > DSP > Program Resources > Perfect Delivery Checklist.

Creating an Acura ID

If your client needs to create an Acura ID, the easiest way to do this is to have your client download the Acura EV App on the Apple App Store or Google Play. This account gives them access to all of Acura's digital tools and apps, including:

- Acura EV or Acura Enterprise app
- MyGarage
- Acura Home Electrification
- Acura Financial Services
- DreamShop

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Activating AcuraLink® Connected by OnStar® (2024 ZDX Only)

Follow this process to activate the service:

1. Log into iN and go to Sales > AcuraLink > **AcuraLink Vehicle Enrollment**.
2. Enter the VIN of the vehicle (this sends your client an enrollment link).
3. Have the client open their Acura EV app and activate AcuraLink® Connected by OnStar® services, and then follow the instructions on the app to complete activation.

Second Deliveries

Because of the number of technology features on today's vehicles, it's best practice to schedule a second delivery (redelivery) or a check-in, if the client prefers. Give them a few days to get used to the new features and then provide an opportunity to ask you questions. You can even show them a new feature that they may not know (like toggling single-pedal driving).

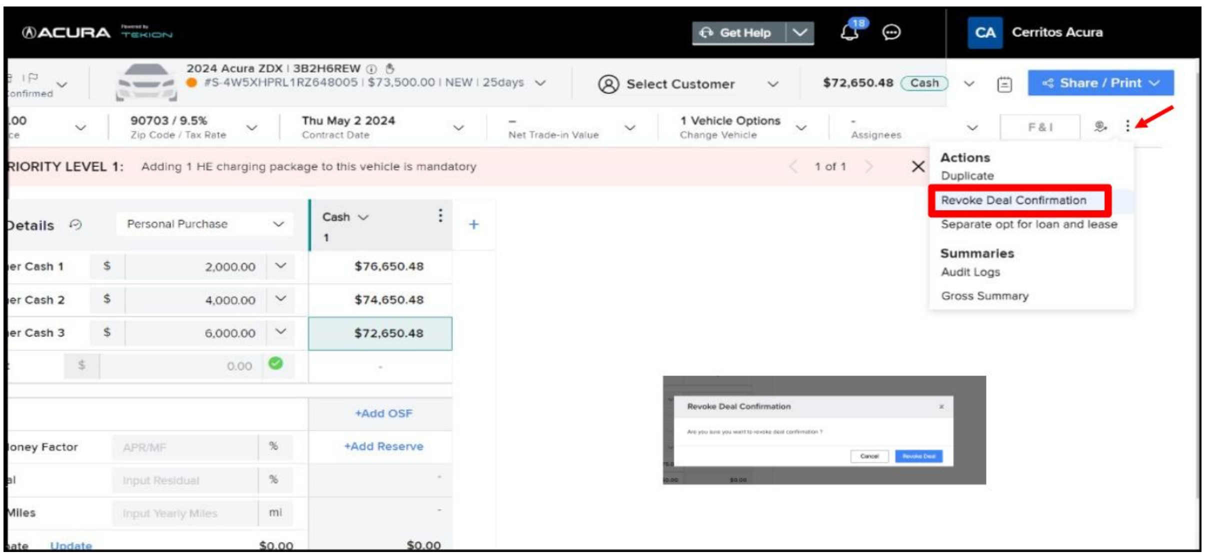
After Delivery

Remember to generate the RDR on iN. Remember to include the client's selected charging package when you complete the RDR.

REFUNDS AND CANCELING ORDERS

Revoking the Deal

If a client wants to cancel a deal, go to the Desking tab, click the three-dot menu in the upper-right corner and select **Revoke Deal Confirmation** from the drop-down menu.



THE DESKING SCREEN: REVOKE DEAL CONFIRMATION
Access this option from the Desking screen.

Select **Revoke Deal** on the confirmation screen and verify that the deal has been cancelled. The vehicle's status in your inventory changes back to "Stocked In."

Issuing a Refund

To cancel an order, use the **Cancel Order** button in the order in the Order Management screen of DSP.

For support with this process, email acura@paypal.com or visit https://developer.paypal.com/braintree/help. For more information, see our guide in iN > DSP Program Resources > How to Refund a VEHICLE Deposit.

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CHAPTER 6: ALTERNATIVE SALES PROCESS FLOWS

CLIENT ONLINE ORDERS

The Digital Sales Platform (DSP) enables clients to complete their purchase 100% through an omnichannel (online or in-store) digital process. It allows your clients to configure the vehicle of their dreams and place a new Client Order.

The Client Order capability allows for an exact match of the client's desired model, trim or color to go directly to factory production. The sale goes to the dealership selected by the client. Total efficiency is increased and our clients get their ideal vehicle as quickly as possible. Your dealership gains the additional sales.

If the client's preferred vehicle is not available, you can help them create a new Client Order.

The way it works:

The client uses the **Build and Price** tool on Acura.com and begins their Client Order based on their preferences.

The client reviews vehicle details and clicks on the **Place Client Order** button.

The client can download the **Acura EV app** to track their order. The dealership can also use the DSP Dealer Portal to view **Order Status**.

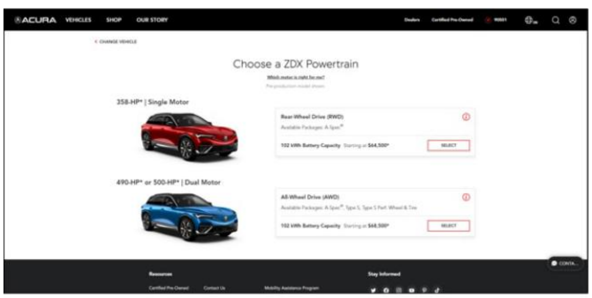
Benefits of a Client Order Using DSP

- **Client Order**
  Clients can place an order to be shipped to your dealership. It allows an exact match directly to factory production for incremental sales and ensures that vehicles spend less time on the lot (also known as Digital Bucket).
- **Acura Account**
  Upon placing a Client Order, clients will need to create an Acura account, which will enable them to view their orders and track delivery status. This also gives you more information about your client. For example, you can track where the client is in the process so you can help the client finish their purchase.
- **Availability**
  Clients can follow their custom order through production and shipping. The app enables them to know when their custom order is going to arrive and plan accordingly. This provides transparency and minimizes confusion.

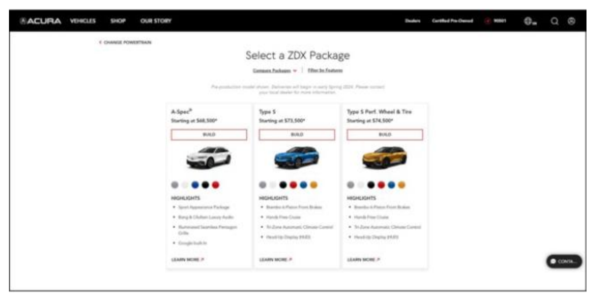
The Complete Client Order Process

This is the experience your clients have when they visit Acura.com and shop for a vehicle.

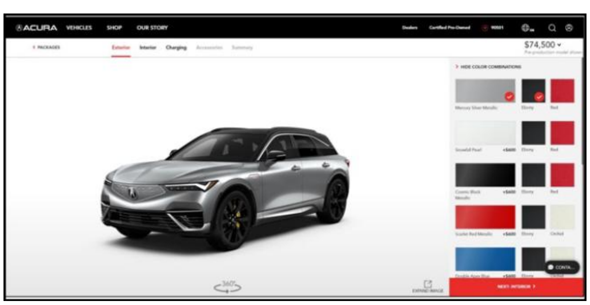
Although the steps below are completed by the client on Acura.com, make sure you familiarize yourself with the process so you may better support clients as they purchase their new Acura.



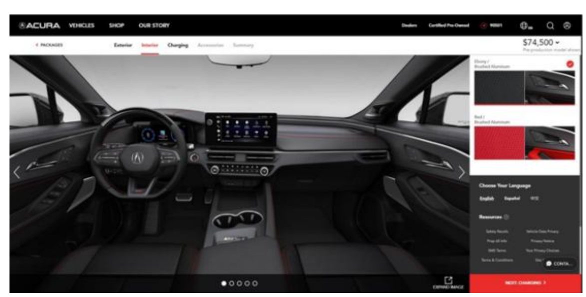
STEP 1: POWERTRAIN SELECTION



STEP 2: PACKAGE SELECTION



STEP 3: EXTERIOR COLOR SELECTION



STEP 4: INTERIOR COLOR SELECTION

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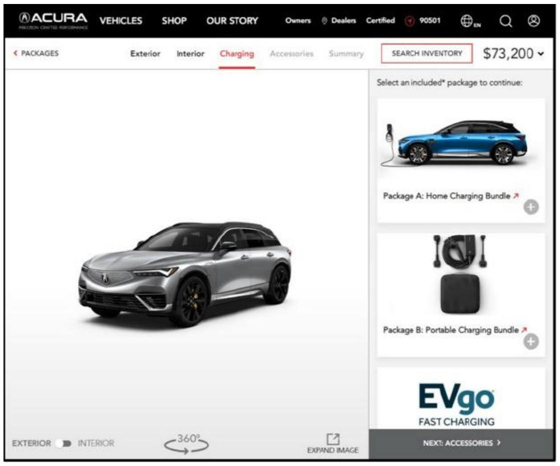
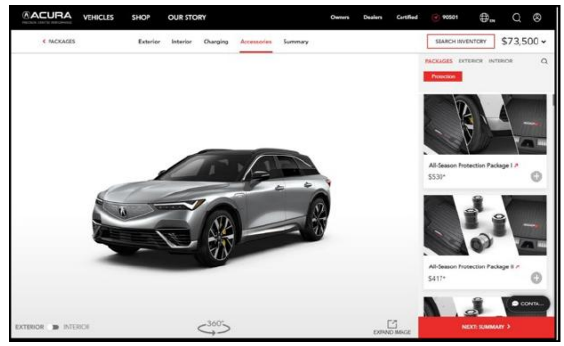


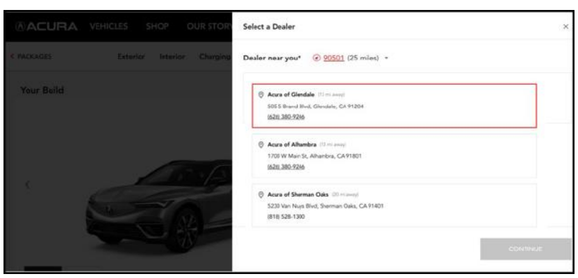
STEP 5: SELECT CHARGING PACKAGE (EV ONLY)

The client may select one of three charging packages, included with the prices of their custom VEHICLE.



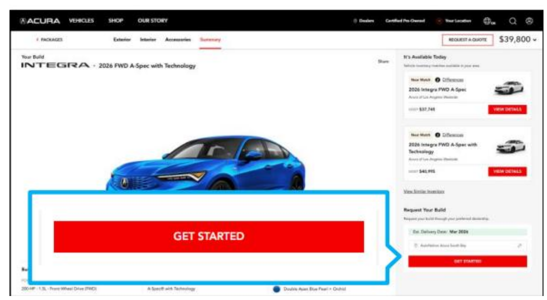
STEP 6: SELECT ACCESSORIES

The client can use the tab filters and search function to see AHM and Dealer Options.



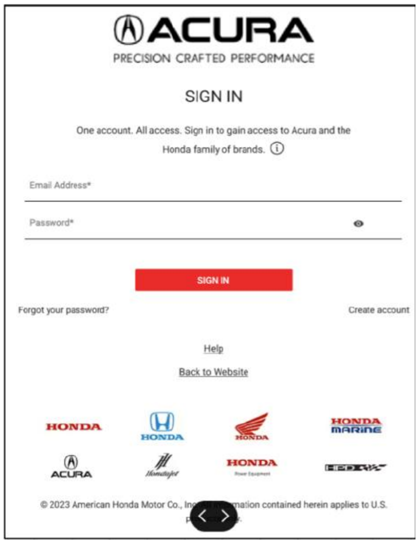
STEP 7: SUMMARY AND SELECT DEALER

The client can select from a list of dealerships near their specific ZIP Code.



STEP 8: CLICK ON GET STARTED

The client will see a summary of their build and they will click on the “Get Started” button. If the vehicle in not in your inventory, the vehicle will be added to the dealer allocation via Digital Bucket.

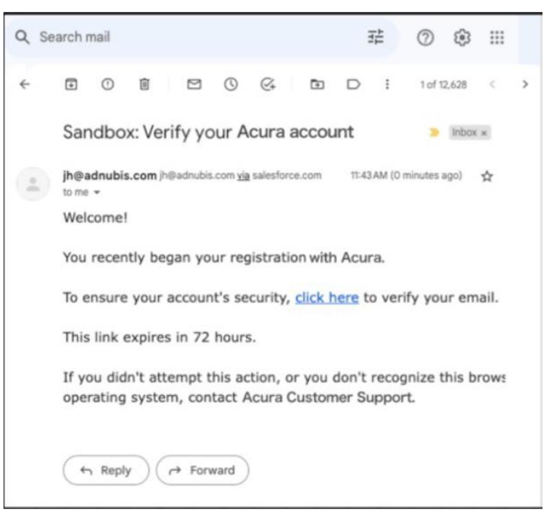


STEP 9: SIGN IN

We have created a single sign-on process for our clients that allows them to access all their Acura and Honda accounts in one place. If your client already owns an AHM product and has an existing account, they'll just sign into their account and all the information will be in one place.

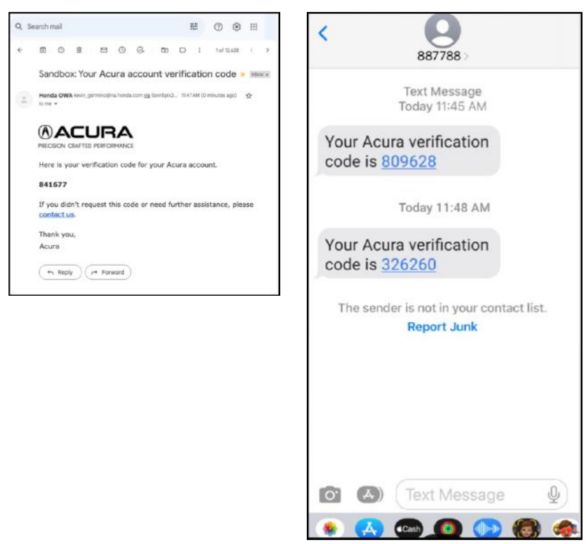
STEP 10: CREATE ACCOUNT

If your client does not yet have an account, they'll create one now. Click here to access more details about creating an account.



STEP 11: EMAIL VERIFICATION

The client verifies their email address.



STEP 12: VERIFICATION CODE

The client confirms the verification code via email or text.

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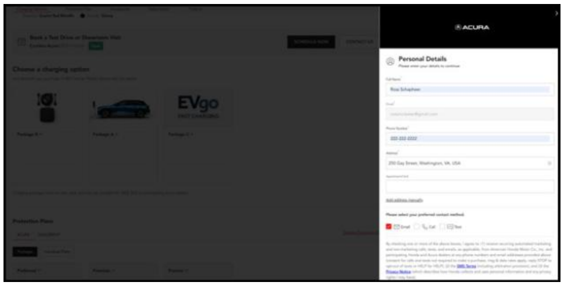
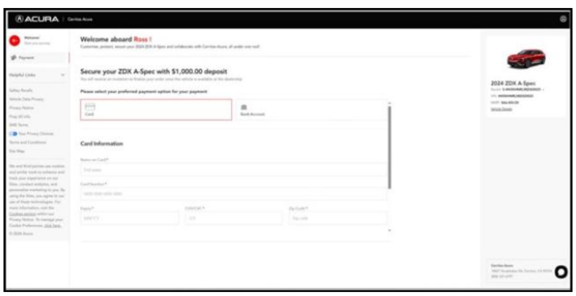
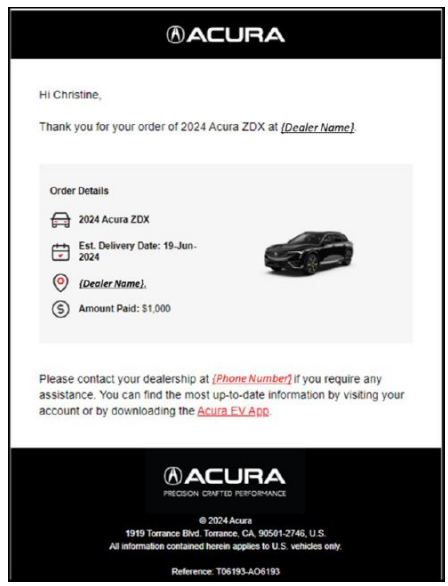


STEP 13: CONTACT DETAILS
This is what provides a lead to follow up on later.

STEP 14: DEPOSIT DETAILS



STEP 15: ON-SITE RESERVATION CONFIRMATION



STEP 16: EMAIL CONFIRMATION

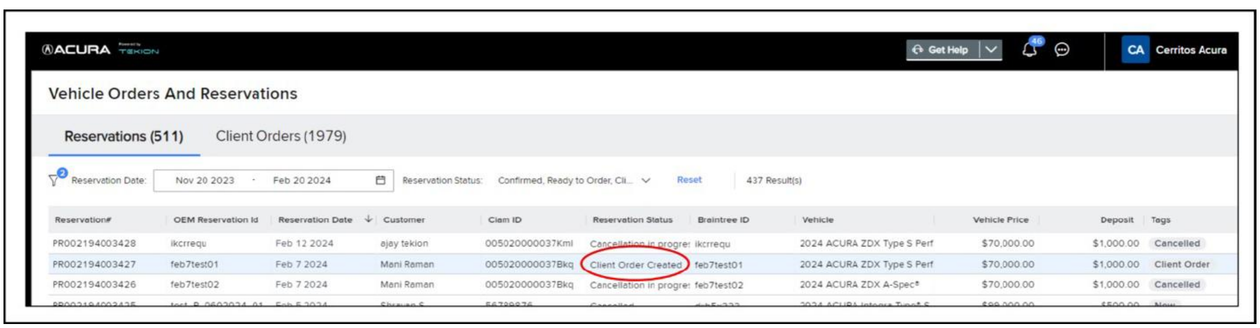
Client Order from the Dealership Perspective

Once the account is made and the order placed, you will be able to see the Client Order in your DSP system. Here is an overview of the steps involved—each step includes a link to the complete content that follows.

1. Client Order Created
2. Order Received/Order Sent to the Factory
3. Production Updates
4. Vehicle Product and VIN Assigned
5. VIN Shared with DSP
6. Vehicle Staged for Shipping
7. Vehicle Shipped to the Dealership
8. Updates Available in MyGarage and in Freight Verify
9. Dealership Received
10. Sold

1. Client Order Created

- The order is automatically attributed to the dealership.
- If the client's model, trim, options and color (MTOC) matches an open vehicle in your inventory pipeline, the order will be linked automatically.
- If there is not a match, an incremental vehicle will be allocated for your dealership and assigned for sale to this client (also known as Digital Bucket).



ORDER MANAGEMENT TILE ON DSP

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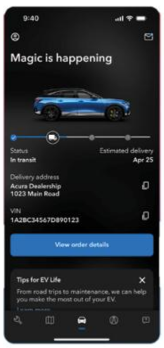
2. Order Received/Order Sent to the Factory

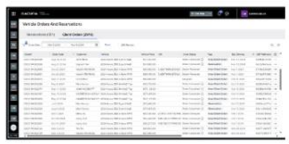
- The vehicle is manufactured on demand.
- If the client's ordered MTOC matches an open vehicle in your inventory pipeline, this order will be linked.
- If there isn't a match, a vehicle will be built incrementally and assigned for sale to this client.

3. Production Updates

Client view of production ETA updates in App



Dealership View of Client Orders



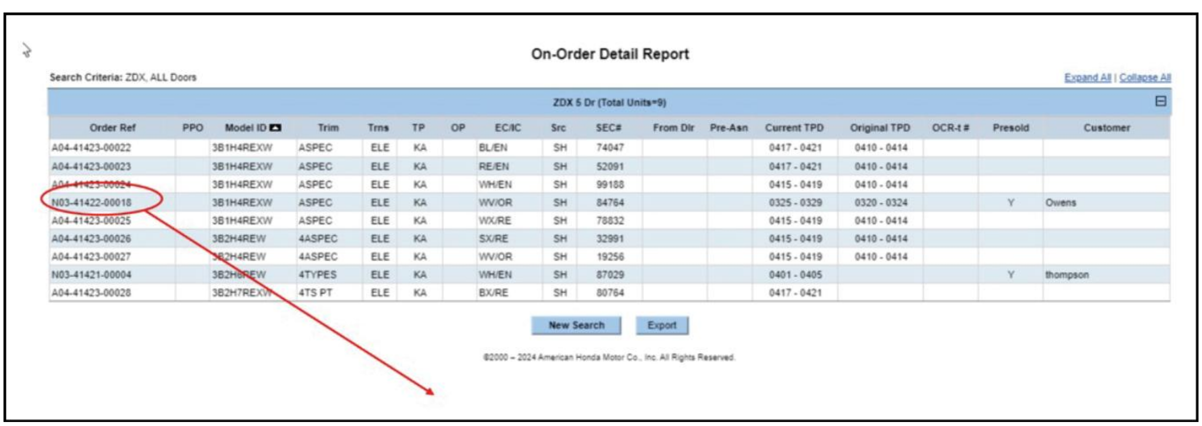
Order Management Tile (OM) -> Client Orders

Dealers will see all the orders that have been assigned to the dealership.

Select an order to see more details.

Client Order

- As soon as the client completes the order, you will see the order assigned to your dealership in the DSP Portal.
- Clients will see an estimated delivery date as well.
- You will also see the order on the "On-Order Detail Report" under the **Vehicle Management** tab in iN; it should appear 24 hours after the order is placed. *NOTE: If the reference number starts with "N," it is an incremental unit for a Client Order. If it starts with an "A," this unit was matched to a VEHICLE in your allocation.*



On-Order Detail Report

Search Criteria: ZDX, ALL Doors

Expand All | Collapse All

ZDX 5 Dr (Total Units=9)

Order Ref	PPO	Model ID	Trim	Trns	TP	OP	EC/IC	Src	SEC#	From Dlr	Pre-Asn	Current TPD	Original TPD	OCR-t #	Presold	Customer
A04-41423-00022		3B1H4REXW	ASPEC	ELE	KA		BL/EN	SH	74047			0417 - 0421	0410 - 0414			
A04-41423-00023		3B1H4REXW	ASPEC	ELE	KA		RE/EN	SH	52091			0417 - 0421	0410 - 0414			
A04-41423-00024		3B1H4REXW	ASPEC	ELE	KA		WH/EN	SH	99188			0415 - 0419	0410 - 0414			
N03-41422-00018		3B1H4REXW	ASPEC	ELE	KA		WV/OR	SH	84764			0325 - 0329	0320 - 0324		Y	Owens
A04-41423-00025		3B1H4REXW	ASPEC	ELE	KA		WX/RE	SH	78832			0415 - 0419	0410 - 0414			
A04-41423-00026		3B2H4REW	4ASPEC	ELE	KA		SX/RE	SH	32991			0415 - 0419	0410 - 0414			
A04-41423-00027		3B2H4REW	4ASPEC	ELE	KA		WV/OR	SH	19256			0415 - 0419	0410 - 0414			
N03-41421-00004		3B2H[illegible]REW	4TYPES	ELE	KA		WH/EN	SH	87029			0401 - 0405			Y	thompson
A04-41423-00028		3B2H7REXW	4TS PT	ELE	KA		BX/RE	SH	80764			0417 - 0421				

New Search | Export

- Until the VIN is assigned, the client can change the configuration and the ETA will update. The client may log into their account and view or edit their order, or you can guide them through the process on a store iPad.

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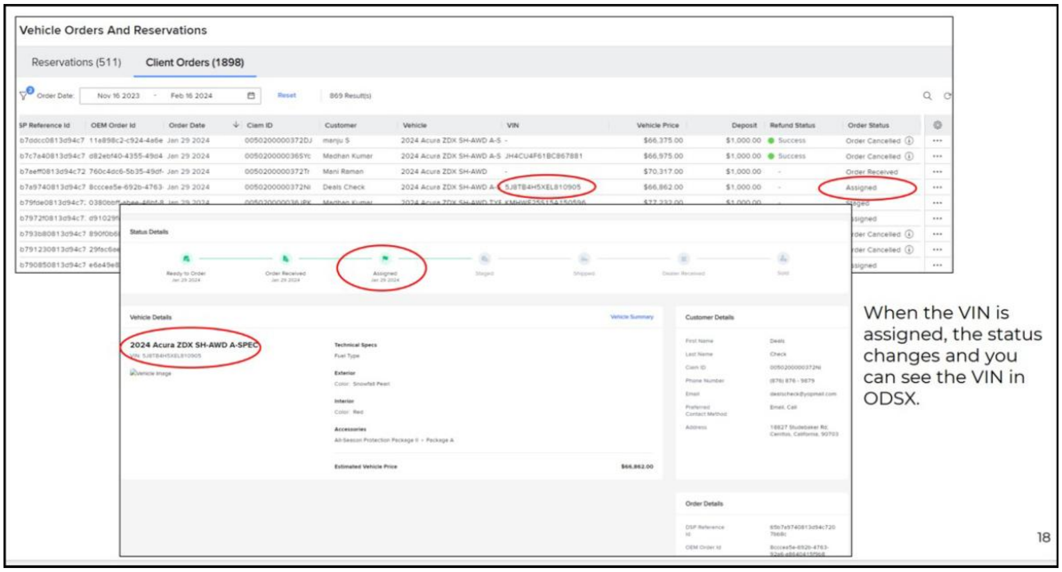
4. Vehicle Product and VIN Assigned

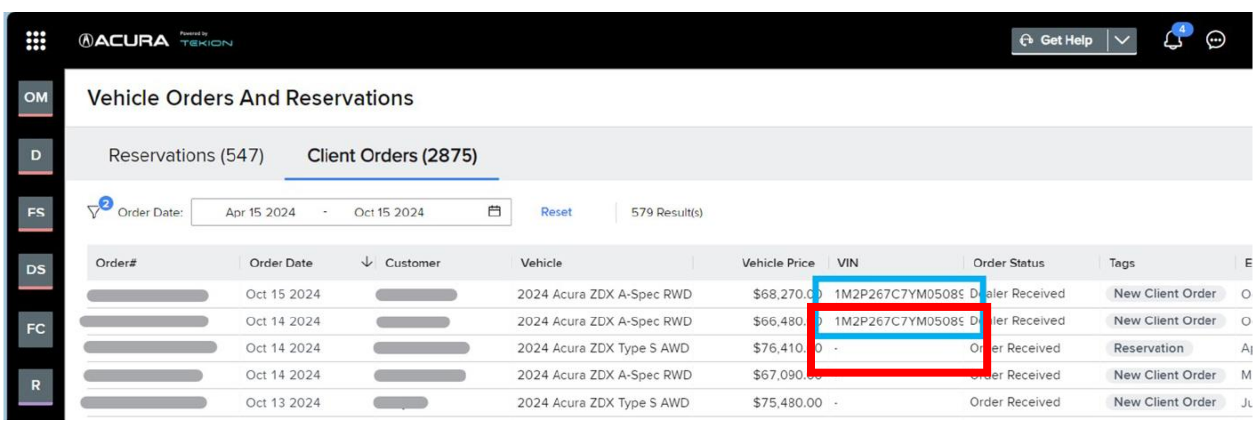
- The Vehicle Identification Number (VIN) is assigned during vehicle production.



- After a VIN has been assigned, only the dealership can change or cancel the order, and the cancelation must happen within the DSP system. If the client cancels 72 hours or less prior to vehicle production, your dealership will keep the vehicle to sell to another client. When a custom order is cancelled after the deal is booked, the system will automatically unbook the deal and release the VIN back to inventory (Stocked In/Available)

5. VIN Shared with DSP

- Once the VIN is assigned, that information is entered into the DSP system.

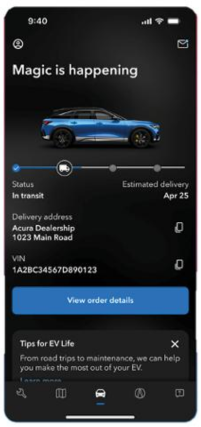


6. Vehicle Staged for Shipping

- The vehicle is then prepped and staged for shipping directly to the dealership.

7. Vehicle Shipped to the Dealership

- Once the vehicle is shipped, the client will see timing updates on the Acura EV app and in MyGarage.



Client updates in the Acura EV app.

Client updates in MyGarage
Logged into MyGarage, client selects MY ORDERS > View My Vehicle Orders from the top navigation menu.

My Orders page provides:
- **Estimated Delivery Date**
- **Vehicle Description**
- **Dealer**
- **Price Breakdown (if known)**
- **Order Number**

- And the dealership will see updates and delivery information on Freight Verify and the DSP Dealer Portal.

Dealership view of updates in DSP

In Transit

Arrived at Dealership

Dealership view of updates in Freight Verify.

View "Last Milestone" and "Last Update."

8. Updates Available in MyGarage and in Freight Verify to the Dealer

- Reference Number in iN Vehicle Management:
  - If the reference number begins with "N," it's an incremental unit for a Client Order; if it starts with "A," a VEHICLE in your allocation was matched to the unit.
  - You may see this starting the day after the order was placed.
  - "Order Received" in DSP
- When the client confirms the order, it is sent to the factory for production and the reservation status changes to "Client Order Created." In the Client Orders tab, the status will change to "Order Received":
  - "Assigned" in DSP
- Once the VIN is assigned, you'll see the "Assigned" status designation in DSP.

9. Dealership Received

- The vehicle has arrived at the dealership and the client can now begin their checkout process.

10. Sold

- The vehicle is sold and delivered to the client.

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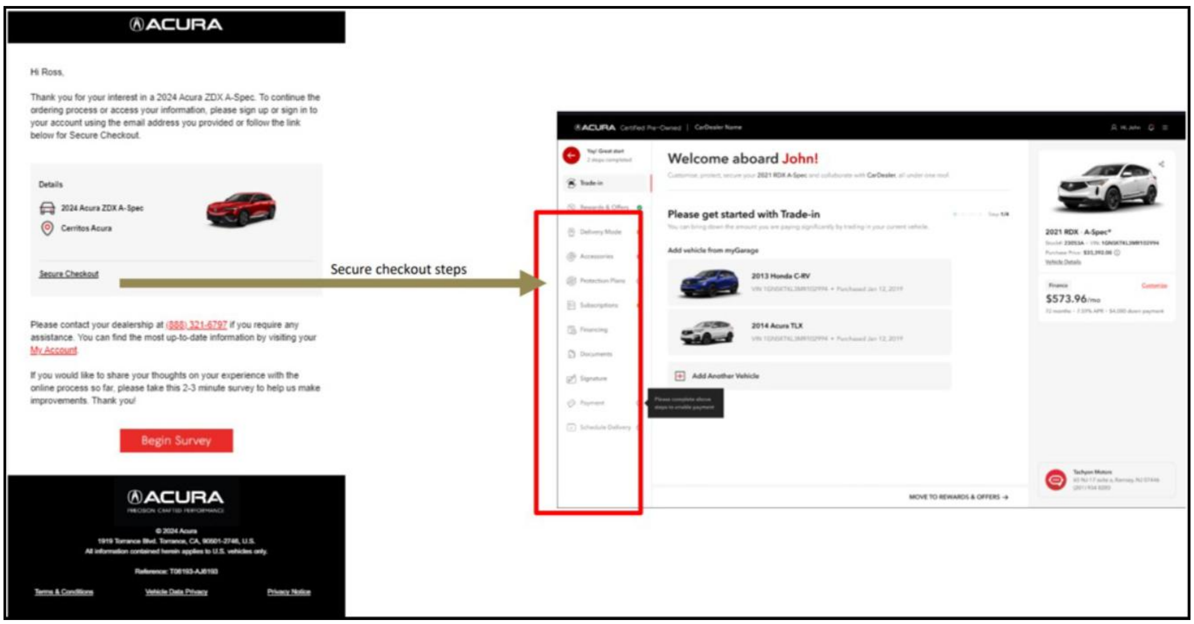
Client Checkout Summary

When clients receive an email notification that their vehicle is ready and it's time to complete the checkout process, they can either go to the dealership for a guided process or they can check out from the comfort of their home.

This is the client's checkout experience:

1.Vehicle Ready Notification

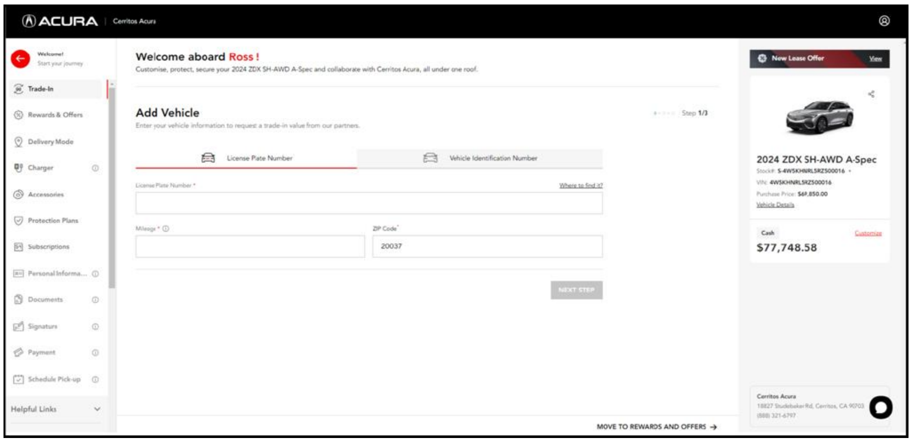
When the vehicle is ready, your client will receive an email notification.



Within the notification, there is a Secure Checkout link. Your client will tap the link and go directly to the checkout page in DSP.

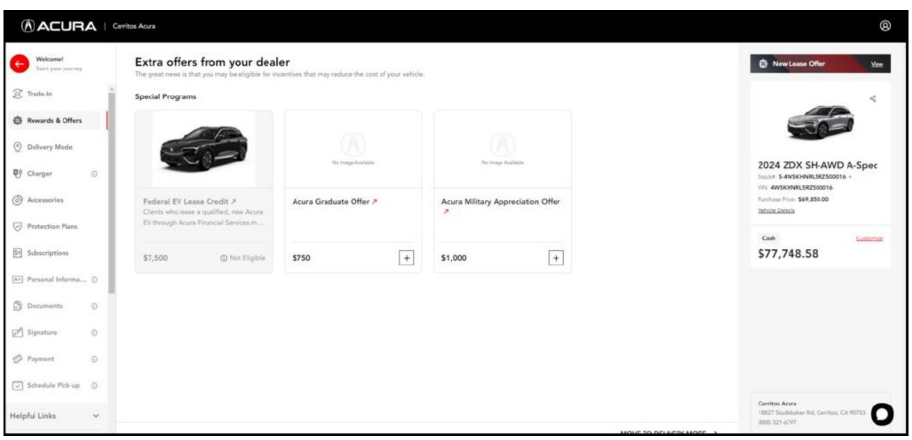
2.Trade-In

If the client has a trade-in, they enter the trade-in vehicle information now.



3.Rewards and Offers

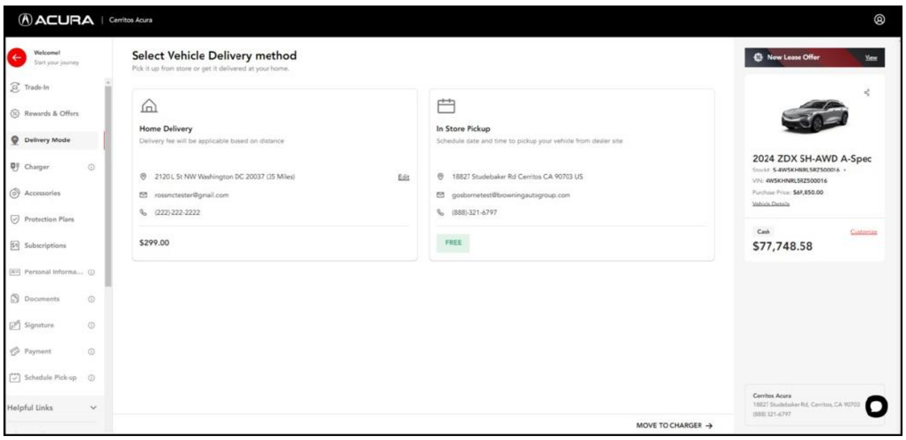
If AHM or your dealership have special offers available for this client, they will appear on this page.



4.Vehicle Delivery

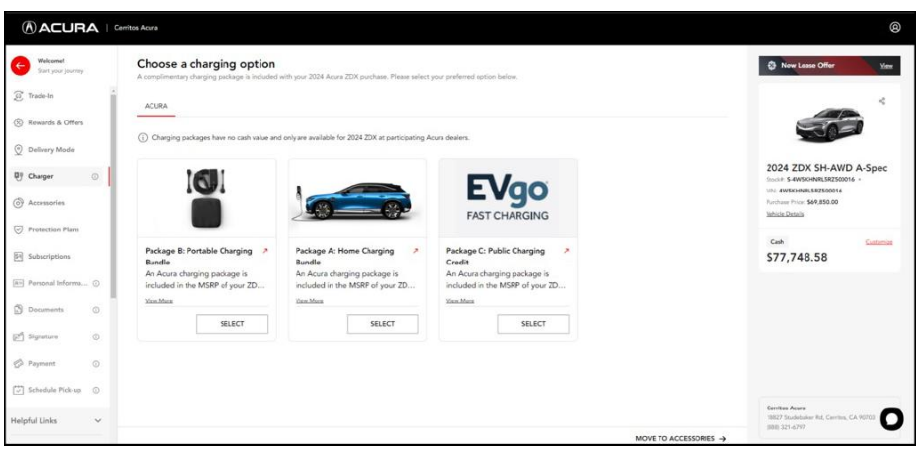
If your dealership allows for home delivery, your client will next see a screen asking them how they prefer to have their vehicle delivered—at home or at the dealership.

If you do not see an option for home delivery in your system, it means that your dealership doesn't currently offer that service.



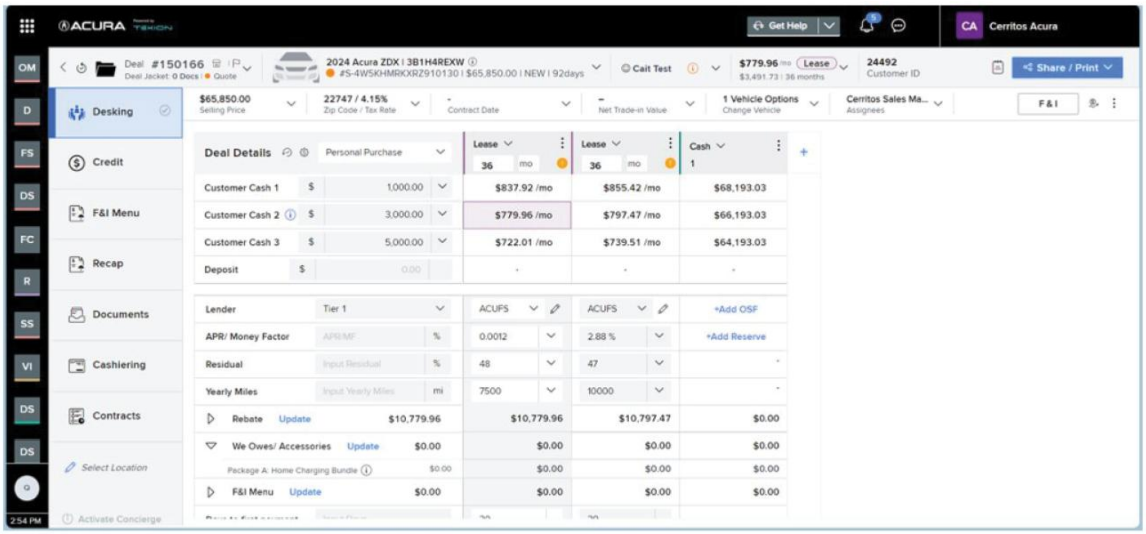
5.Charging Options

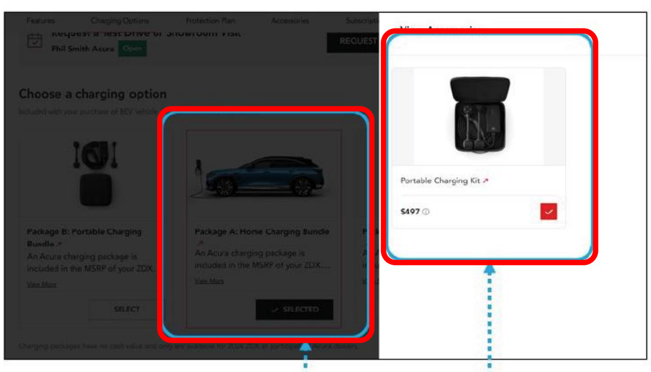
Your new VEHICLE client may want to purchase an additional charging package. They'll be asked to make those selections on this page.

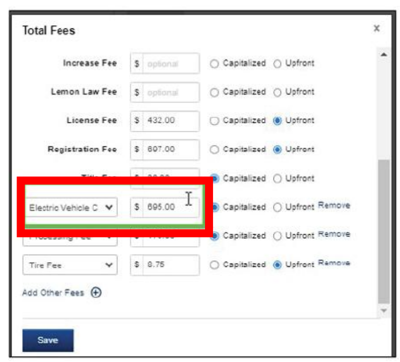


Additional Chargers (EVs Only)

If the client desires, they can add additional chargers by going to the Accessories tab during secure checkout or by ordering it through DreamShop.







Purchase confirmation page – Selected Complimentary Charging Package + Additional Portable Charging Kit

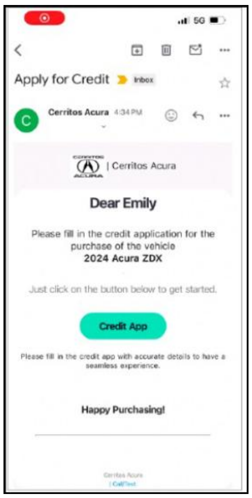
IDeal/UniFI Fees Screen

Remote Experience Financing Flow

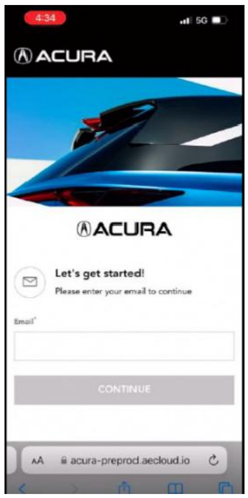
When your client begins the sales process online, they have the option of completing financial paperwork remotely.

1. Applying for Credit

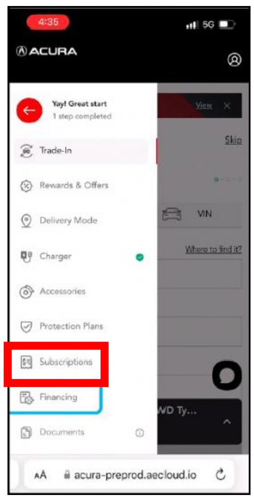
The client may apply for credit online.



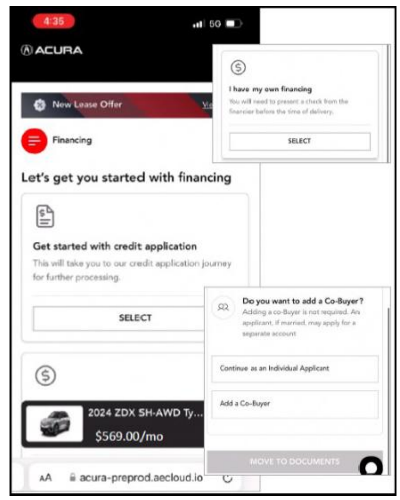
The client taps **Apply for Credit**.



The client enters their email address.

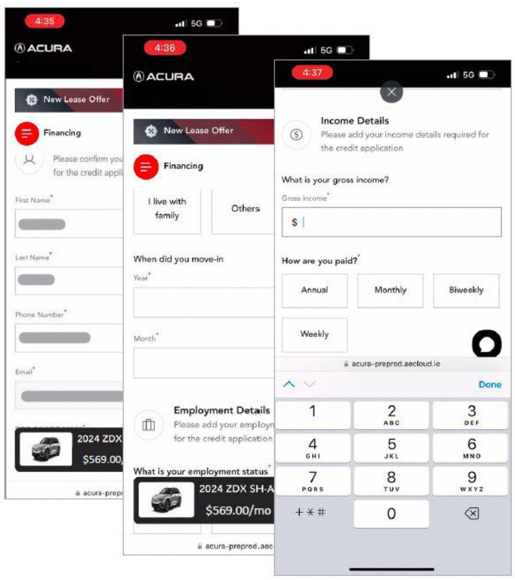


The client selects **Financing**.

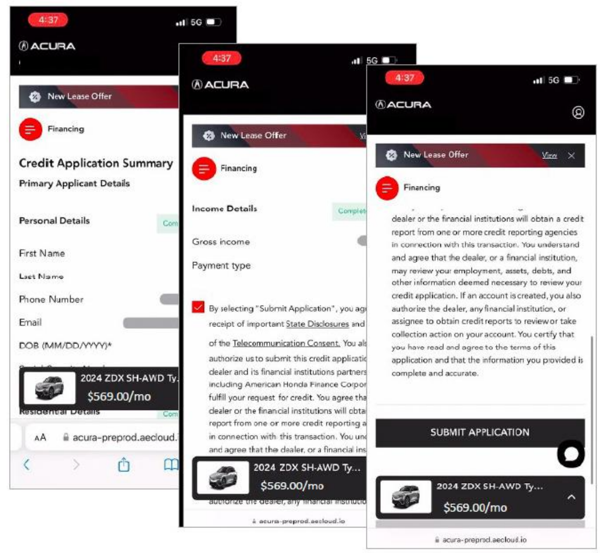


If the client doesn't have their own financing, they will select **Get started with credit application**. They have the option to add a co-buyer if desired.

2. Completing the Application

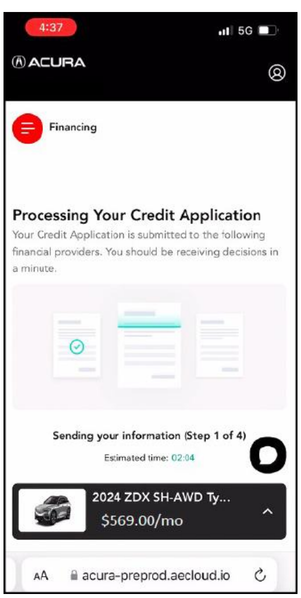


The client enters their personal details.



The client confirms information and submits the application.

3. Processing the Application



After the client hits Submit, the application is processed. It will take approximately 2 minutes to process.

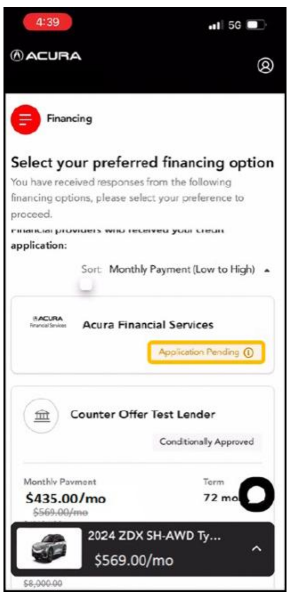
Pro Tip

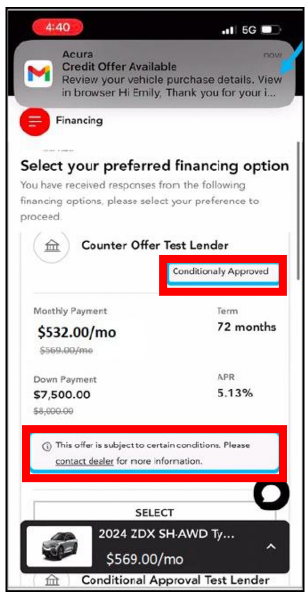
If you, the dealer, have a client's deal open on your workstation, you'll be able to see credit decisions in real time.

4. Lender Offers

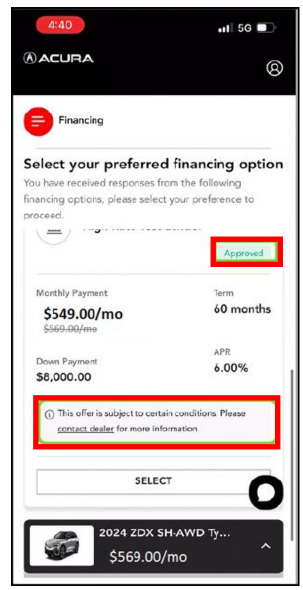
The client receives one or more offers from lenders and reviews each one.

They'll see different decisions and details that come with each lender.





Client receives an email containing credit decisions.



Pro Tip

Applications that have been denied or conditionally approved are excellent opportunities for follow-up.

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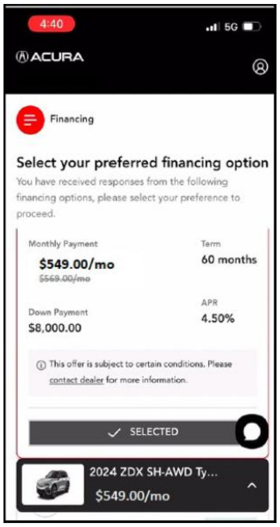
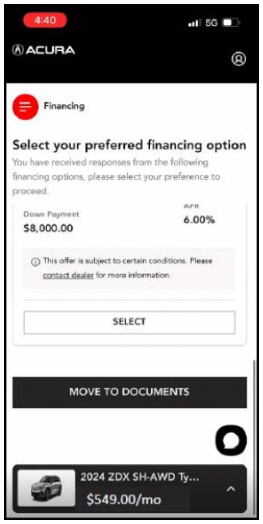
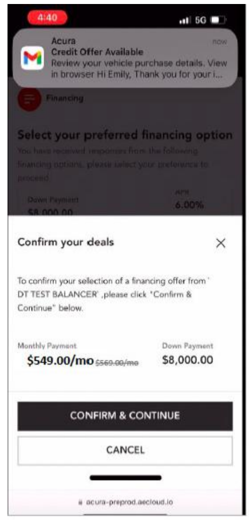
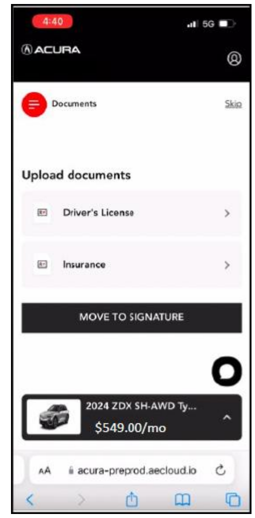
5. **Lender Selection**

The client selects a lender and confirms the deal.









They then upload relevant documentation and sign.

TRADITIONAL SALES PROCESS FLOW

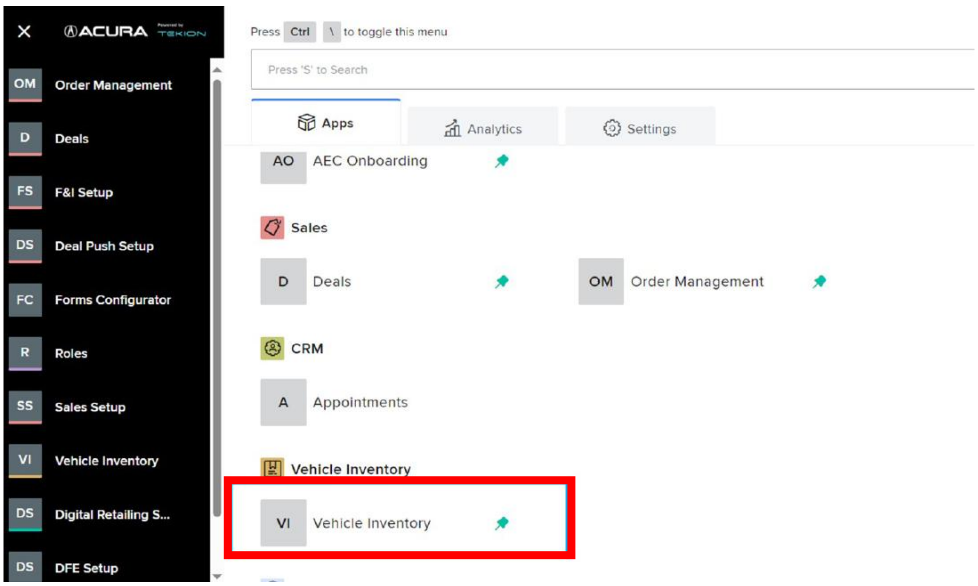
In-Dealership Process without iPads

We recommend using the Traditional Sales Process Flow if the client has come into your dealership and you're conducting the sale without iPads but within the DSP system.

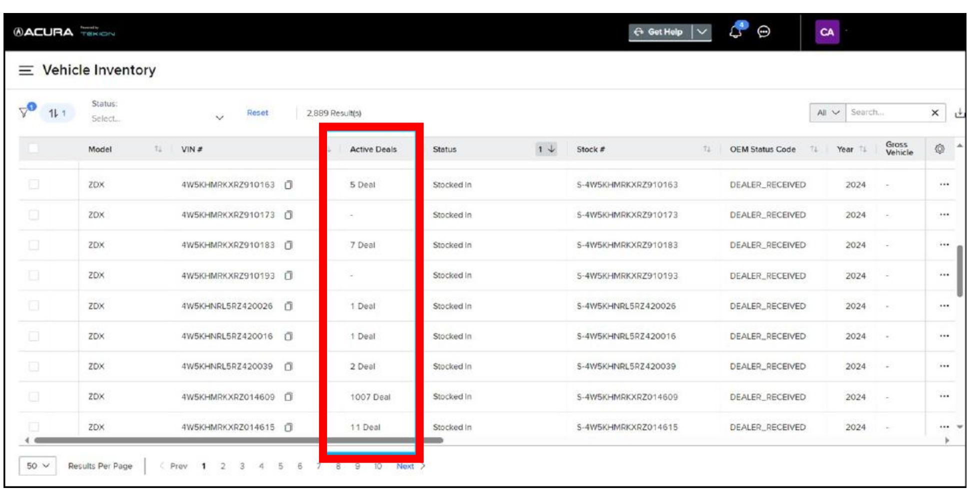
Prior to starting the deal, consider doing a walkaround and/or test drive of the vehicle if they haven't already.

Since the client is in the dealership, you'll want to make them as welcome as possible and provide Acura hospitality by offering them a comfortable seat and the beverage of their choice. Then:

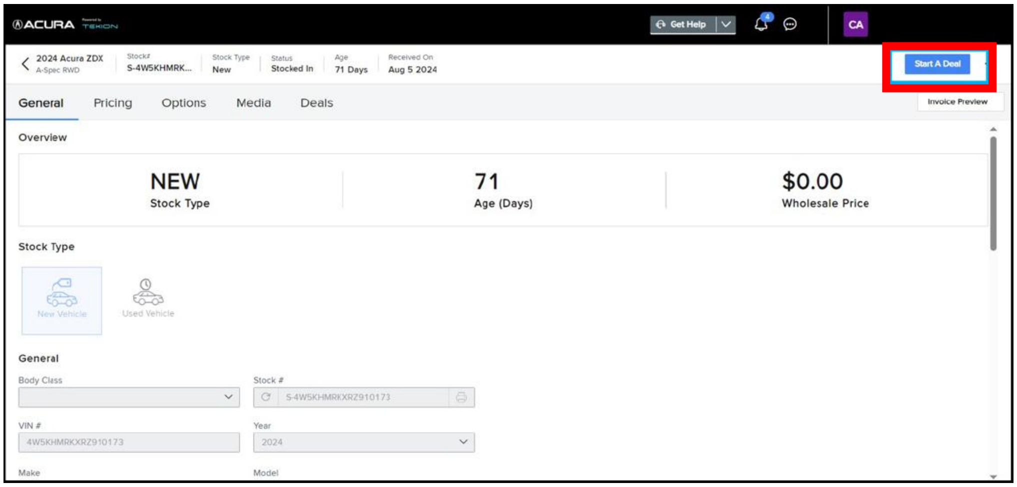
- Open DSP at your workstation and select the **Vehicle Inventory** (VI) tile.



- Search for the client's preferred vehicle and check to see if there are any Active Deals associated with it (using the Active Deals column).



- Select the vehicle. Then on the Vehicle Details page, click the **Start a Deal** button.



- On the New Deal page, either choose your client's existing profile or create one if one does not exist.

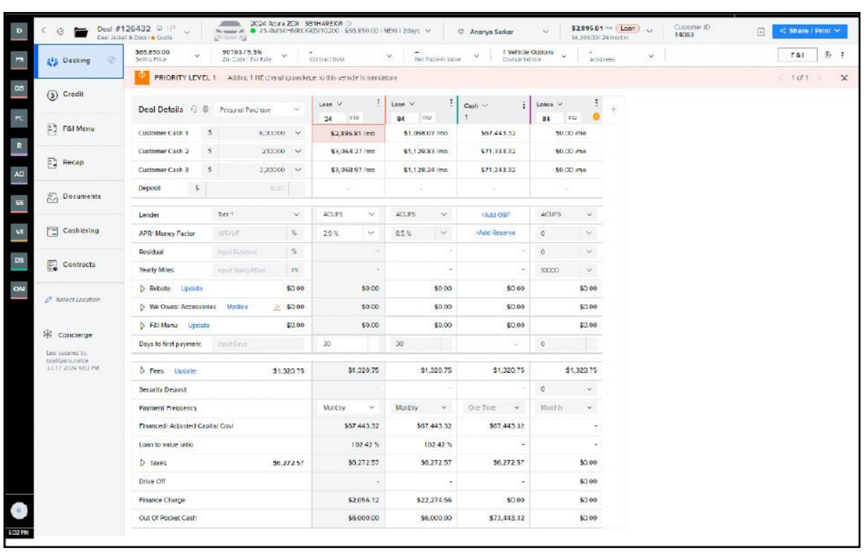
  To create a new profile, go to the Customer tab and then select **Build Customer**:

  – Be sure to collect your client's name, email, phone number, and ZIP Code.

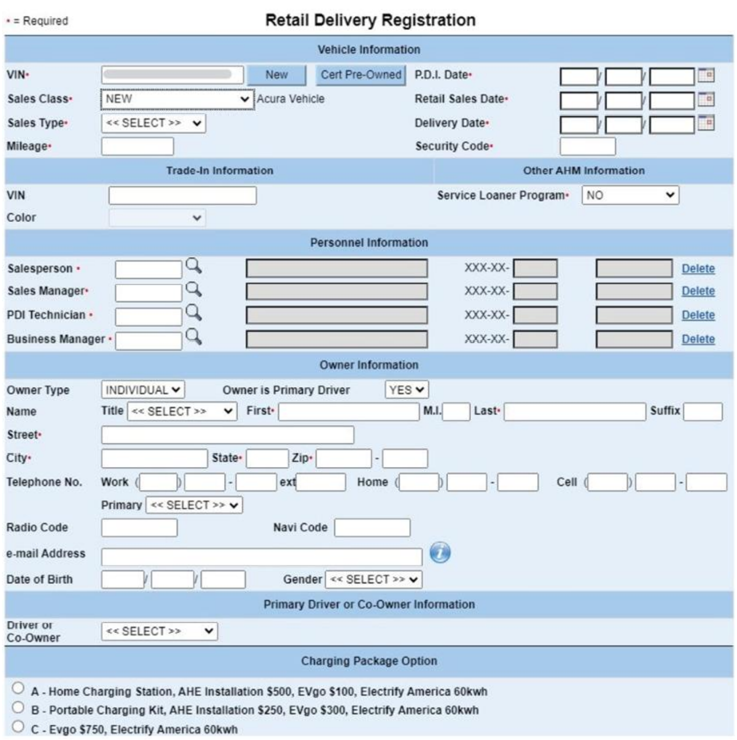
  – Once those fields are completed, select **Add Customer**.

  – *NOTE: The vehicle in a new deal is, by default, not reserved. Other Sales Consultants can create deals with the vehicle. However, as needed, you may place a hold on a vehicle within DSP by taking a deposit. See Deal Confirmation and Reserving VINs in Chapter 5 for more information.*

- After selecting the vehicle on DSP and linking the client profile, click the **Start** button on the New Deal page to create your deal and land on the Desking screen. Use the information shown to discuss the terms of the deal with your client. Be sure to share your screen with your client or print physical copies for review as you step through the process.



- Complete the necessary credit apps, documents, and payments. Print any documents that require a wet signature. You may also upload the signed documents. Import the deal into UniFi or iDeal and sign any additional documents, such as lease or financing deals.
- After collecting payment, print a receipt and click on **Book Deal**, and then generate the RDR in iN and include the charging package on the RDR.



• = Required

Retail Delivery Registration

Vehicle Information

VIN• New Cert Pre-Owned P.D.I. Date•
Sales Class• NEW Acura Vehicle Retail Sales Date•
Sales Type• << SELECT >> Delivery Date•
Mileage• Security Code•

Trade-In Information | Other AHM Information

VIN Service Loaner Program• NO
Color

Personnel Information

Salesperson • XXX-XX- Delete
Sales Manager• XXX-XX- Delete
PDI Technician • XXX-XX- Delete
Business Manager • XXX-XX- Delete

Owner Information

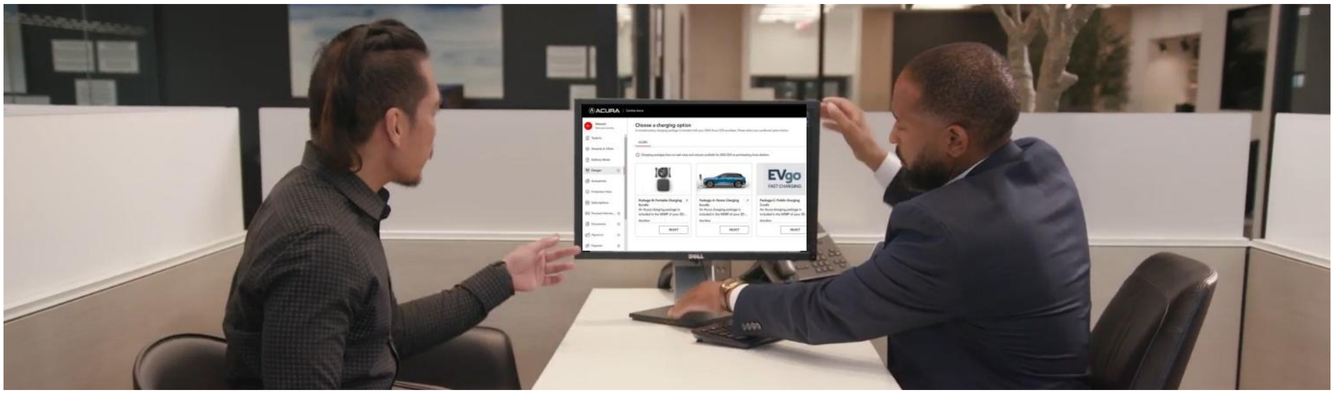
Owner Type INDIVIDUAL Owner is Primary Driver YES
Name Title << SELECT >> First• M.I. Last• Suffix
Street•
City• State• Zip• -
Telephone No. Work ( ) - ext Home ( ) - Cell ( ) -
Primary << SELECT >>
Radio Code Navi Code
e-mail Address
Date of Birth / / Gender << SELECT >>

Primary Driver or Co-Owner Information

Driver or Co-Owner << SELECT >>

Charging Package Option

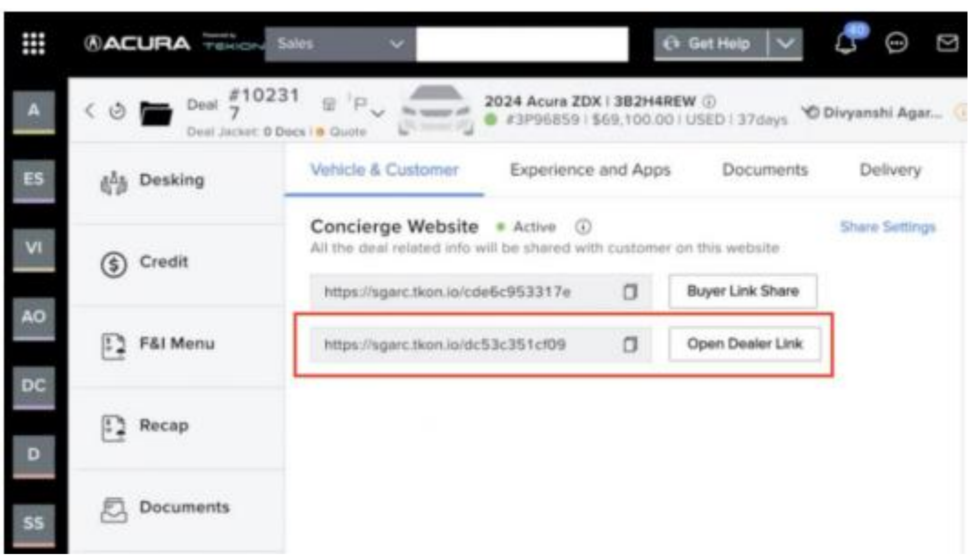
A - Home Charging Station, AHE Installation $500, EVgo $100, Electrify America 60kwh
B - Portable Charging Kit, AHE Installation $250, EVgo $300, Electrify America 60kwh
C - Evgo $750, Electrify America 60kwh



USING DEALER LINK IN THE SHOWROOM

Dealer Link is a function in the Concierge Menu that allows the client to follow along the deal using the Secure Checkout view. This is a great alternative to showing the Desking screen or printing the Deal sheet because it provides more control for the Client to enter their information and adjust their deal preferences. It also helps you to facilitate important parts of the deal with the client through a familiar, user-friendly interface. This ensures a transparent, omnichannel experience for customers while giving dealers more control over their in-store experience.

The simplified experience will only show the key details of the deal to the client. This means that the client will not see any detailed results of their credit applications, or other deal calculations outside of the primary deal selected by the dealer. Dealer Link is best used when the client has selected a primary deal, since the client will only be able to see one deal calculation at a time.



Pro-tip: Before Starting Dealer Link

Before using Dealer Link, please check and make sure a vehicle is selected on the deal and mileage data is provided. This will allow you to complete certain steps like Credit Checks using the Dealer Link Interface.

In-Dealership Process using Dealer Link

On the Concierge Page, you can click on the Dealer Link button to open the link or copy the link to a web browser. You have a few ways you can use this link with the client:

- Recommended (Workstation Scenario): You can open the link on your dealer workstation, and swivel the monitor so the client can see a simplified version of the Desking screen (like the Secure Checkout experience). If you have two monitors, you can have one monitor facing the client (with the Dealer Link window), and another monitor facing you (with the DSP Desking screen). For more information on using two monitors, you can go to Microsoft Support (How to use multiple monitors in Windows or Apple Support: Extend or mirror your Mac desktop across multiple displays.
- Alternative (Tablet Scenario): Send the link to the Dealer iPad and the client opens the link on that device.

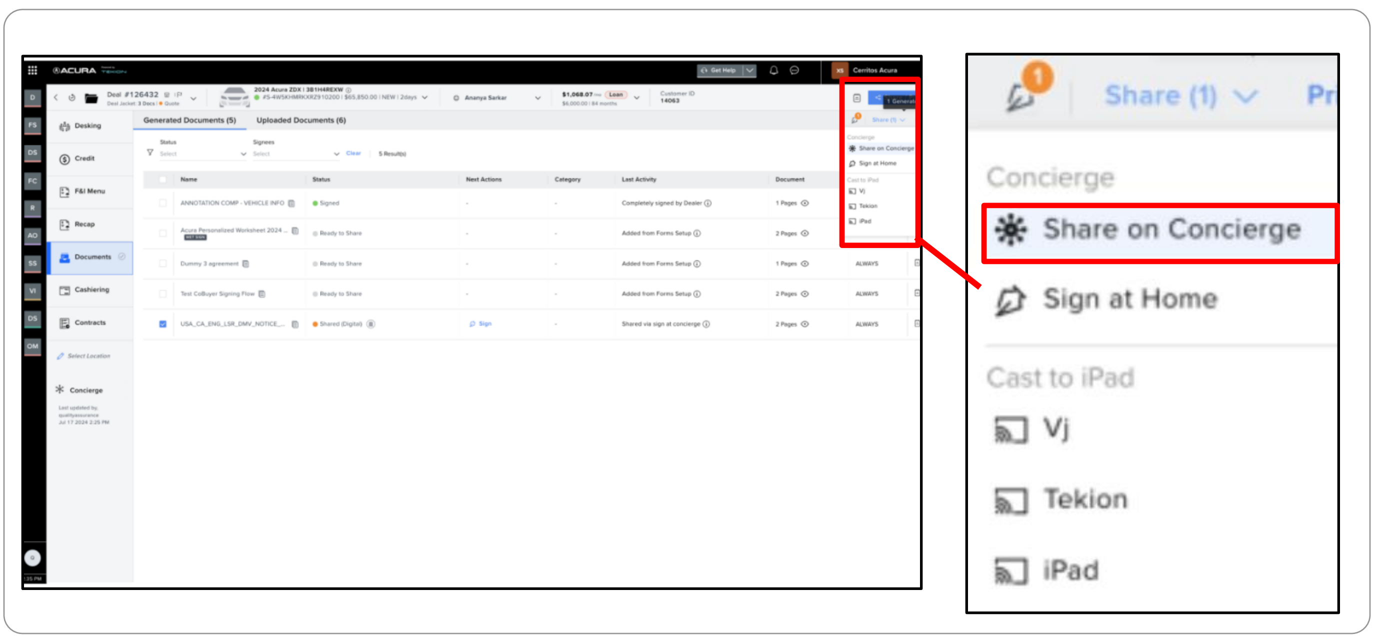
Once the client can see Dealer Link, the client can provide inputs and make selections to complete their deal. Changes on Dealer Link will reflect on the deal on the Desking screen and vice versa. Finally, this link will remain active until after two hours of inactivity.

Starting Live Sessions (Workstation Scenario with Multiple Monitors only)

If you open the Dealer Link on your workstation that has an extended screen (as opposed to another screen duplicating your screen, or just having a single screen), you can enable a Live Session with the client's view of Dealer Link. Live Sessions will allow you to initiate parts of the experience like document signing.

Once Dealer Link has been opened on a web browser, and placed on an extended screen, you should have one dealer facing screen showing the DSP Desking screen, and another client facing screen that shows the web browser with Dealer Link.

- Once this is set up, you can initiate the Live Session by going to the upper-right corner and clicking **on Share → Share on Concierge** (see below).



Pro-tip: Expired Dealer Link

Dealer Link will remain active until **two hours of inactivity** on the client side. If the link becomes inactive, you can go back to the Concierge in the DSP Desking tool to generate a new link.

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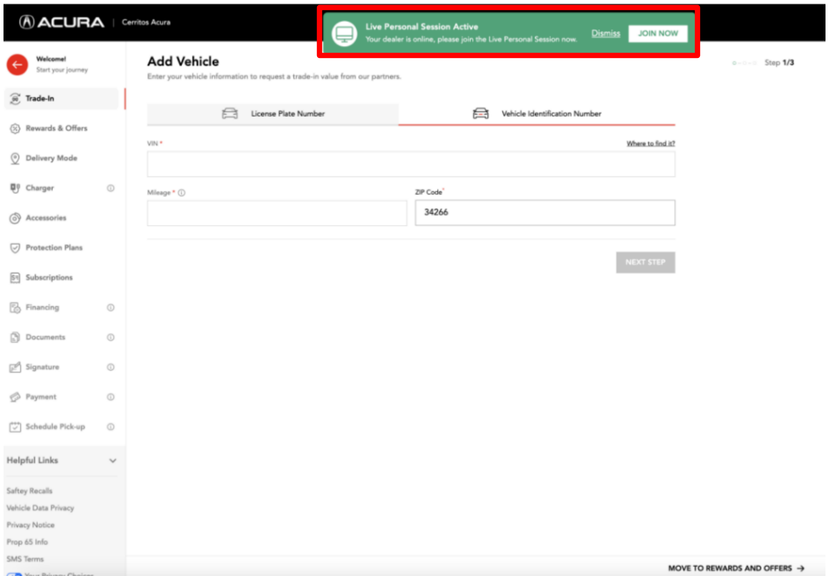
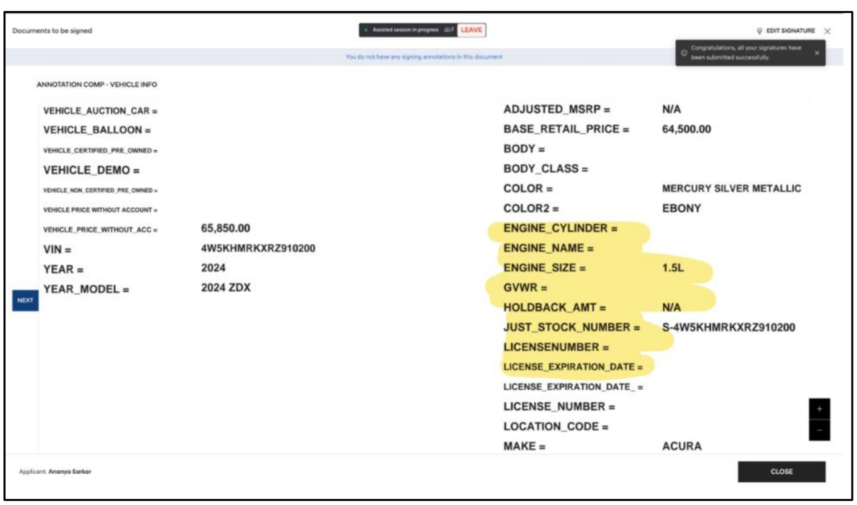
- On the client-facing screen, you should see a notification saying “Live Personal Session Active”. Click on “Join Now” to start the Live Session.



- Once “Join Now” is pressed, the customer should see the documents that the dealer is sharing on the DSP Desking Screen. The Dealer on their screen now can talk through the document, and can assist facilitating the discussion by highlighting parts of the document on their screen. Those annotations are then shown on the client screen.



An example of a Live Personal Session Screen that has highlights / annotations on the document. The annotations will be visible on both the dealer screen and the client screen (Dealer Link).

OMNICHANNEL SALES PROCESS FLOW

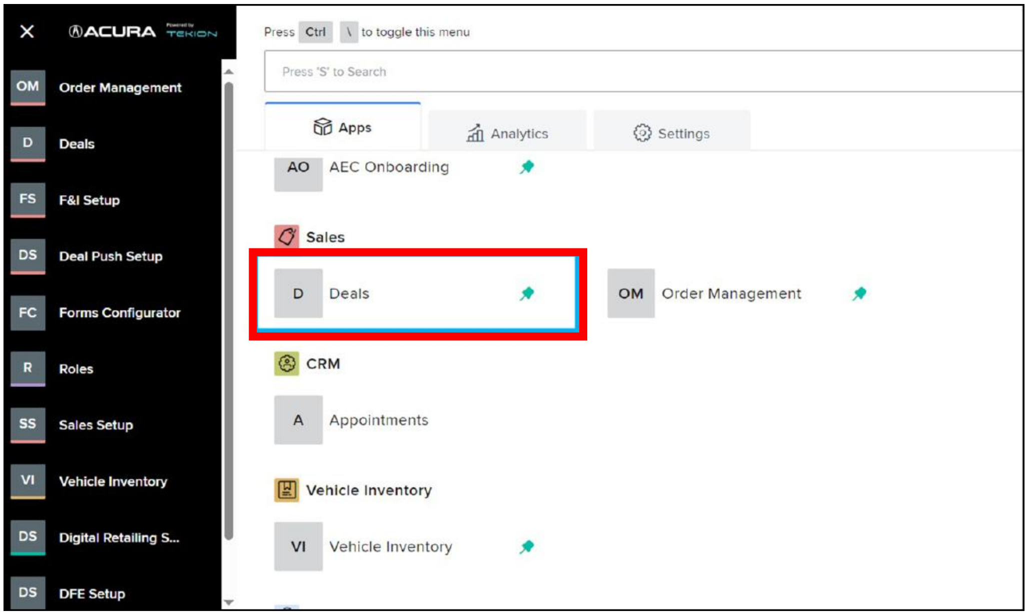
An “Omnichannel Sales Process Flow” is the sales process where a client goes back and forth between the online store and the in-store, brick-and-mortar experiences.

The tools contained within DSP make it exceptionally easy to continue the conversation and meet clients where they are in the process, and to personalize the vehicle for their needs.

Online to In-Store Flow

Use the Online to In-Store flow if the client made an appointment online, ordered a custom vehicle or simply started the deal by selecting a vehicle in inventory and logging in:

- Search for the client using different sections/tiles in DSP on the iPad or your workstation.
- If the client has an appointment, use the Appointments (A) tile.
- If the client has started a deal, use the Deals (D) tile to pick up from where the client left off.



- Review the information on DSP and confirm with the client the steps they've completed.
- Once you find the client's deal, use the DSP Concierge page to see details on their activity using the Activity Log.

In-Store to Online Flow

Use the In-Store to Online flow if you start the deal with the client in the store but they want to complete it later:

- Complete the process using DSP in-store as far as you can until the client wants to pause.

  NOTE: If the client prefers to pause, you can put a hold on the vehicle within DSP by taking a deposit to prevent others from creating deals on that vehicle. This can be reversed, as needed. Click here to find details on that process.
- You can pause desking at any time. Examples of these key moments include completing the credit application (including adding a co-buyer and uploading documents) and signing documents (including signing deal sheet or F&I documents).
- On desking pause, confirm your client's contact information and preferred communication methods.
- Send an DSP Buyer Link (from the Concierge tab) to your client via email/text.
- Your client can complete steps online using their personal device or resume their deal in-person as needed. You can also offer virtual touchpoints—calls, texts, video calls—to continue to discuss the deal based on the client's communication preference.

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OMNICHANNEL PRO TIPS

General

- Keep notes in your CRM throughout your client interactions, starting with the first contact.
- Use your needs analysis and CRM notes to craft personalized client experiences, from walkarounds and test drives to deliveries and follow-up.
- Share relevant stories from the Acura Storybook and product and feature videos with your clients, in person or via text or email.
- Consider using video to respond to online inquiries:
  - Introduce yourself to help clients feel more comfortable with you
  - Showcase the vehicle and/or specific features (e.g., if the client asks about interior cargo space, make a quick, friendly and informative video that shows them how much cargo space is available)
- When asking your client to create an Acura account, explain all the benefits of doing so (including access to the Acura EV app). The easiest way to do this is to download the Acura EV App.
- Use Dealer Link on the Concierge section to help facilitate your conversation with the client by showing the deal in a cleaner, more user-friendly interface.

Needs Analysis/Walkaround

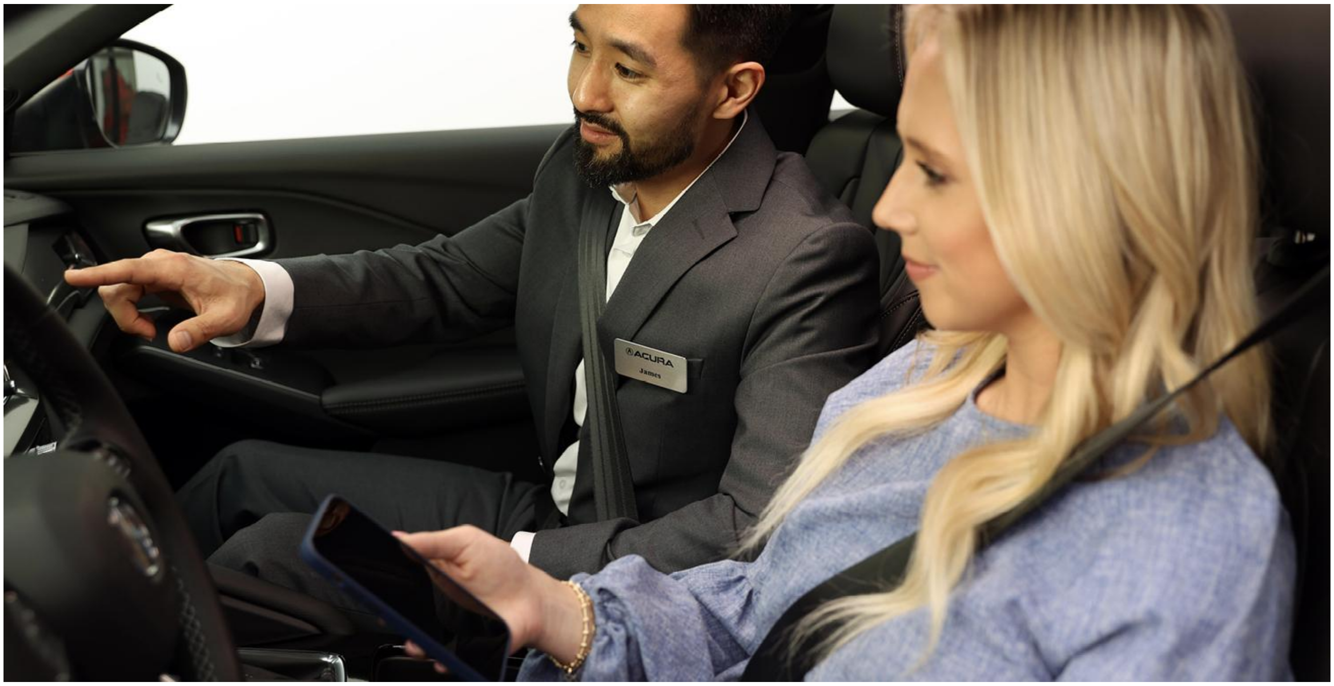
- Actively listen to your client—use open-ended questions, ask good follow-up questions, and use their preferred communication method (text, phone, email, social media or in person).
- Use the Acura DSP email template to communicate throughout the purchase experience.
- Find out how much EV experience the client has and demonstrate EV features accordingly.

Test Drive

- For clients coming into the dealership for a test drive, set an appointment and prepare in advance (reserve a parking spot for them; make sure the vehicle is clean and fueled/charged up; and plan which features to demonstrate).
- For remote test drives, recommend a route near their home that will allow them to experience all that the vehicle has to offer. Clearly communicate the date and time of vehicle drop-off and pickup.
- For VEHICLE test drives, consider stopping at a public charging station to show clients how easy it is to charge the vehicle.

Purchase/Delivery

- Ask the client how much time they have for delivery, agree to the timing and stick to it.
- Explain/demonstrate all the features the client wants to know about, as well as EV charging.
- Introduce your client to the Service Department. If the client conducted this transaction mostly online, they may not feel a connection to the dealership, so it's important that you introduce them to Service at delivery.
- Offer to provide a Second Delivery after the client has driven the vehicle for a few days.
- Leave the client your complete contact information and let them know you are happy to answer any questions that come up.



CHAPTER 7: DELIVERY

While we covered delivery as part of the sales process in Chapter 5, in this chapter, we highlight some best practices for delivering EVs (such as the 2024 Acura ZDX).

DEALER ACTIONS FOR EV DELIVERY

Preparation

As you prepare a vehicle for pickup or delivery, follow these steps:

1. If they ordered an EV, confirm the charging package the client selected. *NOTE: If they had selected Public Charging Credits only (Package C), you can skip the remaining steps in this list.*
2. If the client chose the Home Charging Bundle or Portable Charging Bundle (Package A or B), check your DreamShop Order Management portal to see if there is an associated DreamShop order for this client. If there is an associated order:
   - Verify that the DreamShop order matches the client's selected package.
   - If the order and selected package are the same, do not put the selected charging equipment in the vehicle; instead, issue a refund for the price the client paid for the charging equipment (using your dealership's refund process).
3. If no matching order is found on DreamShop, take the selected charging equipment from your inventory and place it in the client's vehicle. After the vehicle RDR is complete, you will receive a refund through balance forward that will be paid out at the end of the month.

AcuraLink® Connected by OnStar® Enrollment (2024 ZDX Only)

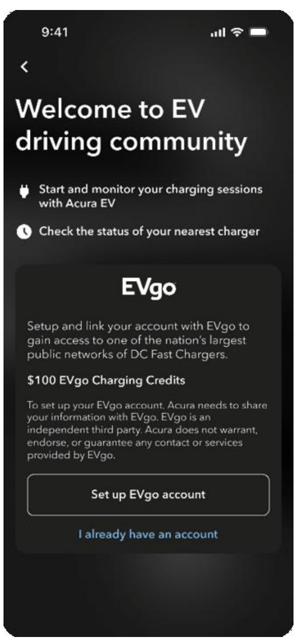
To allow clients to claim their public charging credits, you must enroll them in AcuraLink® Connected by OnStar® via the iN portal within 30 days of RDR. If enrollment is incomplete, some services, such as SiriusXM and Google built-in, will not work.

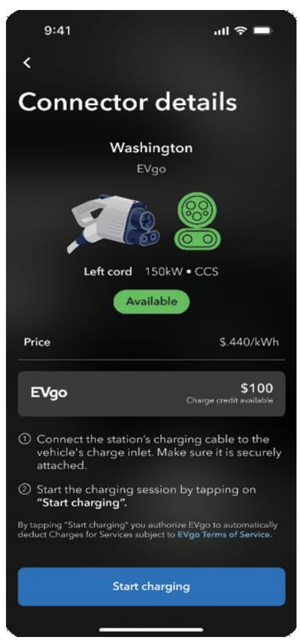
To activate the services:

1. Have the client download the Acura EV app and create an account or sign in.
2. Text the client an enrollment link via the iN portal: go to Sales > AcuraLink > **AcuraLink Vehicle Enrollment**. This link is valid for 24 hours and OnStar must be activated within 30 days of the vehicle purchase.
3. Have the client open the Acura EV app for further instructions on completing their enrollment.

After enrollment, clients use the Acura EV app to create (or link to an existing) an EVgo account to use their credits. Please note that all VEHICLE clients receive public charging credits based on their selected Charging Package:

- Package A – Home Charging Bundle: $100 credit
- Package B – Portable Charging Bundle: $300 credit
- Package C – EVgo Public Charging Credits: $750 credit





ESTABLISH AN EVGO ACCOUNT

The client uses their Acura EV app to create an EVgo account and claim their public charging credits.

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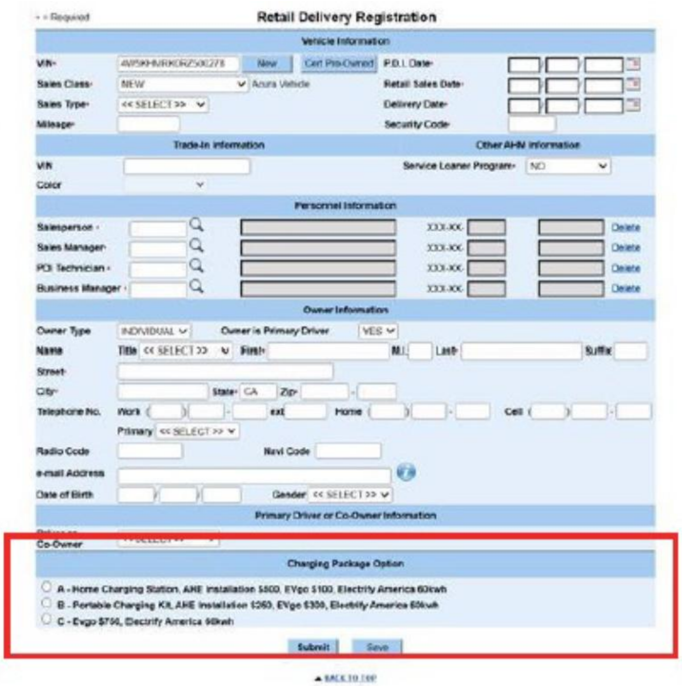
Generate the RDR

After delivery, generate the vehicle's RDR and be sure to include the client's selected charging package if the client purchased an EV.



INDICATE THE CHARGING PACKAGE

Remember to add the charging package to the RDR.

Acura EV App Benefits

This helpful app lets clients remotely manage and monitor their vehicle. They can:

- Access EV resources.
- Find local public charging stations.
- Get assistance from Concierge live chat.
- Monitor charging status.
- Use remote commands (find vehicle, door lock/unlock, and more).
- Access EVgo and redeem EVgo charging credits.
- Enable AcuraLink® Connected by OnStar® features (2024 Acura ZDX only).

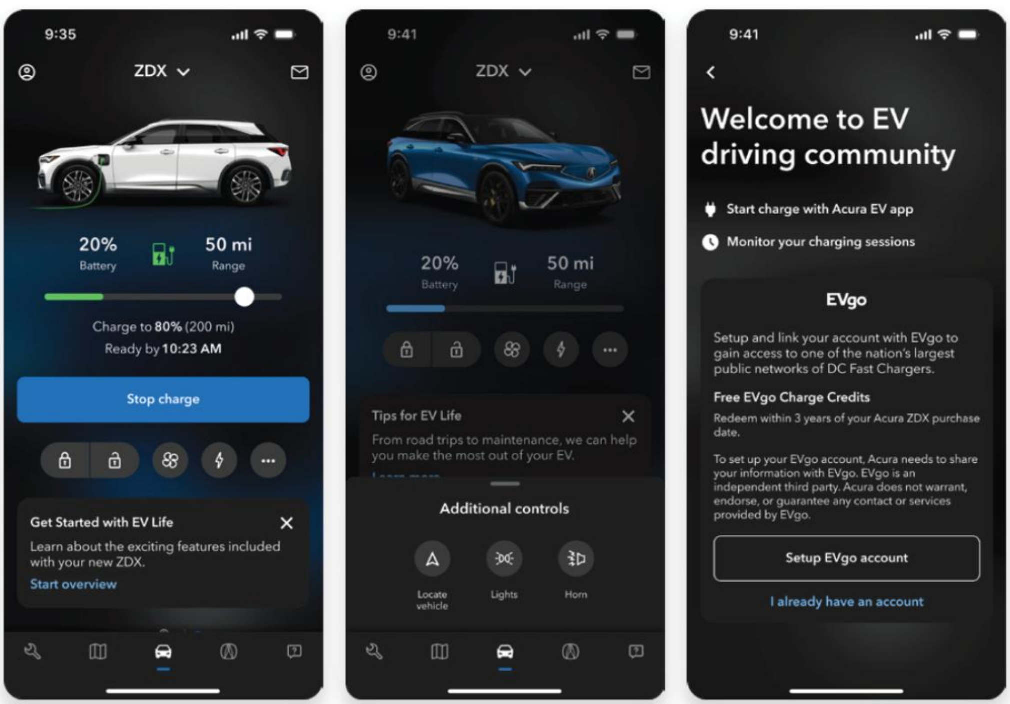
For clients who custom order a vehicle, the app also tracks the vehicle through delivery.

DELIVERY BEST PRACTICES (EV-SPECIFIC)

Make the most of Acura resources such as the ZDX Personalized Settings Worksheet and the Perfect Delivery Checklist. These were shown in Chapter 5. Go to the Interactive Network and select **Sales > Perfect Delivery**.

In addition, consider your client's familiarity with EVs and be sure to thoroughly explain what they can expect from the charging process. Here are some examples of topics you can cover with your client:

1. Ensure that your client has downloaded the Acura EV app and activated AcuraLink® Connected by OnStar® for their public charging credits.
2. Show clients how to find nearby charging stations using the Acura EV app and the in-vehicle Google built-in feature.
3. Point out EV-specific indicators such as the battery life and range. *NOTE: Range can be affected by many factors, including weather, driving style and road conditions.*
4. Demonstrate how to connect and disconnect the charging cable using the charger at your dealership.
5. Show them the owner's manual for their home charger which you can find on DreamShop.
6. Follow up with clients to answer questions.



CHAPTER 8: DEALERSHIP SETUP

This setup provides general guidance on setting up and managing the DSP platform at your dealership. Depending on your role, you may not have access to some of these settings.

RECOMMENDED DEFAULT CONFIGURATIONS

To set up an iPad for your dealership:

- Download the Casting App—Digital Transactions from the Apple App Store or Google Play™ store.
- Download the Acura EV or Acura Enterprise app.
- Use a Safari or Google Chrome browser (do not use incognito mode).
- Designate your dealership's website (Tier 3 website) as the homepage.
- Add bookmarks to frequently accessed pages.

To set up Sales Consultants' workstations:

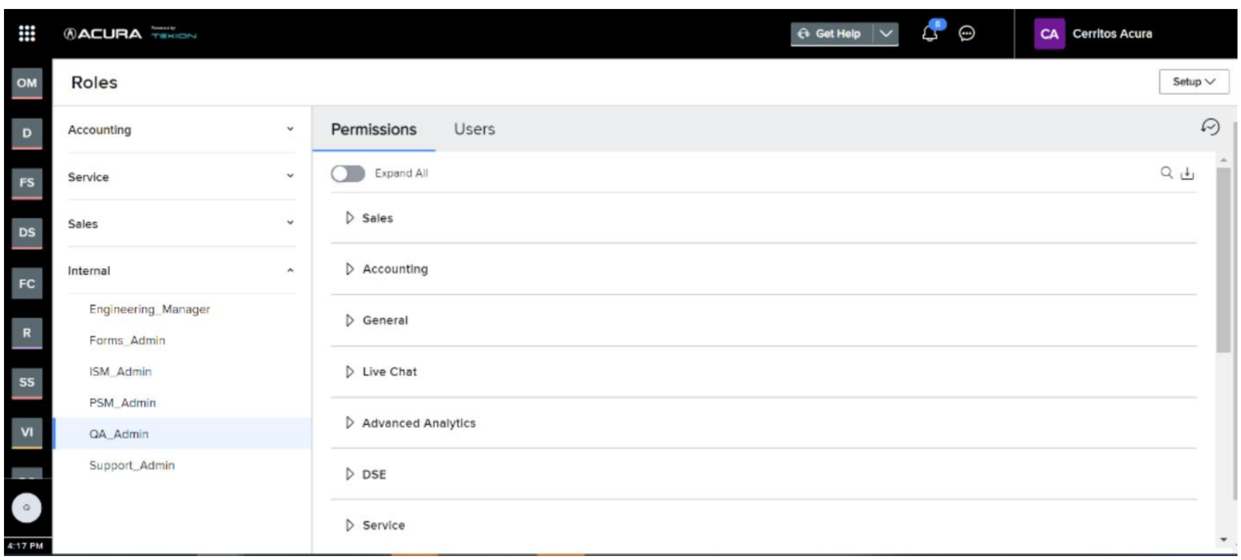
- Open the DSP Dealer Portal.
- Add bookmarks for frequently used pages (e.g., Deals, Appointments).
- Add bookmarks for Acura.com, your dealership's website, and the Acura Home Electrification site.

NOTE: Discounted rates on iPad leases are available via iN for AHM dealers. Please see *<u>Ordering Hardware and iPads</u>* *in this guide for details.*

ROLES AND PERMISSIONS

The Roles app houses the permissions that grant users access to all areas of the DSP platform. To make adjustments:

1. Open the Roles application.
2. Select the Role that needs to be updated from the panel on the left.
3. From the **General** section on the right, expand the row to view General permissions.
4. Scroll or use the search bar in the top right to find the role you want.



When "All" is designated for a user, **all** the permissions for User Setup will be enabled. This includes:

- View access to all roles for the dealership, with the exception of Admin roles. These will only appear if the user has an Admin-level role.
- View access to the **Permissions** and **Users** tabs for each role.

The "View/Create/Edit Roles" designation gives users the ability to:

- Request a Role: This role would then need to be approved by an Admin user.
- Request changes to a Role's permissions: These changes would then need to be approved by an Admin user.

Only users with the role of Controller or SuperAdmin can approve requested updates and requested roles. All other users with this access can simply request items for approval.

SM

F&I

TRADE TOOL CONFIGURATION

DSP trade tools help create a seamless, transparent experience for clients. They also give you and your clients confidence on their trade-in via an Instant Cash Offer (ICO).

During checkout, clients can enter their vehicle details, receive an instant quote (guaranteed by the trade tool provider) and get a payoff amount from their financial institution (if applicable). The new vehicle selling price is updated with the amount of the trade-in.

You can also add a trade-in manually using the DSP portal.

Requirements

Kelley Blue Book (KBB) and **Black Book** (BB) must be connected to your DSP platform to function properly. Dealerships must be in contract and set up with both KBB and BB by the end of onboarding to go live with the platform.

BLACK BOOK OPENLANE

Black Book is managed by OPENLANE. To connect to Black Book, your dealership must:

1. Provide the following:
    - Copy of the active dealer license
    - Signed and notarized Power of Attorney*
    - Copy of the dealership's W9
    - Title and controller contact names and emails
    - Specific transport address and instructions, if any
    - Complete ACH information via this link
2. Submit all of these to your OPENLANE sales representative or to hondago@openlane.com.
3. Once all items have been submitted, your OPENLANE representative will schedule an in-person training at your dealership on the Guaranteed Offer program.

*The signed and notarized Power of Attorney form allows OPENLANE to reassign titles on your behalf to the end buyer of a vehicle on their platform, which makes reimbursement faster for any Guaranteed Offer vehicles you redeem.

Once OPENLANE receives the marketable title and the notarized lien release from you, they reimburse you 100% of the Guaranteed Offer via ACH within three business days. The vehicle will be subject to the Redemption Program Terms.

To move the vehicle from the deal to Black Book, log into your OPENLANE account and select **Redeemed – Send** vehicle to OPENLANE.

If your dealership doesn't buy the vehicle, OPENLANE sends an inspector to your lot to check the vehicle and list it for sale on OPENLANE. OPENLANE manages the sale and absorbs any losses or gains. Once the vehicle sells or if it sits on your lot for too long, it will be transported off your lot by their team. Contact the OPENLANE Guaranteed Offer team at Hondago@openlane.com with any questions you have during this process.

Kelley Blue Book Enrollment

KBB is managed by Cox Automotive. To connect to KBB, your dealership must sign a contract with KBB ICO. For enrollment details and a copy of this contract, your DSM will connect you with your assigned KBB ICO Sales Team Representative.

After signing the contact, you will schedule a 60-minute Digital Retailing Experience webinar with a KBB Information Consultant. Additional requirements may be requested by your KBB Information Consultant during the training (e.g., ACH information for liquidation).

For questions on enrollment, contact your KBB ICO Sales Team Representative or email cai.icooperations@coxautoinc.com.

When KBB purchases a vehicle, they send payment within 72 hours of receipt of the title after inspections are completed. These are sent via ACH; if this is not set up, a paper check is mailed.

For more information, refer to KBB’s Instant Cash Offer Quick Sheet for Grounding and Liquidating Vehicles.

Moving the deal to KBB is the same process as selling a vehicle at auction: KBB is the buyer and the ICO is the sale price.

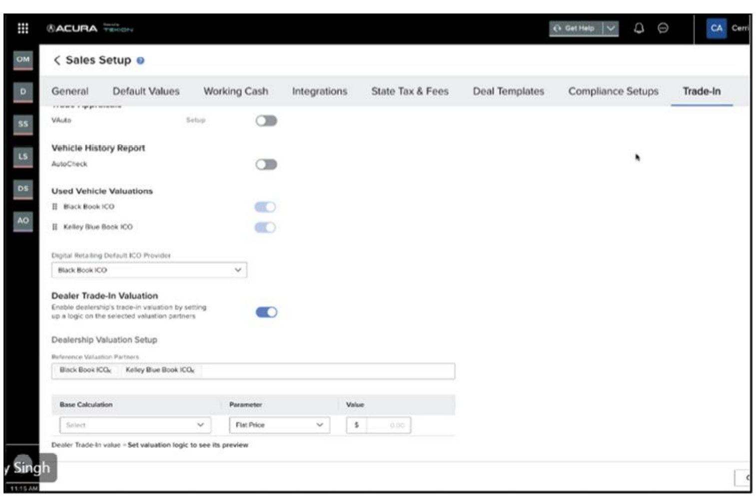
You can choose to schedule a vehicle for a Manheim auction with an affiliated facility. This must be done within 7 days. Only vehicles with an Excellent condition tier selection are eligible for auction.

For KBB details and best practices, visit.

Setting Defaults

To use the trade tool in DSP, go to the nine-dot menu in the upper-right corner and select **Sales Setup**. Click **Trade-In.** KBB and BB are enabled by default once your dealership is enrolled and onboarded.

You can select the default provider. During the secure checkout, this is the first offer the client sees, from left to right.



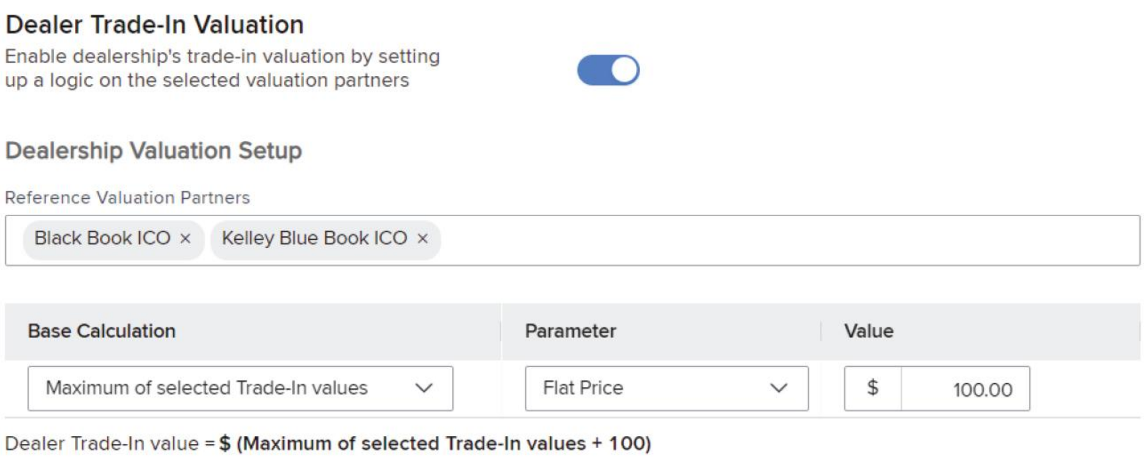
SALES SETUP

Use this screen to configure the trade tool for your dealership.

You can also enable **Dealer Trade-In Valuations** to create custom offers. Under **Dealership Valuations Setup**, select specific calculations (including minimum offers, maximum offers, and average offers) referencing other valuation partners.

You can also select a flat-price or percentage adjustment based on the calculation selected.

Once you are done, click **Save**.



DEALER TRADE-IN VALUATION

Set up the calculation based on your valuation partners (e.g., average of reference valuation partners plus a flat price of $300 or maximum of reference valuation partners plus an additional 5%).

F&I CONFIGURATION

DSP finance tools create a seamless experience for your clients by securing financing deals from lenders in realtime and making the financing journey easier. Dealerships can configure the lenders you want to use within the system.

iDeal/UniFi Enrollment

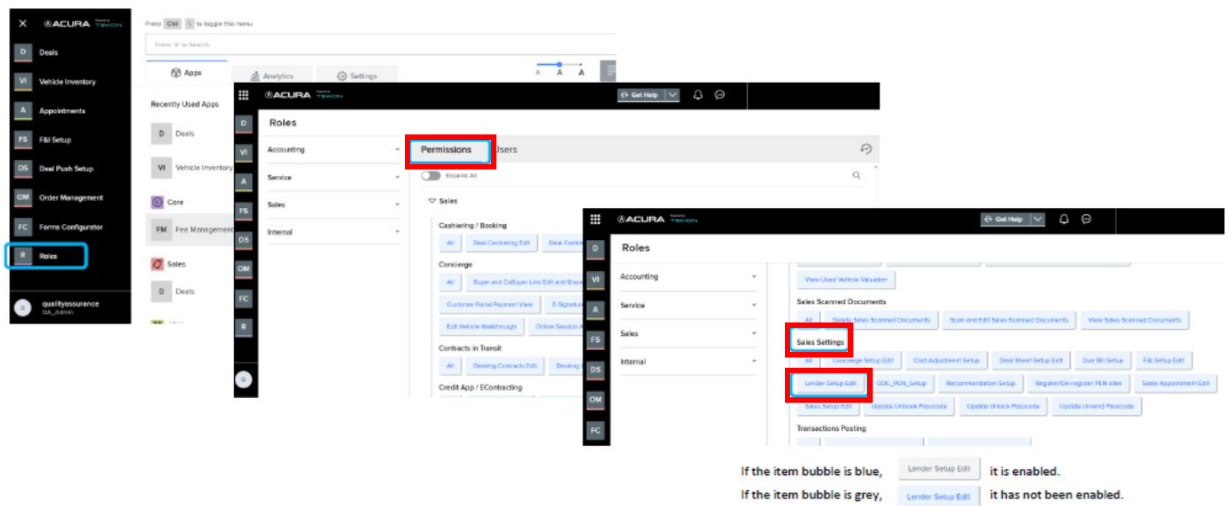
Enrollment requires iDeal Digital Contracting and iDeal Remote Signing. Clients will use the iDeal Remote Signing Process to sign their funding documents. To enroll, click here.

You may also choose to contract with third-party lenders using Dealertrack's UniFI Digital Contracting and/or Dealertrack's UniFi Remote Signing. Click here for more information. To enroll, click here.

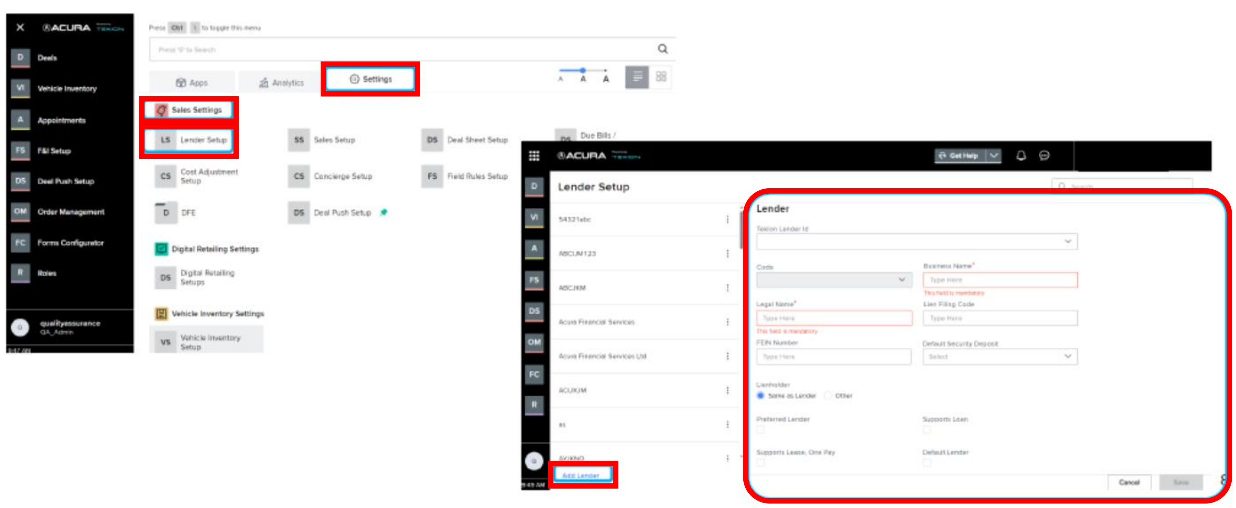
For browser configurations, check iContracting System Requirements Guide on iN.

Lender Configuration

The default lender is AFS, you'll need to configure any other lenders. Start by enabling Lender Setup Edit. Go to the Roles page and select **Permissions**. On the Sales drop-down menu, go to Sales Settings and select **Lender Setup Edit**.

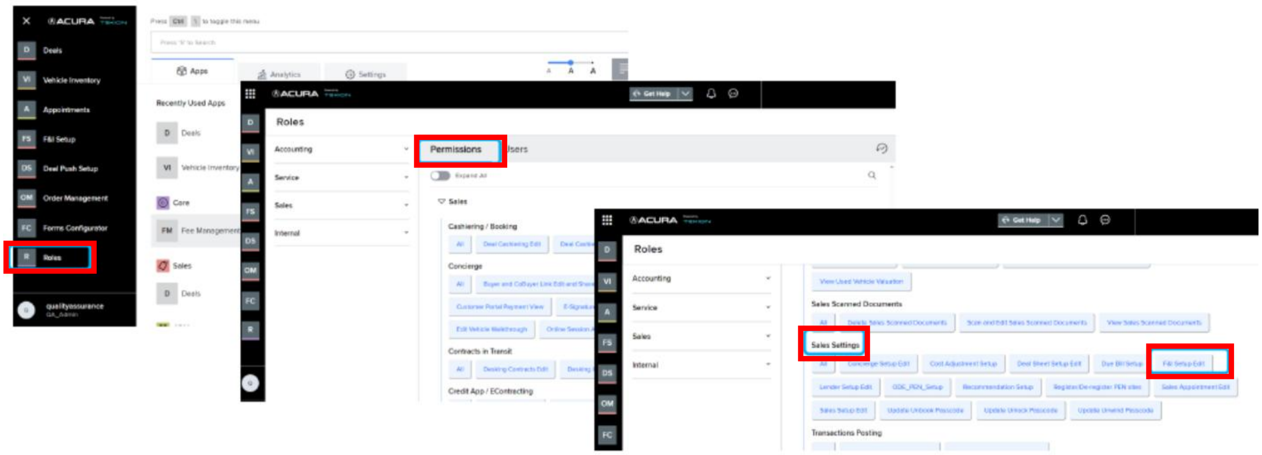


Open the App Grid and go to the **Settings** tab. In the **Sales Settings** section, choose the Lender Setup app tile. On the **Lender Setup Screen**, click **Add Lender** in the lower-left corner and fill out the required fields.

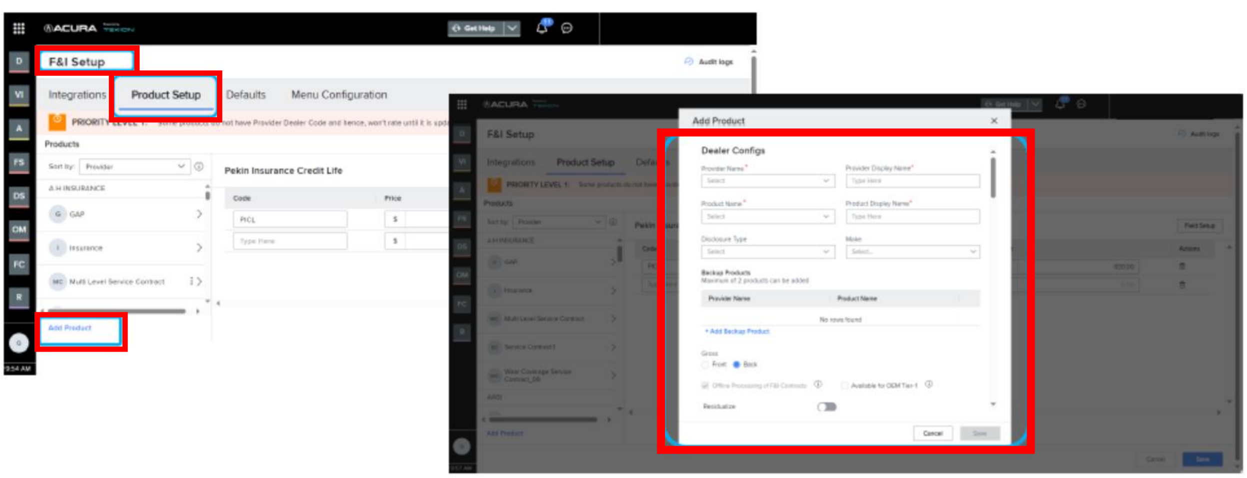


F&I Product Configuration

Start by enabling F&I Setup Edit. Go to the Roles page and select **Permissions**. On the Sales drop-down, go to Sales Settings and select **F&I Setup Edit**.

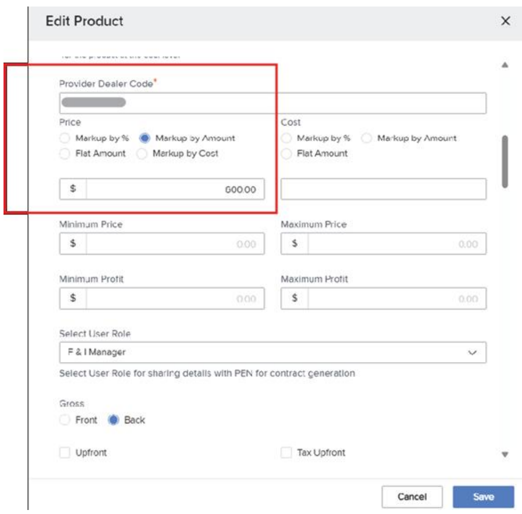


Open the App Grid and go to **Settings**. In the **Sales Settings** section, choose the **F&I Setup** app tile. On the F&I Setup screen, click **Product Setup**. Select **Add Lender** in the lower-left corner and fill out the required fields.

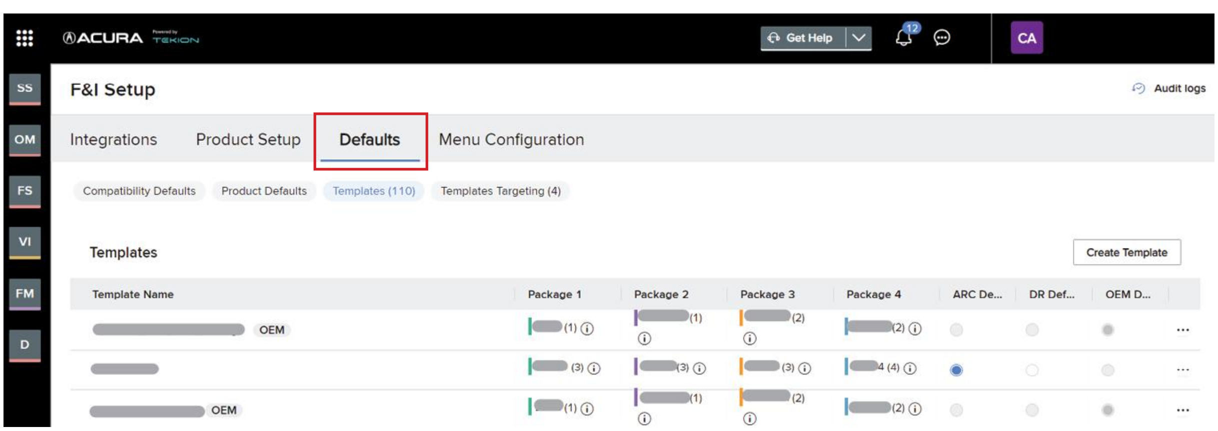


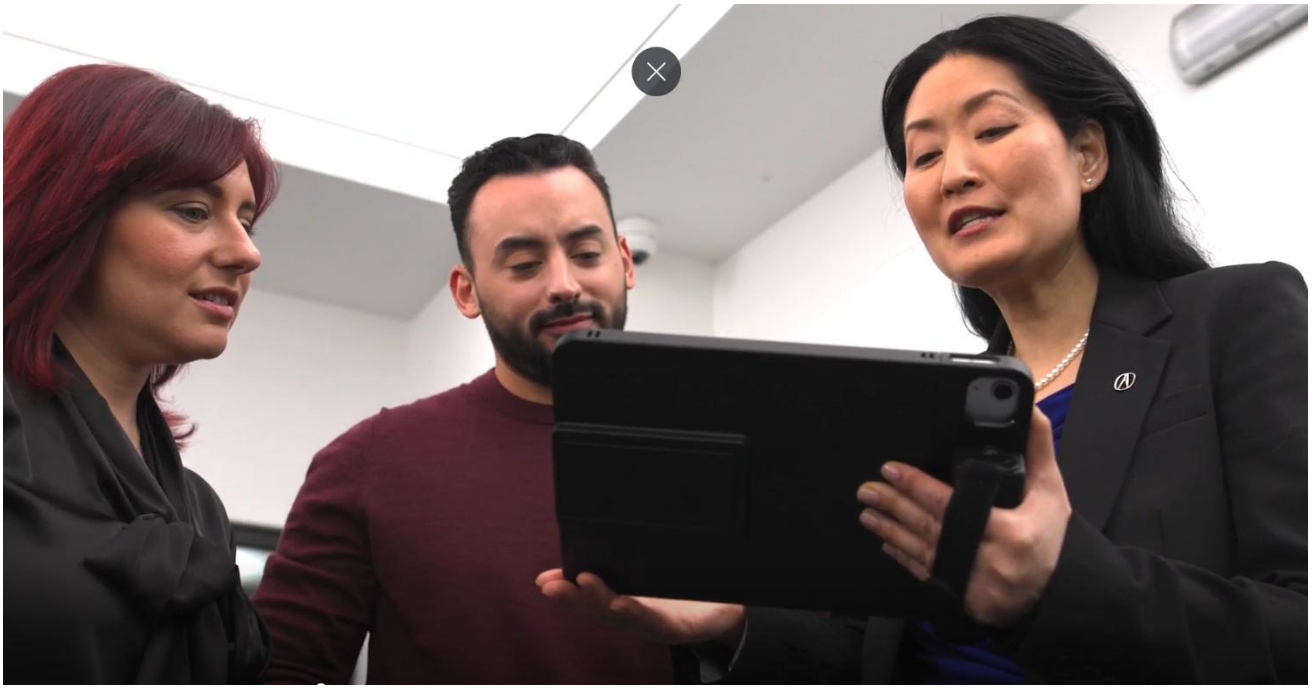
You can also configure individual F&I products on the Product Setup screen. To edit details (including product markups), hover over any product with a PEN tag and click the three-dot menu > **Edit**.
Select **Add Product** at the bottom-left of the page to add your dealership's F&I products.

Remember to configure prices with the markups to ensure that clients see the correct figures. Acura Financial requires F&I products to be contracted as either front end or back end.



To add or remove products to F&I templates for both the dealership (Dx) and Digital Retailing (Cx) sides, select F&I Setup > **Defaults**. Then select **Template**. Click on any Template name to see the products included and how they map to different tiers (e.g., Platinum, Gold). You can update which templates are defaults for both Dx (when the dealer presents the F&I menu) and Cx (when the client views the packages online).





ORDERING HARDWARE AND IPADS

For an optimal in-dealership client experience, we recommend using iPads during the sales process. This gives the client more control as they search inventory, select options, estimate payments, and review F&I products. It also allows the client to sign documents electronically.

Your dealership can leverage AHM's bundled discounts by ordering iPads through iN. AHM makes no additional profit when you order through iN, but it's a convenient process with purchase and leasing options available.

The available configurations for iPads and accessories are:

- Bundle A: iPad, swivel dock, and detachable case
- Bundle B: iPad and case with handstrap

For ordering quantities, we recommend:

- Dealerships with fewer than 5 Sales Consultants: 2–3 bundles
- More than 5 but fewer than 10 Sales Consultants: 3–5 bundles
- More than 10 Sales Consultants: 4–7 bundles

You must order at least two bundles when using the ordering portal.

To order iPad bundles, go to iN > DSP > Program Resources > **Hardware Ordering Portal**. If it's your first time, you'll be asked to enroll with your order and business details. This process takes about 15 minutes. After submission, enrollment takes approximately 1–2 days for approval. You will receive the agreements electronically for signature via DocuSign.

Once your dealership has a signed agreement, standard delivery takes 1–2 weeks. Orders are processed and fulfilled by Insight. All Apple devices for bundles are leased; all accessories (docks and handstraps) are owned by your dealership.

CHAPTER 9: FAQS

Find the answers to your outstanding questions under the following topics:

ALLOCATION

1. If someone goes in and attempts to order, but the dealership has the MTOC in transit, does the dealership lose that unit?

If the client preorders and their chosen MTOC is on ground or in transit, DSP should prioritize on-ground units, then in-transit units. The vehicle is unavailable for other purchase on Acura.com until the client completes checkout. If the MTOC is not on ground or in transit, a Client Order would be needed and that unit will be shipped to the dealer. This is in addition to your current allocation (through the Digital Bucket).

The system will sell on-ground inventory first.

2. When can clients "Complete Checkout"?

Once the vehicle arrives in dealership, the client will receive an email asking them to complete their checkout. Checkout includes trade-in, credit application, finalizing accessories and extra selections, and signing documents. The dealer must also finalize the deal and sign, even if the client is completing the process online.

3. Are Client Orders considered part of my allocation?

No. Client Order vehicles are in addition to your allocated units.

ALLOCATION (CON'T)

4. If the client decides they don't want the vehicle, do we keep the extra unit? Do we have a choice to give the unit back?

If the client cancels before the VIN has been assigned and it's additional to the dealership's allocation, the dealership does not receive the vehicle.

If the client cancels after the VIN has been assigned, the dealership will keep the vehicle, and the VIN will be released back to inventory for other clients to purchase.

5. I have a trim and color on-hand that matches a Client Order before their assigned vehicle arrives. Can I give them the one on hand?

Yes. Using DSP, cancel the order and start a deal with the VIN on hand. The initial deposit was refunded, so you will need to explain to the client that it is not reflected in the new price.

6. What if a client placed a deposit and pre-ordered a car, but now wants to change to a different color?

The client can click on Change Order from their Orders screen. If their change results in a change to estimated delivery time, they will see that as they make changes.

7. How does the dealership handle a Client Order change after the VIN is assigned?

The dealership cancels the original order in DSP and finds a vehicle matching the client's preferred configuration. This could be a unit in inventory, in transit or a new Client Order. The deposit should refund automatically.

If a new Client Order is needed, the dealership will guide the client through the online process and the client will leave a new deposit.

BRAINTREE

1. How are dealerships notified that a new deposit has appeared in Braintree?

. Braintree does not send email notifications every time a payment is credited to a merchant's account. They provide reports that dealerships can use to reconcile credits to their bank account. To view disbursements, access the Disbursement Summary Report by logging into your Braintree account, clicking on Reports in the top navigation and selecting Disbursement Summary Report.

CANCELLATIONS, CHANGES AND REFUNDS

1. **How do we cancel orders on DSP?**

   In the Order Management screen on the DSP platform, click on the order to open up the detail. Select the red Cancel Order button on the upper right.

2. **Since 72 hours prior to production is the cancellation point for the assigned Client Order unit, how can a dealership see where the unit is in relation to that 72-hour mark?**

   The only way to tell is if the client is able to make modifications to the order.

3. **My client has reserved a custom order vehicle, but never checked out, as they wanted to see the vehicle in person. What would I need to do if they choose to change trims after seeing it in person?**

   You can cancel the order and start a new one from inventory or as a Client Order. You can apply any deposit to the new transaction.

4. **Why can't a client cancel an order if they can modify?**

   We want the dealership to be able to help the client in this process, in case of concern. You will need to refund the deposit.

5. **What if the client cancels a Client Order when the vehicle is almost here, does the dealership keep it?**

   If the client cancels before the VIN has been assigned, the dealership does not receive the vehicle. If the client cancels after the VIN has been assigned, the dealership will keep the vehicle, and the VIN will be released back to inventory for other clients to purchase.

6. **Is a deposit no longer refundable at any point?**

   Please ask your Sales Manager for the policy at your dealership.

CANCELLATIONS, CHANGES AND REFUNDS (CON'T)

7. My client said they haven't received the refund, but I processed it in Braintree and DSP. What do I tell them?

If it has been fewer than 7 days after initiating in the system, you may wish to remind the client that, depending on their credit card issuer, it could take up to 7 days for a refund to be credited to their account.

You can also advise your client that a refund will sometimes appear in the form of a reversal rather than a credit. This means the original charge would have dropped off the client's statement rather than a separate credit being issued. They can check if the original charge still appears.

Additionally, you can assist your client by providing them with the Acquirer Reference Number (ARN) or Trace ID associated with the refund transaction, which they can pass along to their credit card company/bank to help them find the transaction. *NOTE: An ARN may only be available if the refund was issued as a credit.* You can check to see if there is an ARN for the refund transaction by following these instructions:

- Log into your Braintree account and locate the refunded transaction.
- Select the **Refunded Transaction ID** link.
- Scroll to the **Transaction Information** section.
- The ARN can be found at the bottom of the **Transaction Information** section.

8. Can the clients change their Client Order after it's been placed?

Yes, there are ways for a client to change their order. They can do this themselves by logging into Acura.com and going to Orders. A client will be able to change their configuration in the system up to 72 hours before production, before the VIN is assigned. For a client who wishes to change after the 72-hour time frame, you can cancel the existing order and either start a new order with the preferred configuration via DSP or find an existing unit in inventory (or through dealership trade).

9. Are all Acura transactions completed through DSP—even if the client is a walk-in, referral or repeat?

Yes, all Acura deals go through DSP.

Whether in-store or online, when a client begins a deal in DSP, if they don't buy immediately, they can still access the deal via the Concierge Buyer Link and continue to adjust the terms or explore more.

The dealer can see client progress and continue to assist until the deal is complete.

EV CHARGING AND HOME ELECTRIFICATION (2024 ZDX)

1. Where can clients select charging packages?

The client can use Acura.com to select a charging package during their order and checkout. Alternatively, the dealership can use DSP to select/update the client's complimentary charging package.

EV CHARGING AND HOME ELECTRIFICATION (CON'T)

2. Does the VEHICLE come with a charging kit?

Yes. The client has an option to select one of the three complimentary charging packages. One includes a home wall-mount charger, and another includes a portable charging kit. The client then has two methods in which they can receive their charger:

- **Option 1**: If the client wants to have the charger installed before receiving their VEHICLE so they will be ready to charge at home, the client should go to DreamShop and select their desired product—either Package A (Home Charging Package) or B (Portable Charging Kit). In this case, you will confirm that the client completed a DreamShop or over-the-counter order of the required charging unit. Upon confirmation with the client, remind them to bring a receipt or proof of purchase and the credit card used for the purchase so a refund can be processed by your dealership for the cost of the charger. *NOTE: The client will receive a separate refund for the amount of the installation credit associated with the charging package of choice from Electrum, allowing for approximately 28 days for processing.*
- **Option 2**: If the client does not want to have charging installed prior to receiving their VEHICLE, they do NOT need to go DreamShop to purchase the selected charging unit. They can, however, purchase any additional charging units from DreamShop. At vehicle delivery, you should confirm which charging package was selected. If the client selected Package A (Home Charging Package) or B (Portable Charging Kit), check if the client completed a DreamShop or over-the-counter order of the required charging unit. Upon confirmation with the client, place the appropriate charging unit in the vehicle to hand off to the client.

3. Do clients receive the complimentary charging package they selected at the delivery of the vehicle?

Yes, clients receive the home charging station (on installation) or a portable charging kit (at delivery).

A few days after generating the RDR, AHM will email a coupon to the client with a code to redeem for a charger. Clients who want a charger installation will need to:

- Create an account in Acura Home Electrification (AHE).
- Fill out a survey to determine their home charging needs, including verifying their address.
- At survey completion, the client will receive an estimate for installation of a charger through AHE:
  - If the client agrees with the estimate and decides to have the charger installed by AHE, the installer selected by AHE will bring the charger on the installation date.
  - If the client decides that they independently will arrange for an installation, AHE will send the charger directly to their home at no charge.

You can help the client get the process started on https://homeelectric.acura.com/.

4. How long is the charging cord for the Acura EV charger?

The standard charging cord is 25 feet in length.

EV CHARGING AND HOME ELECTRIFICATION (CON'T)

5. What if my in-store client isn't sure which charging package to choose because they don't know the cost of home installation?

Guide your client to https://homeelectric.acura.com on the store iPad or on their own device. They can log into their Acura account and complete a 10-minute questionnaire about their home setup. This will give them an estimated quote to inform their decision and continue with their purchase process.

Next, the client should upload photos of their electrical panel and desired charging site, as described by the in-platform prompts. A pre-screened and vetted local installer will review their details and call within two business days for a consultation to gather outstanding details and provide a final proposal.

6. How does the installation credit work?

After the 2024 ZDX is delivered, the client will receive an email with a coupon to use the installation credit at Acura Home Electrification through https://homeelectric.acura.com.

7. What is Acura Home Electrification?

Acura Home Electrification (AHE) is a portal set up to help Acura clients have their charging infrastructure installed, along with other energy management products. Clients can utilize resources on AHE to get a free quote.

Dealerships can get in touch with an Acura HE Energy Advisor for complete client support and installation project management. They can serve as a resource for both dealerships and clients. Get in touch with an Acura HE Energy Advisor at (888) 565-8236.

Clients and dealerships can access AHE at: https://homeelectric.acura.com.

8. If a client purchased an EV charger on DreamShop, how will they receive their credit or rebate?

Clients who selected Package A and purchased an EV charger on DreamShop will be reimbursed by your dealership once they've taken delivery of the vehicle.

Other clients will receive installation and public charging credits a few days after the Retail Delivery Report (RDR) is completed. If a client previously went through AHE to have the charger installed, they will get a refund of the credit amount a few weeks later. Otherwise, they can add the coupon into the estimate in AHE.

Note that the client must have used the same dealership for vehicle delivery that was used for the DreamShop purchase to be eligible for the refund. The dealership will receive a balance forward payment after the vehicle RDR is complete and will be reimbursed at the dealer net paid price for the part.

9. Can the client use any adapter that they can get at Amazon or other retailers?

Please note that we don't endorse the use of third-party adapters that are not Acura/Honda approved.

EV CHARGING AND HOME ELECTRIFICATION (CON'T)

10. How do I process (unopened) charging package returns from the client?

Credit the client and DO NOT give them another charger. The dealership keeps the charger.

11. When does the client receive their Acura Home Installation credits?

The client will receive an email with a coupon for their credits after you complete the RDR.

12. How do I get paid for the chargers I placed in the vehicle during delivery?

After the close of the month and the RDR is complete, dealerships will receive a balance forward payment. Dealerships will be reimbursed at the dealer net price paid for that part and will not include the markup.

13. What should I do if the client wants to change their charging package after the RDR has been completed?

In the rare case that the client wants to change their charging package after the RDR is complete, you will need to unwind the RDR. If the client has opened the box or used any charging credits, they cannot change their package.

14. What if the client orders their charger through a different dealership?

A dealership delivering the vehicle will need to provide the client with a new charger. The client must NOT open the box before returning their charging equipment to the dealership they originally purchased the charger from (the dealership that is not delivering their vehicle).

15. Can clients use the complimentary installation credit with any installer?

The installation credit a client receives is not usable for third-party installers. To redeem their installation credit, the client MUST initiate their installation project through Acura Home Electrification (AHE). To get started, they'll need to sign-in or create an account on the AHE website (www.homeelectric.acura.com) and complete the assessment, as prompted.

EQUIPMENT

1. How do I order iPads?

Acura worked with partners to provide discounted pricing for iPads and accessories. You can place your iPad orders through the Hardware Ordering Portal:

- Go to iN > Sales > DSP > Program Resources > **Hardware Ordering Portal**.
- Enter password: DSP2024.
- For more information, see the Hardware Ordering Guide.

2. Do I have to use an iPad with DSP?

No. DSP supports a streamlined omnichannel experience that allows the client to purchase the vehicle on their own or be guided through a standard desking process. For in-store transactions, you may choose to use in-store technology (iPads or workstations) to elevate the experience with DSP, or through a more traditional path where you use the DSP Dealer Portal to process the deal. You should identify what best fits the client and the situation.

3. What if the client refuses to go on the Tier 1 website to purchase a vehicle?

The client is not required to go to the Tier 1 website to purchase a vehicle. You can go into the DSP Dealer Portal to facilitate that transaction and can create that deal and go through a traditional desking process.

The only thing the client will have to do is to create an Acura.com account (if they don't have one yet) and sign digital contracts. You can enter and modify other components of the deal using DSP. To create an account, when you start a deal on the DSP Dealer Portal, you will see a box to click to send a link to the client's email address and phone number. This allows the client to easily create an account from their own device and be linked to the deal.

4. For trade-in vehicles, what if the dealership doesn't want the inventory?

This can be reviewed on a case-by-case basis.

5. Why can't I add a note to accessories (e.g., "This accessory would require another accessory for the price of $_")?

A dealership cannot add in a note to let a client know that the accessory requires additional add-ons. There will be some accessory compatibility functionality at launch. If a client selects an accessory that requires another accessory, they will see a pop-up window that explains the requirement and includes the total price for both accessories. We will continue to enhance this functionality over time. It is important that dealerships review accessories added to the transaction to confirm accuracy.

FINANCE

1. Can I add third-party lenders into DSP?

Yes. You'll need to be enrolled in UniFi's Digital Contracting and Digital Contracting and Remote Signing functionality. For more information and enrollment, go to https://us.dealertrack.com/content/dealertrack/en/honda-acura-digital-contracting-form.html.

2. Is a soft-credit pull required for DSP?

No, but it will provide an estimate on deal value.

3. Can a client add a co-buyer?

Yes. You can use the Tekion Concierge Co-buyer link to send the co-buyer documents if they are not in the dealership with the buyer.

CLIENT ORDERS AND VEHICLE RESERVATIONS

1. Where can a dealership see Client Orders?

Client Orders can be seen in the DSP Dealer Portal under Order Management, on the Client Orders tab. For more information, please see The Client Order Guide in iN under DSP Program Resources. You can also review the Reservations section in Chapter 5.

2. Once the vehicle arrives at the dealership, is there a delay in notifying the client? Or will the client see that it has arrived at the dealership immediately?

In DSP's Orders section, you will be able to see the status of the vehicle, including whether it has arrived at the dealership. You should monitor progress on the transaction in the Dealer Portal and follow up with the client.

When a vehicle arrives at the dealership, the client receives a "Vehicle Delivery—Vehicle at Dealership" email notification that prompts them to complete checkout.

Once the client is at the checkout page, there'll be an estimated time of arrival (ETA) on the vehicle. This includes the vehicle delivery configuration date (additional days before delivery so the dealership can prep the vehicle) that the dealership has entered in their DSP settings.

For example, if the vehicle arrives at the dealership on 10/25, the client will receive the Vehicle Delivery email on 10/25 to prompt checkout. If the dealership selected "2 days" in their vehicle delivery configuration setting, the client will see a vehicle delivery ETA of 10/27.

3. What do they mean by "hold time"?

For custom orders, "hold time" refers to the production slot/ETA. The length of hold time is 30 minutes. When a client enters the payment screen, the "hold time" is triggered.

In rare cases, the dealer can take action to remove the vehicle from the deal and make it available for a different client, if the original client has decided not to purchase the vehicle.

CLIENT ORDERS AND VEHICLE RESERVATIONS (CON'T)

4. How do I reserve a vehicle for a client?

Currently, the iN pre-sold functionality is disabled for VEHICLE. However, you can still reserve a vehicle for your client on DSP via the following steps:

- Log onto DSP via iN.
- Start a deal on **Deals** tab.
- On the New Deal page, go to the **Vehicle** tab and select the vehicle to be reserved.
- Start the deal.
- Once on Desking screen, click **Confirm Dea**l on top right corner.
- Enter payment details or select **Confirm without Payment**.

For more information, refer to the Reservation section of this guide. Reserving a Vehicle on DSP on the Program Resources Page on iN (iN > Sales > DSP > Program Resources > **How to use DSP**).

5. In DSP, how long is a vehicle held for a particular client before it is released and made available for another client?

During checkout; there is no hold until the client submits a credit application during their secure checkout. Once a credit application is submitted, a 30-minute hold begins.

Adding hold and release timers to the checkout process is under consideration for release later this year.

6. How do we manage competition between online and in-store clients looking at similar vehicles?

We are supporting the efficient sale of vehicles that are on the ground. For clients who come into the dealership, we encourage you to check the DSP Dealer Portal to see if the requested vehicle is in process for another client. If it's available, you can start a deal on DSP for your client.

TAX CREDITS AND REBATES (2024 ZDX ONLY)

1. Can my client get the IRS tax credits if they live in a different state than where our dealership is located?

Yes, the IRS rules are not dependent on the client and selling dealership being in the same state. You or your client can go to electric.acura.com to get more details on what tax credits are available within their ZIP Code. Please visit IRS.gov for the latest on Federal Tax Credits.

2. If the client leases an EV and would like to apply the $7,500 federal tax credit, are there any income limits?

No, there is no income cap on leases. All 2024 ZDX leases qualify for the $7,500 federal tax credit. Please visit IRS.gov for the latest on Federal Tax Credits.

TAX CREDITS AND REBATES (CON'T)

3. Is the 2024 Acura ZDX eligible for the $7,500 federal tax credit?

Yes, the Acura 2024 ZDX is eligible for the $7,500 federal tax credit. If the client is leasing, the incentive will be directly included into the terms of the transaction. If the client is purchasing, eligibility for the credit depends on a few factors. They must buy it for their own use and use it primarily in the U.S. Their modified adjusted gross income may not exceed $300,000 for married couples filing jointly, $225,000 for heads of households, and $150,000 for all other filers. Check out the EV Incentives Finder at electric.acura.com for more details and other EV incentives that may be available. Please visit IRS.gov for the latest on Federal Tax Credits.

4. How can clients claim the $7,500 federal tax credit?

Eligible EV clients can claim the $7,500 credit as part of their federal tax return or, depending on the dealership, they may have the option to transfer the credit to the dealership at the time of purchase so the credit may be applied to the cost of the vehicle. If a client decides to claim the credit as part of their federal tax return, they should know that the $7,500 credit is non-refundable and can only be applied to the taxes they owe; they will not be able to receive it as a refund. You can recommend they consult with a tax professional for further guidance. Please visit IRS.gov for the latest on Federal Tax Credits.

5. Do we need to tax the tax credit?

The tax credit is a cap cost reduction, which means that tax needs to be collected.

6. Does a business qualify for the $7,500 tax credit if they lease an EV?

Businesses will qualify for a Federal Tax Credit through the 2022 Federal Inflation Reduction Act.

The Federal Inflation Reduction Act includes a provision (Section 45W) that allows businesses and tax-exempt organizations to receive tax credits of up to $40,000 for leasing commercial clean vehicles acquired after December 31, 2022, and before January 1, 2033. Please visit IRS.gov for the latest on Federal Tax Credits.

If the entity were to purchase, instead of lease, they would still go through 45W, but receiving the credit would be dependent on their tax liabilities. It is the business's responsibility to independently apply and confirm their eligibility.

TRADE TOOL

1. Are dealerships required to offer both Kelley Blue Book and Black Book trade-in services?

Yes. To ensure that we provide the best client experience and full transparency, both providers are mandatory. Refer to the Dealer Operations Manual for details.

2. What if the dealership does not agree with the value of the trade they see from the trade provider?

If the client correctly answered the questions in the trade portion of the transaction, the selected trade tool provider will buy the vehicle from the dealership at the price shown.

TRADE TOOL (CON'T)

3. What happens if the client misrepresents the trade?

You will see the trade-in at the Dealer Portal (DSP) as soon as the client applies it during checkout. If the client doesn't check out all the way and goes in-store, you can appraise the vehicle to confirm what's in the system and make any adjustments at that point. If the client transacted all the way and the client is found to misrepresent the trade, please contact your trade tool provider.

- **Kelley Blue Book**:
  Email: cai.icooperations@coxautoinc.com
  Dealer Support: (877) 547-7780
- **Black Book**:
  Email: hondago@openlane.com

4. Can I change the price of the trade shown?

Yes, you can adjust the trade via the DSP Dealer Portal.

5. How accurate are these appraisals?

In contrast to a Sales Department or a Used Car Manager, these companies price hundreds of thousands of cars per month and are experts in assessing their value.

TRAINING

1. Do dealership champions have resources to support training other Sales Consultants in their dealerships?

Dealership personnel can take any Tekion training modules within the Tekion Learning Management System by searching for "DSP" Training on Online University within iN.

Dealership champions can reference the available DSP guides, which are housed in the iN under the DSP Program Resources tab. These resources are also available on the AcuraInfoCenter (login required)

2. Where do I go to retake the training?

Dealership champions can always access the Tekion LMS by entering their email at https://learning.tekion.xyz. After entering your email, you will receive a magic link in your email to use to log in. You can also access DSP Training on Online University within iN.

If you need to add more people from your dealership, contact your Tekion Business Solution Analyst or email DSP@ahm.acura.com.

TRAINING (CON'T)

3. **Will the guides include screenshots of what clients see on their side through the order process from Acura.com?**

   Current guides have screenshots of the client screens and sample emails the client receives upon placing a Client Order. We are also producing videos to show the client experience. You can find these guides with screens and videos in the Client Order Guide published in the DSP Program Resources in iN.

   Additional information is also available on Acura Info Center under the DSP Training pages. *NOTE: This site requires a login.*

OTHER QUESTIONS

1. **What's the latest on CDK integration?**

   AHM has had a series of technical meetings with CDK and will be able to integrate the CDK DMS. We are finalizing the timeline and will have the integration available as soon as possible.

2. **Will the destination charge be included in DSP?**

   Yes, once the final pricing and offers are loaded, the destination charge will be included in DSP.

3. **If the client is using the dealership's iPad, can we send the link to complete the credit application to it instead of their personal device? How?**

   Yes. However, we recommend sending the link to the client's personal device even if they are already using the dealership's iPad. This is because they'll have to log into their email account on the dealership's iPad in order to receive the link and need to remember to log out of their email account at the end. Overall, the experience would be less convenient.

4. **Are there ways to configure the timing related to delivery?**

   The dealership determines delivery options and, if agreeable, can hold the unit while the installation takes place.

   You also configure "turnaround" time or the additional time in the estimate for inspection and prep. You can configure this on DSP under Settings > Sales Setup > Default Values > **Vehicle Delivery Configuration**.

5. **How does AHM help dealerships to remain competitive in setting their pricing?**

   Dealers should expect a standard advertising process: MSRP until 1:1. Standard national offers will continue. For cash and retail financing transactions, pricing follows the traditional process.

   For captive leases, a personal offer is made to the client through DSP. The lease offer is based on national lease programs, as well as regional and competitor insights to ensure competitiveness.

OTHER QUESTIONS (CON'T)

6. How do we include our On Order units as available for ordering?

Currently, DSP prioritizes on-ground inventory first, then in-transit inventory; then the vehicles allocated to the dealership for Client Orders that have not yet been shipped. If none are available, DSP will find an unallocated vehicle and attach it to the order. The system automatically looks for units allocated to your dealership. Vehicles currently assigned as orders to clients will be shown here.

7. Will the Acura 2024 ZDX qualify for THPP and ADALP?

Yes, the Acura 2024 ZDX is now available for Acura Dealership Associate Lease Program (ADALP), Team Honda Purchase Program (THPP) and Honda Associate Lease Offer (HALO).

8. Is the Acura EV app linked to AcuraLink?

Dealerships will need to help their clients activate and connect AcuraLink® Connected by OnStar® on the Acura EV app.

Here are the steps on how to do so:

- Advise the client to download the Acura EV app on their personal device.
- Have them sign in with their Acura.com credentials into Acura EV app.
- Go into Interactive Network > Sales > AcuraLink > **AcuraLink Vehicle Enrollment** and enter the VIN of the vehicle. This allows you to send an enrollment link via text message to the client's smartphone to start the activation for AcuraLink® Connected by OnStar® services.
- Have the client activate AcuraLink® Connected by OnStar® services in the app. Follow the prompts on the app to complete activation.
- Ask the client to push the OnStar blue button in the vehicle for the welcome call.

9. Will EV clients who currently own Acura ICE vehicles with the AcuraLink® app, need to download the Acura EV app as well? Or is it integrated in the current AcuraLink® app?

Clients will need both apps. Through the Acura EV app, clients can track their custom order delivery, access EV resources and easily find nearby charging stations.

10. Will the Acura 2024 ZDX be in PCCV loaner service? What is the process for that? Is tax credit used up?

The ZDX exposure units for PCCV were available in the summer of 2024 for a brief period of time. If this feature returns, we will inform the dealers.

11. Are we enrolling AcuraLink® Connected by OnStar® services via the iN method?

Yes, it is very important to send the enrollment link from iN by going to Sales > AcuraLink > **AcuraLink Vehicle Enrollment.** You can send the link to your client via SMS or email, but SMS is preferred for the client's ease of use. Please make sure the client downloads the Acura EV app before you send them the enrollment link.

12. Does AHM cover the cost of the Dealertrack UniFi for dealerships?

No.

CHAPTER 10: ADDITIONAL SUPPORT AND REFERENCES

GENERAL DSP RESOURCES

DSP Program Resources

For general information about DSP, go to the iN > Sales > Digital Sales Platforms (DSP) > **Program Resources**

DSP Checkout

For dealerships that have completed DSP implementation:

- DSP-enable dealerships will be invited to optional, weekly DSP Dealer Support Webinars provided via iN.

For Technical Support 24/7:

- Phone Support: (833) 247-2240
- Email Support: DSPSupport@tekion.com
- Chat Support: Chat is available via the Get Help icon in the DSP.

DSP Platform Support

For implementation questions, implementation status and platform training, contact your assigned Tekion Business Solutions Analyst.

For immediate or emergency support for the dealership, contact your DSM/Acura Zone Manager for immediate support.

EV CHARGING AND DELIVERY RESOURCES

Acura Charging Station Locator

Access directly or via Acura.com: https://afdc.energy.gov/stations#/find/nearest

Acura Electric Vehicle and Charger Incentives Microsite

Search by ZIP Code and other eligibility factors to identify available federal, state and local incentives at https://electric.acura.com.

Acura Home Electrification Site

Help your client get a free quote or a consultation with a Home Energy Advisor at http://homeelectric.acura.com. You may also call for assistance at (888) 565-8236.

EV CHARGING AND DELIVERY RESOURCES (CON'T)

AcuraInfoCenter.com

Understand general concepts like tax incentives, EV perks and how EV maintenance works, and view the Charging and BEV FAQs:

- AcuraInfoCenter.com > ZDX > Explore > **Tips for EV Life**
- AcuraInfoCenter.com > Training > **2024 ZDX Training**

DreamShop

For questions about DreamShop, go to iN > Parts > DreamShop > **Resources**.

MyGarage

Find detailed articles and diagrams to help answer your client's EV questions and more at MyGarage.Honda.com.

Ordering Chargers

For questions about ordering chargers, please reference the Charging Solutions and Delivery Success Kit on iN under DSP Program Resources. For further questions, please contact your District Sales Manager (DSM) or your District Parts and Service Manager (DPSM).

FINANCE RESOURCES

Finance Guide

The Finance Guide explains the enrollment and configuration process for the finance tool in detail.

Lead Management Guide

The Lead Management Guide shows the flow of the lead process on DSP.

DSP Price Configuration Guide

The DSP Price Configuration Guide outlines the factors that could impact the prices clients see on DSP. It explains:

- What dealership personnel can configure
- What clients can control

iDeal Support

- For general iDeal Support questions, please contact your Dealer Relations Manager.
- For technical support with iDeal software, contact the iN Helpdesk at (800) 245-4343.

UniFi Support

- (833) 247-2240
- SFIEmails@coxautoinc.com

OSDX QUICK REFERENCE GUIDE

Please reference this brief overview of the key DSP screens required when working with a client in-store. For more details on these steps, see Chapter 5: Recommended Sales Process Flow.

Deals

Vehicle Inventory

Appointments

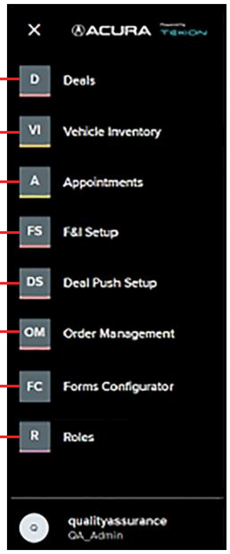
F&I Setup

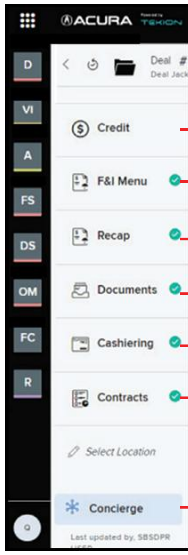
Deal Push Setup

Order Management

Forms Configurator

Roles





Credit: Start the credit application

F&I Menu: Purchase F&I Products, Accessories and Extras

Recap: A review of the deal

Documents: All necessary paperwork

Cashiering: Completes **the checkout process**

Contracts: Copy to come

Concierge: View recent client activity

Build Deal

To start a deal, go to the Deals page and click **Start Deal**. On the New Deal page, you can navigate by Customer/Lead, Vehicle, or Customer. On the Customer tab, either choose your client's existing profile or create one by selecting **Build Customer**.

Once you've found the deal, select **Start** and use the Desking screen to enter details.

Find Client in the DSP System:

Appointments (A) tile if the client made an appointment.

Order Management (OM) tile if the client ordered a VEHICLE.

Deals (D) tile if the client started a deal, selected a vehicle and logged in.

NEGOTIATE DEAL AND TRADE-IN

Work with your client to determine deal terms, add-ons, complimentary charging packages, subscriptions, and more using the Desking screen in DSP.

For trade-ins:

- Select the **Net Trade-In Value** tab.
- Select the **Add Trade-In Vehicle** button and enter the details.

Add Trade-in Vehicles:

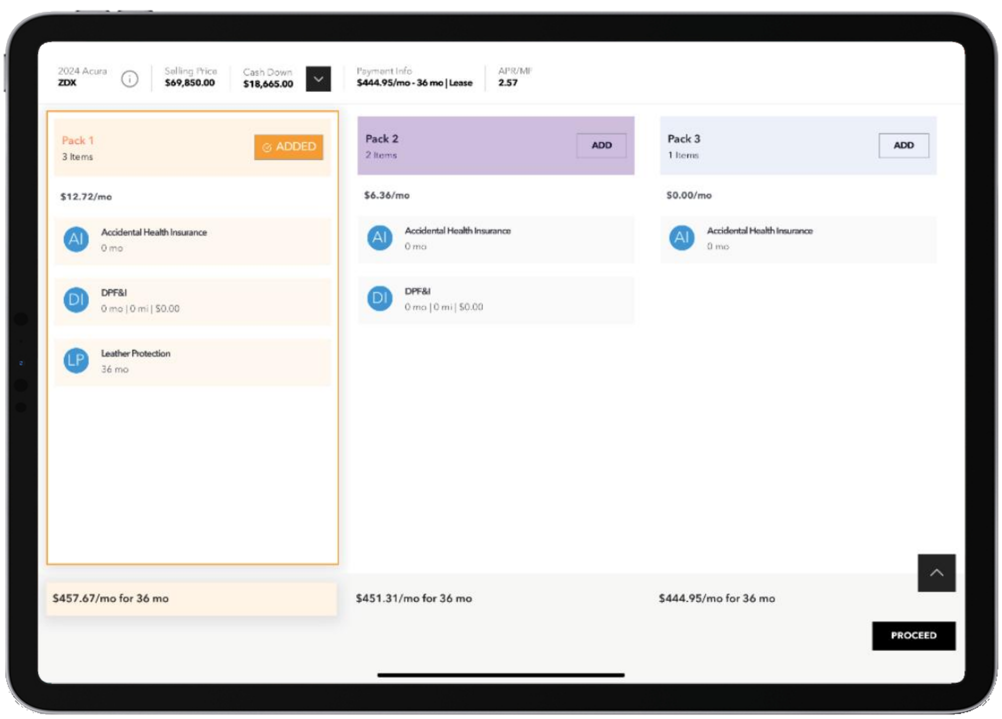
Confirm trade-in payoffs are correct.

Manually calculate modifiers.

Ensure rebates are correct.

Purchase F&I Products, Accessories, Extras

Depending on your dealership policies, you can cast the F&I menu onto the iPad for clients to select their options. To push a deal to F&I Status and present the F&I menu, click the F&I button in the upper-right corner of the desking screen.



FINALIZE CREDIT APPLICATION AND SIGN DOCUMENTS

Once the deal is built, follow the financing flow:

1. Submit a credit application.
   Credit tab > New Inquiry > Concierge tab > link to the client's application.
   Enter client email to have file sent for their completion.
2. Review lender decisions with your client.
   Credit tab > Credit Applications and E-Contracting > **Compare Lender Decisions**.
   Confirm the client's preferred lender and select **View** in Desking.
3. Ensure that the deal structure is correct.
   Double-check "Total Amount Financed," update as needed.
4. Import the deal on iDeal or UniFi:
   - Credit tab > Credit Applications and E-Contracting > **Submit** to DealerTrack.
   - On iDeal or UniFi, upload documents by clicking **Import Deal**.
   - Enter **Residual Hard Adds**.
   - Enter **Documentation Fees**.
   - Enter **Vehicle Insurance** information.
   - Verify and update the **Acura Care** provider, as needed.
   - Client signs and submits lender contract documents.
5. Finalize the deal on DSP:
   - Collect payment and book the deal.
   - Prepare for delivery, including DMV registration and other final documents.

VEHICLE DELIVERY

- Clients complete **Personalized Settings Worksheet** and download the **Acura EV app**.
- Sales Consultant prepares documents and inspects the vehicle using the **Perfect Delivery Checklist**.
- Sales Consultant walks the client through the checklist and help activate **AcuraLink® Connected by OnStar®** using iN (for Acura 2024 ZDX).
- Sales Team generates the RDR and includes the client's selected charging package.

DSP GLOSSARY

Terms and Tools

Acquirer Reference Number (ARN):
This is the unique number assigned to a credit card transaction. You can use an ARN to check the transaction status (Capture, Chargeback, Refund). The number is assigned when the transaction advances from the dealership's bank (acquiring bank) to the cardholder's bank (issuer bank).

Acura Dealership Associate Lease Program (ADALP):
AHM provides associates with the opportunity to lease vehicles using American Honda Finance as the lender, which makes it easier to enjoy the benefits of driving a Honda or Acura.

Acura EV App:
This app allows clients to remotely manage and monitor their custom order. They can access EV resources, find local public charging stations, get assistance from Concierge live chat, monitor charging status, use remote commands, access EVgo and redeem EVgo charging credits, and enable AcuraLink® Connected by OnStar® features.

Acura Financial Services (AFS) Limits:
When clients lease or finance through AFS, there are limits to the mileage allowed on returned vehicles.

Acura ID:
Creating an Acura ID account allows clients to access all of Acura's digital tools and apps, including the Acura EV app, MyGarage, Acura Home Electrification, Acura Financial Services and DreamShop, while providing them with the ability to track their custom order and delivery process.

Annual Percentage Rate (APR)/Money Factor:
APRs are used for loans and money factors are used for leases. Both terms represent the financing or interest on a loan.

Audit Log:
This page shows a complete record of the deal's activities. The Audit Log can be accessed via the three-dot menu in the top-right corner of the Desking page.

Braintree:
Braintree is software that dealerships can use to accept PayPal and credit card purchases with a single integration.

Cap Cost Reduction:
This is any upfront payment that reduces the cost of financing, such as a down payment, trade-in or rebate.

Casting:
If your dealership uses iPads in the in-store experience, you'll use the Digital Transaction Casting app to "cast" your workstation screen onto an iPad. We call it "casting" instead of "mirroring" because the two screens are not identical. Your workstation screen has all the information, the iPad screen will show the subset of information the client requires to make their decisions.

DealerTrack:
DealerTrack provides a dealer management system specializing in Sales, F&I, Digital Retailing, CRM and Dealership Management System (DMS) integration.

Disbursement Summary Report:
This is the final sales report, generated by DealerTrack.

DSP GLOSSARY

DreamShop:
This is the AHM site that allows dealerships and clients to order Acura and Honda Genuine Parts and Accessories.

Electrum:
Electrum processes the refund for the value of the installation credit if the client opts to complete the charging package installation prior to vehicle delivery.

EVgo Public Charging Credits (Package C):
The EVgo Public Charging Credits Package, also known as the DC Fast-Charging—for the Acura 2024 ZDX package, includes $750 in public charging credits.

Federal Inflation Reduction Act (Section 45W):
The Federal Inflation Reduction Act includes a provision (Section 45W) that allows businesses and tax-exempt organizations to receive tax credits of up to $40,000 for leasing commercial clean vehicles acquired after December 31, 2022, and before January 1, 2033.

Home Charging Bundle (Package A):
The Home Charging Bundle includes $500 in Acura HE Installation Credit and $100 in public charging credits.

HomeNet:
HomeNet is Acura's inventory management system (IMS) that provides for Inventory Online Solutions. This is how vehicles enter the DSP system. The process is typically handled by a dealership's Inventory Manager.

iContracting System Requirements Guide:
This document is housed on iN and assists with browser configurations during setup.

iDeal:
iDeal is a system supplier and development partner for the automotive industry. It includes iDeal Digital Contracting and iDeal Remote Signing, which together allow clients to sign funding documents from a link on the DSP platform or their personal digital device using the iDeal remote signing process.

Incremental Build:
These are built-on-demand vehicles that do not come out of a dealership's inventory allotment; they may also be referred to as incremental units.

Instant Cash Offer (ICO):
This refers to trade-in offers presented by our partners, Black Book, managed by OPENLANE and Kelley Blue Book (KBB).

MTOC:
MTOC stands for model, trim, options and color. This term refers to exact match vehicles—when you search inventory, you're looking for available vehicles that match the model, trim, options and color.

SC

SM

F&I

DSP GLOSSARY

DSP Omnichannel Digital Sales Process:
This is the process for using DSP with clients who are moving back and forth between the online and in-store sales experiences. Full details of this process are explained in Chapter 6 of this guide.

DSP Traditional Sales Process:
This is the process for using DSP with clients in-store using only the workstation. This process is detailed in Chapter 6 of this guide.

Digital Sales Platform (DSP):
This is the name of the platform Acura is using to conduct digital sales transactions. At the time of publication, DSP is used to complete sales on the Acura and Acura Certified Pre-Owned vehicles.

Digital Bucket:
Acura buyers can now custom order a vehicle, through DSP and have it allocated to their Dealer's inventory via the new Digital Bucket. DSP captures custom vehicle orders not in current inventory and holds those orders for dealer allocation and future production matching.

Perfect Delivery Checklist (2024 ZDX):
This document supports a personalized delivery of the 2024 Acura ZDX. It ensures that you explain and demonstrate key features during delivery so that your client leaves the dealership prepared to enjoy everything their new Acura has to offer.

Personalized Settings Worksheet (2024 ZDX):
This document is completed by the client prior to delivery. It provides a guide for customizing Acura's convenience features to the client's preferences.

Portable Charging Bundle (Package B):
The Portable Charging Bundle includes a $250 Acura HE Installation Credit and $300 in public charging credits.

Retail Delivery Report (RDR):
When a dealership sells a vehicle, it reports the sale back to the original equipment manufacturer (OEM) with a retail delivery report.

Team Honda Purchase Program (THPP):
This is a rewards program that offers special deals and benefits to employees of AHM-affiliated companies. With this deal, Honda associates and retirees can purchase or lease a new Acura model at a pre-negotiated price.

Trade Equity:
If a client's vehicle is worth more than is owed on it, the client has positive equity and can use that equity toward the purchase of a new vehicle.

UniFi:
This software, offered by DealerTrack, connects the various tools required to conduct a digital sale. It streamlines dealership workflows, allows paperless contracts and reduces data entry.