



Digital Sales Platform Feature Enhancements and Updates

Purpose of document

- This documentation aims to showcase the key new features and enhancements in the upcoming Digital Sales Platform (DSP) release, focusing on those that will have the most immediate and impactful benefits to our dealers and clients.
- These new features and enhancements are designed to provide dealers with greater efficiency and transparency in DSP, while offering clients a better and seamless shopping experience.



Upcoming New Features & Enhancements (August 2026)

- [Doc Fee Transparency in Online Pricing](#)
- [Clearer Lead Sources in the Deals Tab](#)
- [One-Time Passcode in Guest Checkout](#)
- [More Detail in Your CRM Leads from DSP](#)

All items above have inserted links that allow you to jump directly to the relevant page with a click.



Upcoming New Features & Enhancements

Doc Fee Transparency in Online Pricing

The background image is a faded, high-angle view of a contemporary car dealership. In the center, a red Acura SUV is displayed on a circular platform. To the left, there's a service counter and a desk with a computer. Large windows on the right side offer a view of the outside. The overall aesthetic is clean and professional.

What's Changing? In accordance with new FTC regulations, dealer doc fees now display as a separate line item in the price breakdown on Acura.com and AcuraCertified (New & CPO), visible when the customer selects "Est. Taxes & Fees."

Why are we doing this? In March 2026, the FTC warned 97 auto groups nationwide that advertised prices must reflect the total price a consumer will pay, including all mandatory fees. Adding Doc Fees as a distinct line item ensures our online pricing is FTC-compliant and transparent to shoppers.

Customer View: Est. Taxes & Fees in Price Breakdown

ACURA
Certified Pre-Owned

Overview

Vehicle History Report

CARFAX Report

CARFAX

Engine

1.5L I-4

Drive Train

Front Wheel Drive

Select Payment and Terms

Cash

Finance

Lease

Credit Score

740

Down Payment

\$4000

Select Your Term:

24

36

48

60

72

84

2025 ADX FWD A-SPEC

26,232 Miles • Cerritos Acura

Finance

Payment Summary Est.

Collapse All

Dealer Price

\$33,692.00

Total Vehicle Price

\$33,692.00

Est. Tax and Fees

\$4,044.66

Sales Tax

\$3,537.66

Title Transfer Fee

\$15.00

Current Registration

\$73.00

Current Vehicle License Fee

\$219.00

Current Transportation Improvement Fee

\$132.00

Current California Highway Patrol

\$34.00

Original Smog Abatement

\$6.00

Current Smog High Polluter Repair Fee

\$6.00

Alt Fuel/Tech Smog Fee

\$8.00

Alt Fuel Tech Registration Fee

\$3.00

South Coast Air Basin

\$1.00

South Coast AQMD

\$6.00

Current County Service Authority for Freeway

\$1.00

Emergencies Fee

\$1.00

Current Fingerprint ID

\$1.00

Current Auto Theft and/or DUI Crime Deterrence

\$2.00

APPLY

A modern car dealership interior with a red Acura SUV on display. The car is positioned in the center-right of the frame, facing slightly left. It is a red Acura SUV, likely an Acura MDX, parked on a light-colored tiled floor. The background shows a bright, open-plan dealership with large windows, indoor plants, and a service counter. The overall atmosphere is clean and professional.

Clearer Lead Sources in the Deals tab

What's Changing? The Lead Source column in the Deal page in DSP will now show specific provider names (e.g., "Acura Digital Sales Deals") instead of the generic "AEC" label.

Why are we doing this? Today, all online leads show as "AEC" in your Deal Manager, but HELMS and your CRM show distinct provider names. This mismatch makes it hard to track where leads actually come from. Now the labels will match across systems — no action needed on your end.

Example screenshot showing the incorrect lead source

ACURA

Powered by TEKION

Get Help

2

LM Learning Motors

D

Deals

Non-Compliant: 65,307 Deals

PVR: \$45,850.64

Gross: \$733,610.25

Deal Count 16 Deals

Alerts 0 Deals

Start Deal

Filter

11

Status: Select...

Reset

242,535 Result(s)

All

Search...

Download

Actions

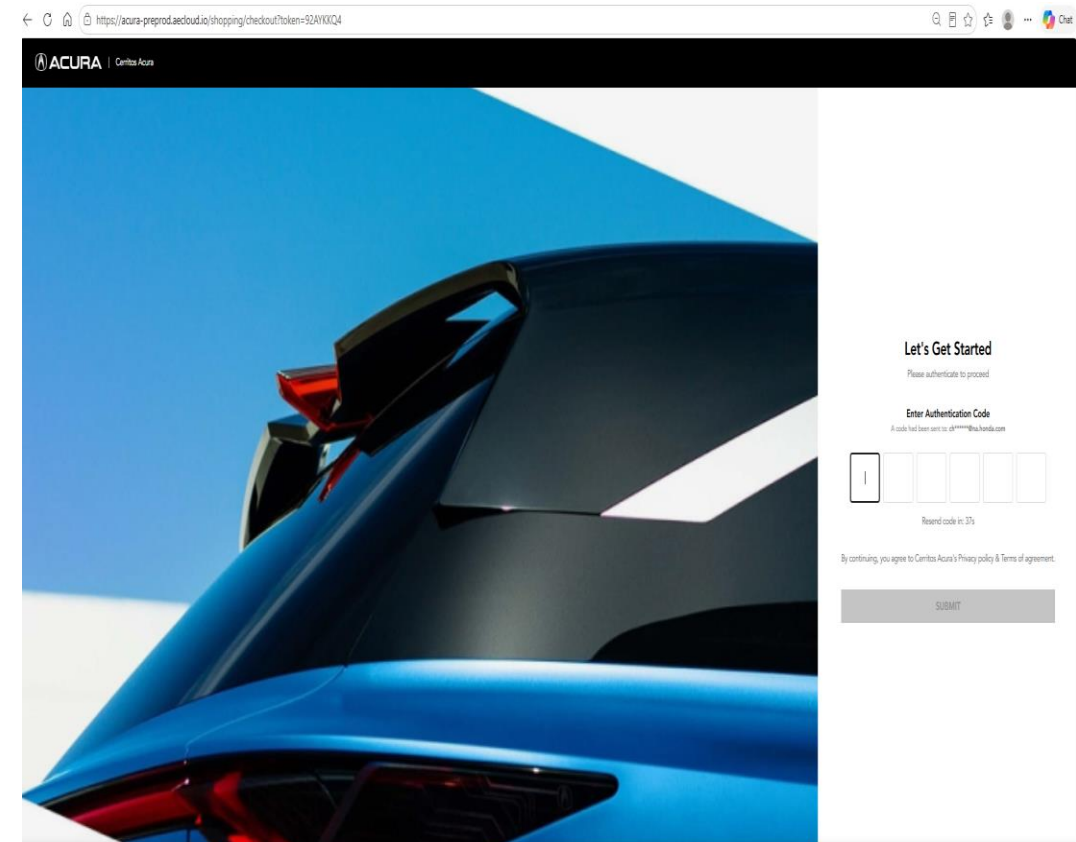
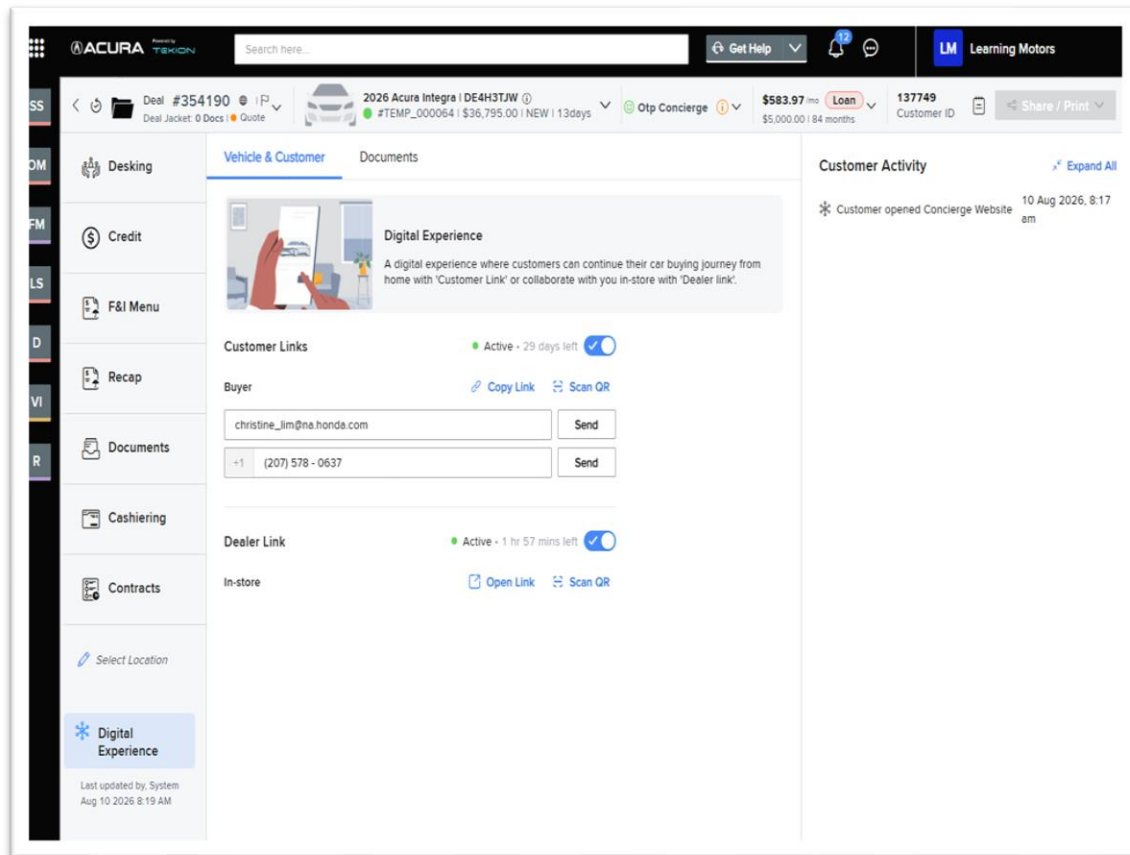
	Lead Source	Status	Stock Type	Vehicle	Notes	Deal#	
☐	Acura CPO DSP Dealer-generated Deal-Held , DSP Dealer-generated Deals	Quote	New	2026 Acura RDX		350093 2	...
☐	AEC	Quote	New	2026 Acura RDX		350092	...
☐	AEC	Quote	New	2026 Acura RDX		350091 10	...
☐	AEC	Quote	New	2026 Acura ADX		350090	...

One-Time Passcode in Guest Checkout



What's Changing and Why? Clients no longer need to make an account when they start a deal online and finish in store. **When you hand them an iPad or send a link to their phone, they'll enter their email and receive a one-time passcode to verify — no username or password needed.** Once verified, they stay signed in on that device for 7 days. This change reduces friction at the financing step and provides much better security.

The new sign-in experience at a glance:



A modern car dealership interior. In the center, a red Acura SUV is displayed on a circular platform. The background features large windows, indoor plants, and a reception desk. The overall atmosphere is bright and professional.

More Detail in Your CRM Leads from DSP

What's Changing and Why? Back in June, we began sending leads to your CRM when customers took high-intent actions online, like submitting an in-transit deposit, custom order deposit, payment submission, or credit application.

We've now expanded what's included in those leads. In addition to basic customer info, you'll receive vehicle details, deal number, event timestamps, payment amount, and credit decision — everything you need to follow up without any manual lookup.

Hot & New Features

For all Acura Dealers

The Digital Sales Platform will soon be integrated with your CRM systems.

This integration will allow you to push client information directly from your CRM to the Digital Sales Platform with a single click, eliminating the need for manual data entry.

Over the next few slides, we will demonstrate how to push CRM information to the Digital Sales Platform, starting with a detailed look at the integration for DriveCentric and VIN Solution.

We are actively working on integrations with other CRM vendors, with more to be released toward the end of the year. Stay tuned for further updates!

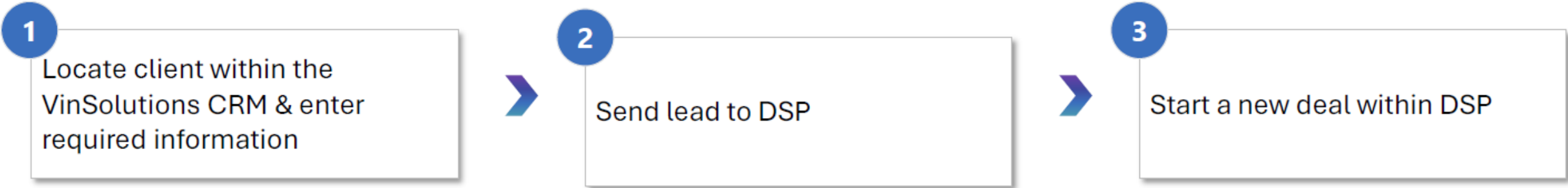


CRM Integration – VIN Solution

We’re excited to announce the VinSolutions integration with the Digital Sales Platform!

This new integration creates a **faster, easier workflow** by **eliminating manual double entry** and **reducing rework**. Customer and lead records can now be sent **directly from the VinSolutions CRM into DSP**, helping teams save time, improve accuracy, and move deals forward more efficiently.

Using the integration is simple. There are 3 steps involved:

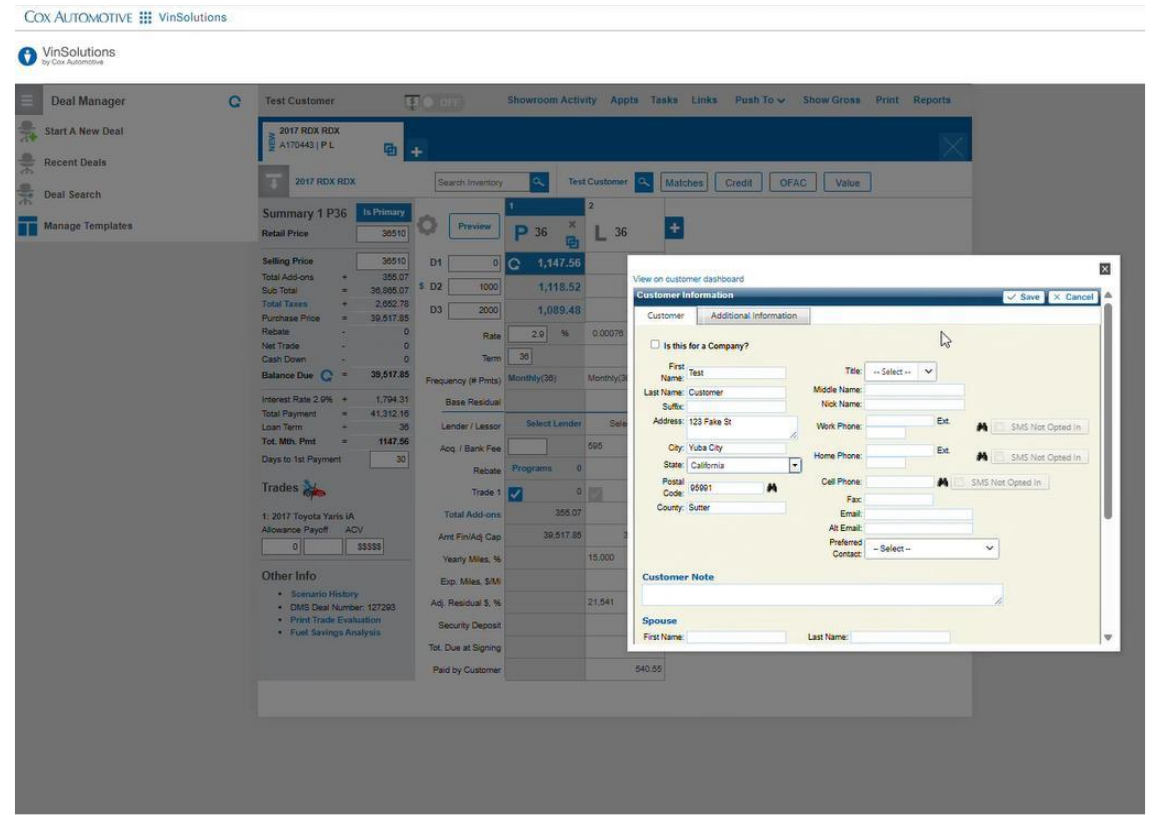
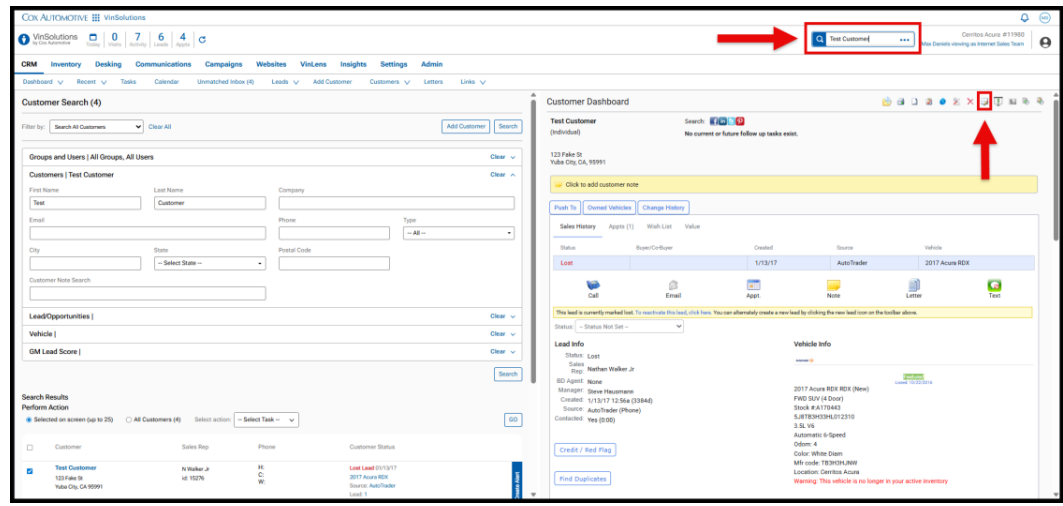


Please note: This does not pertain to ARC dealers.



Step #1:

- Search client using the search bar (top right)
- Click the “desking” icon
- Enter required information



Mandatory Fields:

- First/Last Name
- State & Zip Code
- Cell Phone Number
- Email address

Step #2:

- Click the “Push To” dropdown
- Select “OEM,” sending the lead to DSP

Test Customer: 2017 RDX RDX A170443 | P L

Summary 1 P36 Is Primary

Retail Price: 38510

Selling Price: 38510

Total Add-ons: 355.07

Sub Total: 38,865.07

Total Taxes: 2,852.78

Purchase Price: 39,517.85

Rebate: 0

Net Trade: 0

Cash Down: 0

Balance Due: 39,517.85

Interest Rate 2.9%: 1,704.31

Total Payment: 41,312.16

Loan Term: 36

Tot. Mth. Pmt: 1147.56

Days to 1st Payment: 30

Trades: 1: 2017 Toyota Yaris iA

Allowance Payoff: 0

ACV: \$\$\$\$\$

Other Info

- Scenario History
- DMS Deal Number: 127293
- Print Trade Evaluation
- Fuel Savings Analysis

	1	2
D1	0	36
\$ D2	1000	1,118.52
D3	2000	1,089.48
Rate	2.9 %	0.00076 MF
Term	36	36
Frequency (# Pmts)	Monthly(36)	Monthly(36)
Base Residual		59%
Lender / Lessor	Select Lender	Select Lessor
Acq. / Bank Fee		595
Rebate	Programs 0	0
Trade 1	☒	☐
Total Add-ons	355.07	950.07
Amt Fin/Adj Cap	39,517.85	38,055.07
Yearly Miles, %		15,000 0
Exp. Miles, \$/Mi		
Adj. Residual \$, %		21,541 59
Security Deposit		0
Tot. Due at Signing		540.55
Paid by Customer		540.55

Step #3:

- Enter DSP
- Go to Deals Tile
- Click “Start Deal” (top right) to enter the customer/lead tab
- Select your client record (newest lead will be first)
- Click “Start” (lower right) to enter the desking screen

Deals

Non-Compliant: 17 Deals PVR: \$0.00 Gross: \$0.00 Deal Count: 0 Deals Alerts: 0 Deals [Start Deal](#)

1k Status: Select... [Reset](#) 58 Result(s)

	Created Time	Credit Application	Payment	VIN #	Status	Customer	Lead Source	Stock Type	Notes	Deal#	Deal Type	Stock#
☐	Thu Apr 23 2026 1:04 PM	Loan	19UDE4H35F	Quote	Test Teklon	Walk In Custo	New			100088	Personal Purc	24190
☐	Thu Apr 23 2026 1:04 PM	Loan	19UDE4H35F	Quote	Test Teklon	Walk In Custo	New			100088	Personal Purc	24190
☐	Thu Apr 23 2026 1:04 PM	Loan	19UDE4H35F	Quote	Test Teklon	Walk In Custo	New			100088	Personal Purc	24190
☐	Thu Apr 23 2026 1:04 PM	Loan	19UDE4H35F	Quote	Test Teklon	Walk In Custo	New			100088	Personal Purc	24190
☐	Thu Apr 23 2026 1:04 PM	Loan	19UDE4H35F	Quote	Test Teklon	Walk In Custo	New			100088	Personal Purc	24190
☐	Thu Apr 23 2026 1:04 PM	Loan	19UDE4H35F	Quote	Test Teklon	Walk In Custo	New			100088	Personal Purc	24190
☐	Thu Apr 23 2026 1:04 PM	Loan	19UDE4H35F	Quote	Test Teklon	Walk In Custo	New			100088	Personal Purc	24190
☐	Thu Apr 23 2026 1:04 PM	Loan	19UDE4H35F	Quote	Test Teklon	Walk In Custo	New			100088	Personal Purc	24190
☐	Thu Apr 23 2026 1:04 PM	Loan	19UDE4H35F	Quote	Test Teklon	Walk In Custo	New			100088	Personal Purc	24190
☐	Thu Apr 23 2026 1:04 PM	Loan	19UDE4H35F	Quote	Test Teklon	Walk In Custo	New			100088	Personal Purc	24190

20 Results Per Page < Prev 1 2 3 Next >



< New Deal Personal Purchase Default

[Customer/Lead](#) [Vehicle](#) [Customer](#)

Status: Active [Reset](#) 6 Result(s)

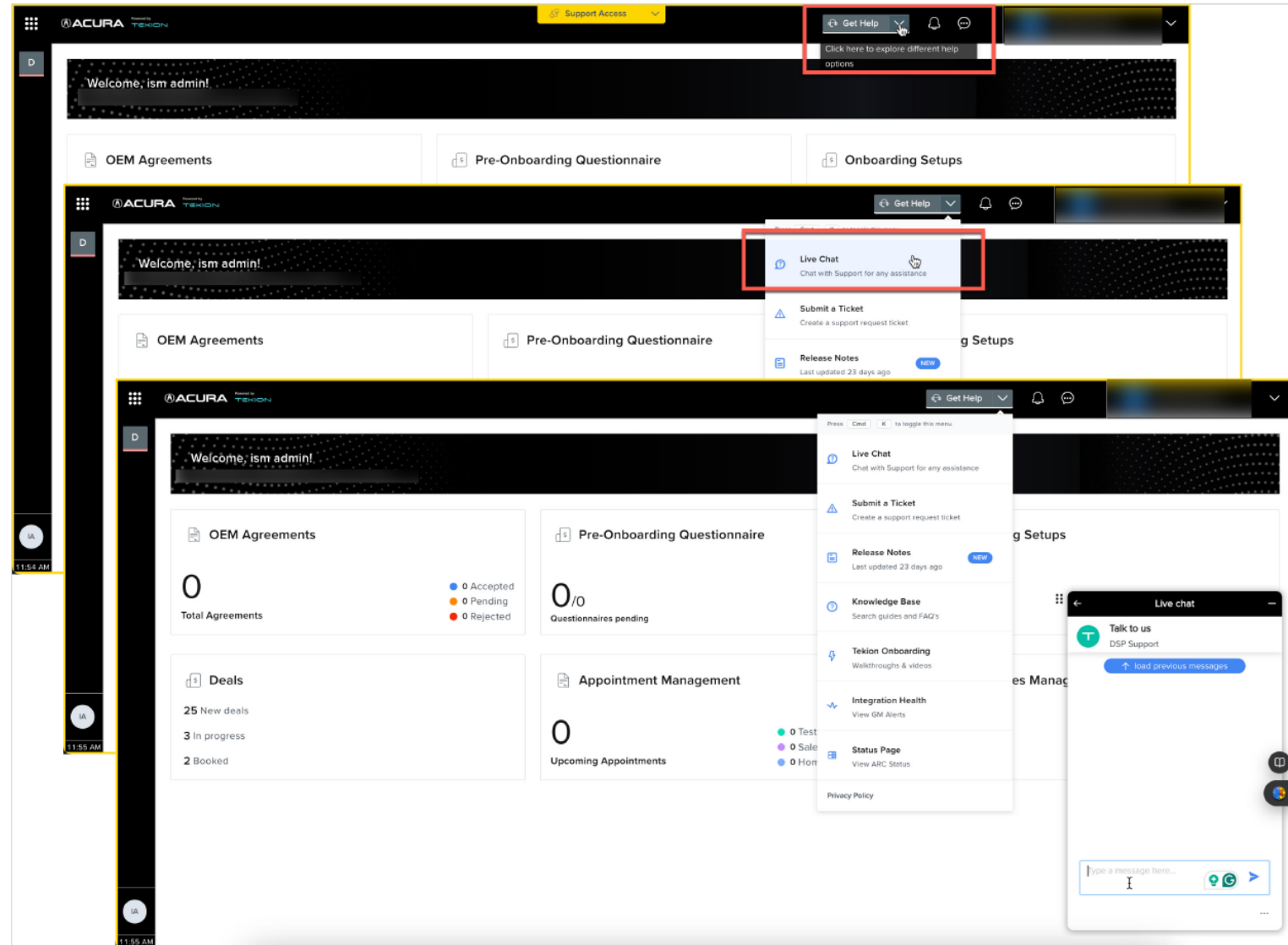
Customer/Lead Id	Name	Customer Type	Email	Home Phone	Work Phone
☒		Individual			
☒	68ee318a108c632a5fcc44a2	Individual	jsmith@gmail.com		
☒		Individual			
☒		Individual			
☒		Individual			
☒		Individual			

Please note: Only customer information & vehicle details will flow to DSP.

Get Support:

- Click “Get Help” (top right)
- Click “Live Chat”
- Type the request

The responding agent can view your screen and guide you through a quick resolution.



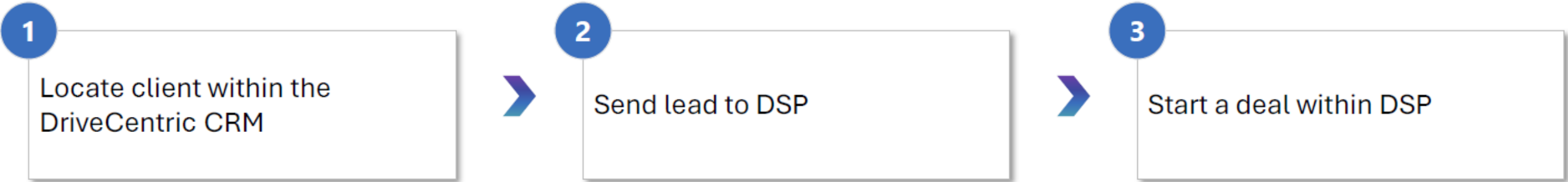


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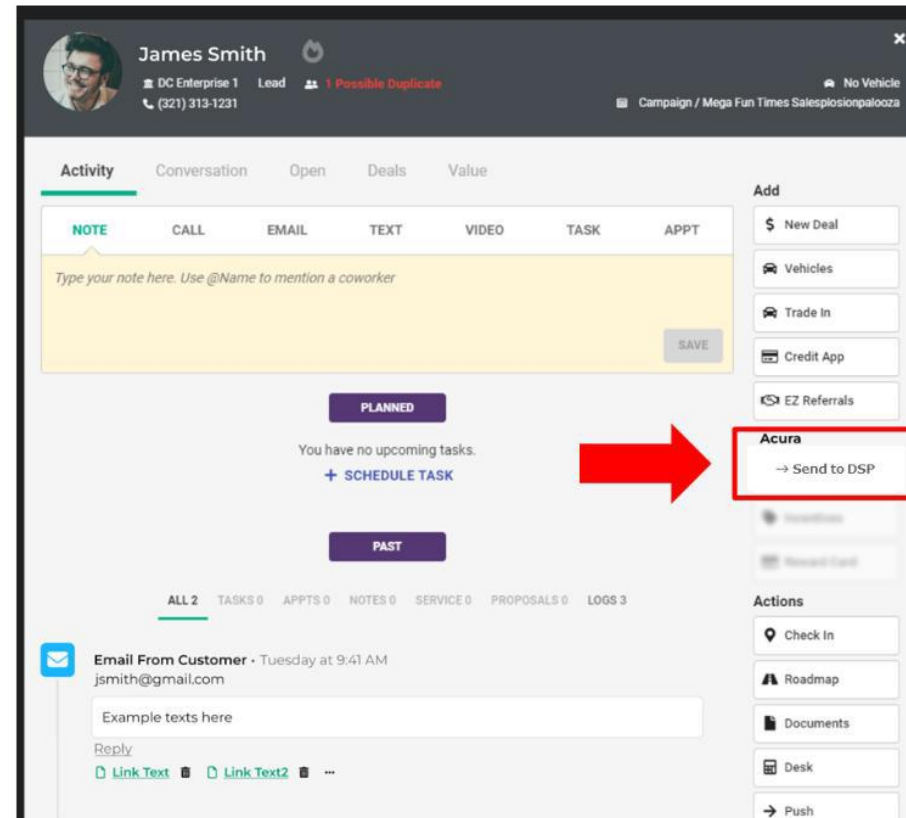


- Locate the client, in the customer card page



Step #2:

- Click “Send to DSP” found in the right-side menu



- Enter DSP
- Go to Deals Tile
- Click "Start Deal" (top right) to enter the customer/lead tab
- Select your client record (newest lead will be first)
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[REDACTED]

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