



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 (July 2026)

- [Salesperson's Contact Info, Now in Every Client Email](#)
- [Your F&I Products, Now Visible on Acura.com & DSP](#)
- [Default Custom Order Visibility for Leadership](#)
- [New Leads & Deals Flag in HELMS & Where to Find Them in DSP](#)

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



Upcoming New Features & Enhancements

The background image shows a bright, modern car dealership. In the center, a red Acura SUV is displayed on a circular white platform. To the left, there is a salesperson's desk with a computer monitor and a whiteboard. Large windows in the background offer a view of the outside world. The overall atmosphere is clean and professional.

Salesperson's Contact Info, Now in Every
Customer Email

What's Changing? Client emails from DSP will now include the sales consultant's name, phone number, and email — so customers can reach their salesperson directly.

What's in it for you?

- 1. Clients call their salesperson, not the front desk.** When a client gets an email about their deal, they'll see your direct contact info — making it easy to pick up right where they left off with the person they've been working with.
- 2. No more leads going to the wrong person.** Without sales consultant info, deal sheets and emails default to the sales manager's contact. That means the manager fields calls that should go to you, and deals can get pushed to the DMS without the salesperson attached — creating commission tracking issues for accounting.
- 3. More transparency for everyone.** The right salesperson is tied to the deal from email through to the DMS, so there's a clear record of who's working the deal. That means fewer mix-ups, cleaner handoffs, and commissions going where they should.

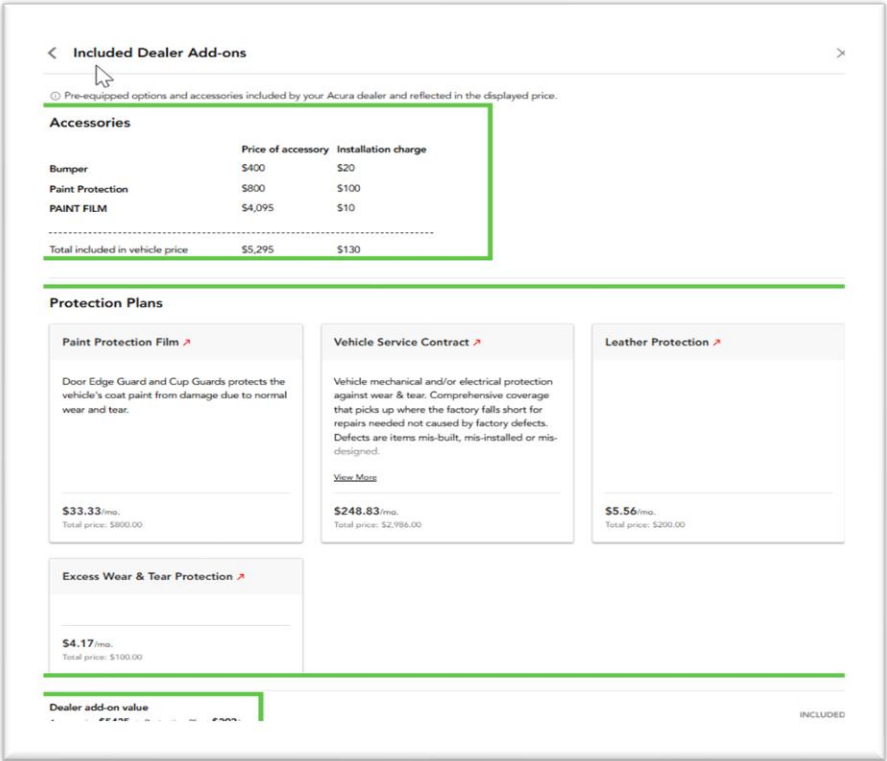
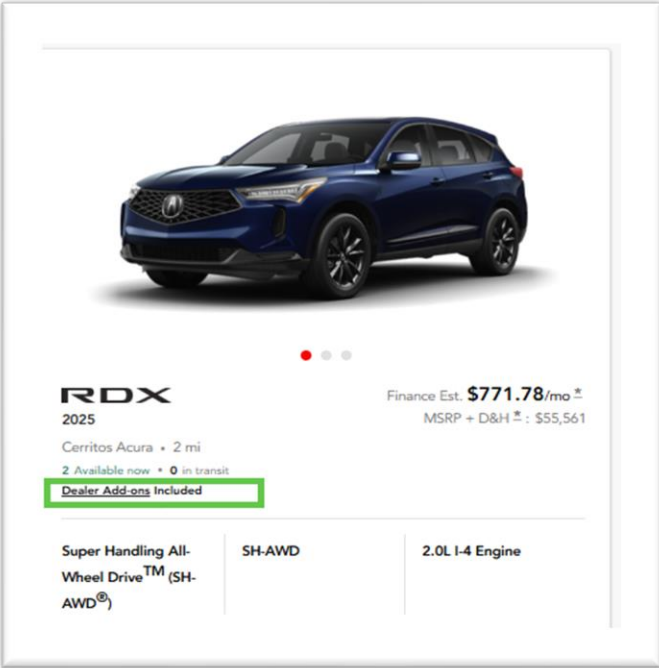
A modern car dealership interior with a red Acura SUV on a circular display platform. The background shows a bright, open space with large windows, indoor plants, and a service counter. The text is overlaid in the center.

Your F&I Products, Now Visible on
Acura.com & DSP

What's Changing? Packed dealer F&I products — VSC, GAP, paint protection, etc. — will now be displayed to customers on Acura.com and DSP, giving your F&I lineup visibility from the moment a client lands on your inventory.

What's in it for you?

- 1. **Clients are aware of included F&I products before they sit down.** Protection plans show up on the vehicle listing with descriptions and monthly cost breakdowns — customers understand the value before they reach the desk.
- 2. **Higher F&I attach rates.** Customers who see protection plans as part of the vehicle are less likely to decline them during F&I.
- 3. **No surprises, no pushback.** F&I costs are reflected in the price breakdown throughout the entire purchase flow — what the customer sees online is what they see at the dealership.
- 4. **No workflow changes.** Configured through your existing dealer portal.



A red Acura SUV is displayed on a circular platform in a modern dealership. The car is positioned in the center-right of the frame. To the left, there is a white reception desk with an Acura logo and the word "ACURA" on it. In the background, there are large windows, indoor plants, and a curved ceiling with recessed lighting. The overall scene is bright and clean.

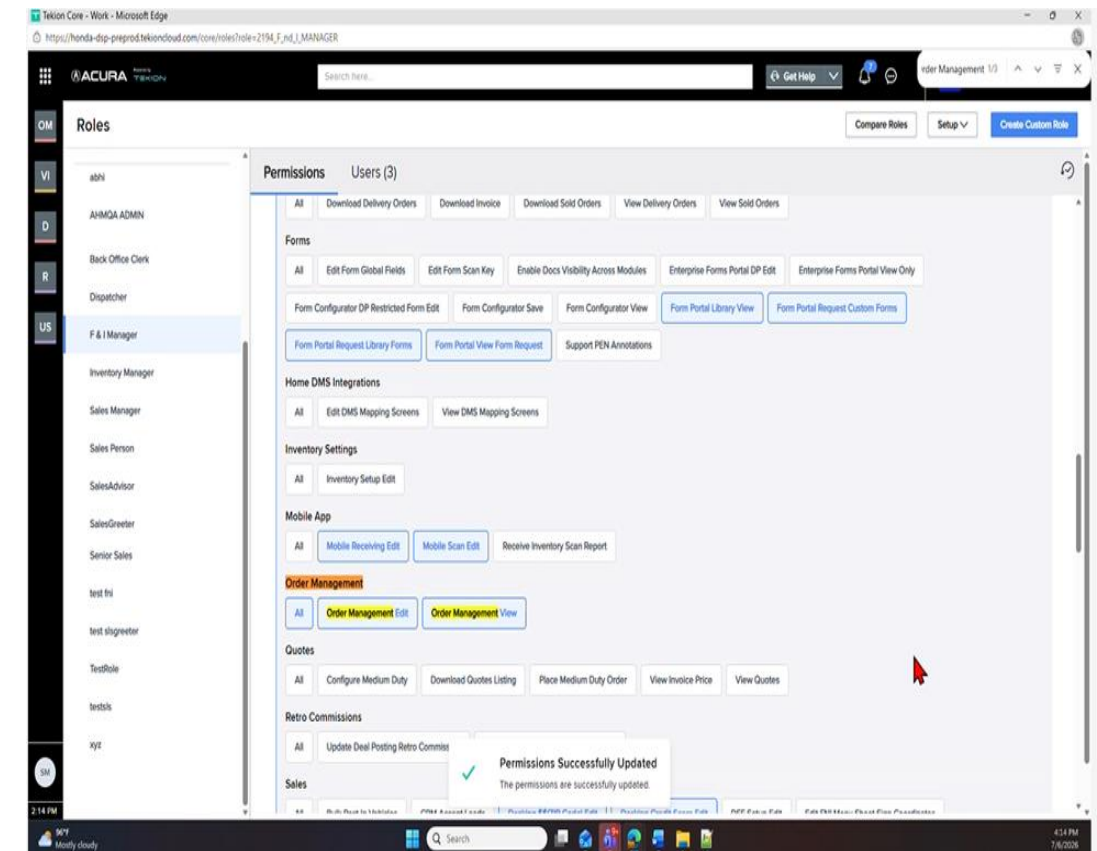
Default Custom Order Visibility for Leadership

What's Changing? When a General Manager, Sales Manager, or F&I Manager is onboarded to the platform, custom order visibility is now turned on automatically — no setup request needed.

What's in it for you?

1. **See custom orders from Day 1** — New managers no longer have to wait for a BSA to flip a toggle before they can see custom orders in their workflow.
2. **Empowers leadership with visibility into all client activities**— Eliminates the gap where leadership doesn't realize they can't see custom orders, so nothing slips through the cracks.
3. **Ease of use** — Removes a manual configuration step that previously required a support request, freeing everyone's time.
4. **GMs stay in control** — GMs can still turn off visibility for individual users if needed, but can't accidentally remove their own access.

Example of F&I Manager having Order Management visibility by default



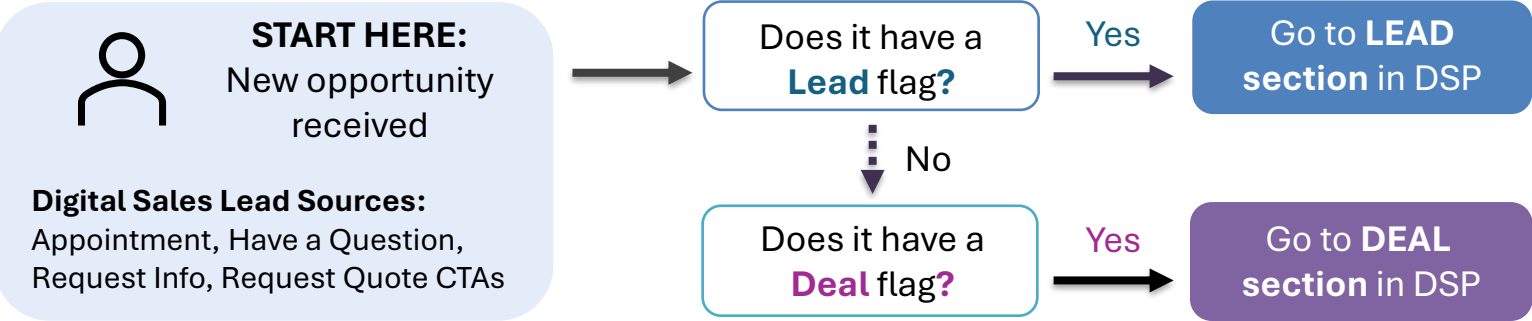
A modern car dealership interior with a red Acura SUV on display. The car is positioned on a circular platform. In the background, there are large windows, indoor plants, and a reception desk. The overall atmosphere is bright and professional.

New Leads & Deals Flag in HELMS & Where
to Find Them in DSP

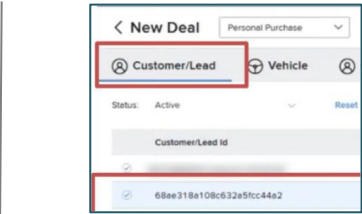
New Leads & Deals Flag in HELMS & Where to Find Them in DSP



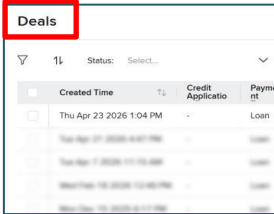
When a new opportunity is received, you can now review the Lead Source/type in HELMS to see where to locate the client in DSP.
Navigate to the Lead page in DSP for Leads Sources. Navigate to the Deals page in DSP for Deals Sources.



From the DSP homepage, access opportunities from one of these two tiles.



DSP Leads Page
Go to DSP Home -> Click "Start Deal" button on the top right -> Customer/Lead



DSP Deals Page
Go to DSP Home -> Click "Deals" app -> Deals

Example of a Request Info Lead in HELMS with Lead Indicator Flagged

Lead reqinfocta cpo			
Error Description		Description	
Home Phone Error Code	PE01		
Phone Error Description	, Invalid Phone		
▼ Provider			
Lead Provider	Acura Digital Sales Lead	Trigger Type Code	Instant
Provider Detail	Acura Digital Sales Lead:American Honda Enterprise Lead Management System	Trigger Send by Date	
> Finance			
▼ NSX Fields			

Example of an In-Transit Deposit Deal in HELMS with Lead Indicator Flagged

Lead intransitdeposit newphase			
Error Code			
Phone Error Description	, Invalid Phone		
▼ Provider			
Lead Provider	Acura Digital Sale Deal	Trigger Type Code	Instant
Provider Detail	Acura Digital Sales Deal:American Honda Enterprise Lead Management System	Trigger Send by Date	
> Finance			
▼ NSX Fields			

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!

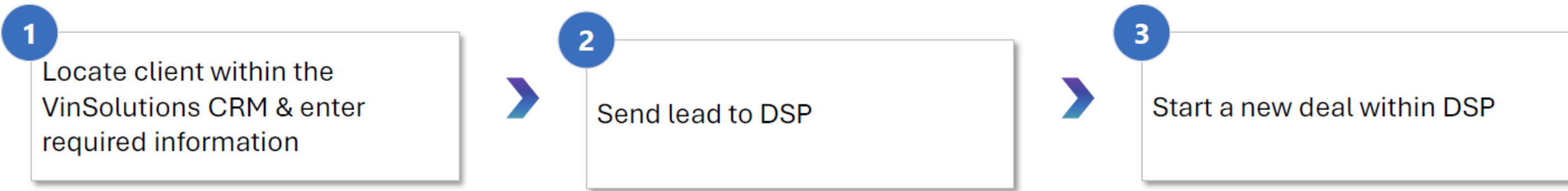


CRM Integration – VIN Solution

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

The screenshot shows the VinSolutions CRM interface. At the top right, there is a search bar with the text "Test Customer" entered. A red arrow points to this search bar. Below the search bar, there is a "desking" icon (a small square with a plus sign) which is also highlighted with a red arrow. The main area of the interface shows a list of customers, with "Test Customer" selected. The customer details are displayed on the right side of the screen.



The screenshot shows the VinSolutions VIN Solution interface. The main area displays a customer information form for "Test Customer". The form includes fields for First Name, Last Name, Title, Middle Name, Nick Name, Address, City, State, Postal Code, County, Cell Phone, Home Phone, Work Phone, Fax, Email, and Preferred Contact. A red arrow points to the "Test Customer" search bar at the top right. Below the search bar, there is a "desking" icon (a small square with a plus sign) which is also highlighted with a red arrow. The main area of the interface shows a list of customers, with "Test Customer" selected. The customer details are displayed on the right side of the screen.

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

The screenshot displays the Digital Sales Platform interface for a 2017 RDX RDX. The 'Push To' dropdown menu is open, showing options: DMS, DealerTrack, RouteOne, CU DL, and OEM. The 'OEM' option is circled in red. The main interface shows a summary of the vehicle's pricing and financing details.

Item	Value
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

Item	Value
Base Residual	59%
Lender / Lessor	Select Lender / Select Lessor
Acq. / Bank Fee	595
Rebate	0
Trade 1	0
Total Add-ons	355.07
Amt Fin/Adj Cap	39,517.85
Yearly Miles, %	15,000
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)

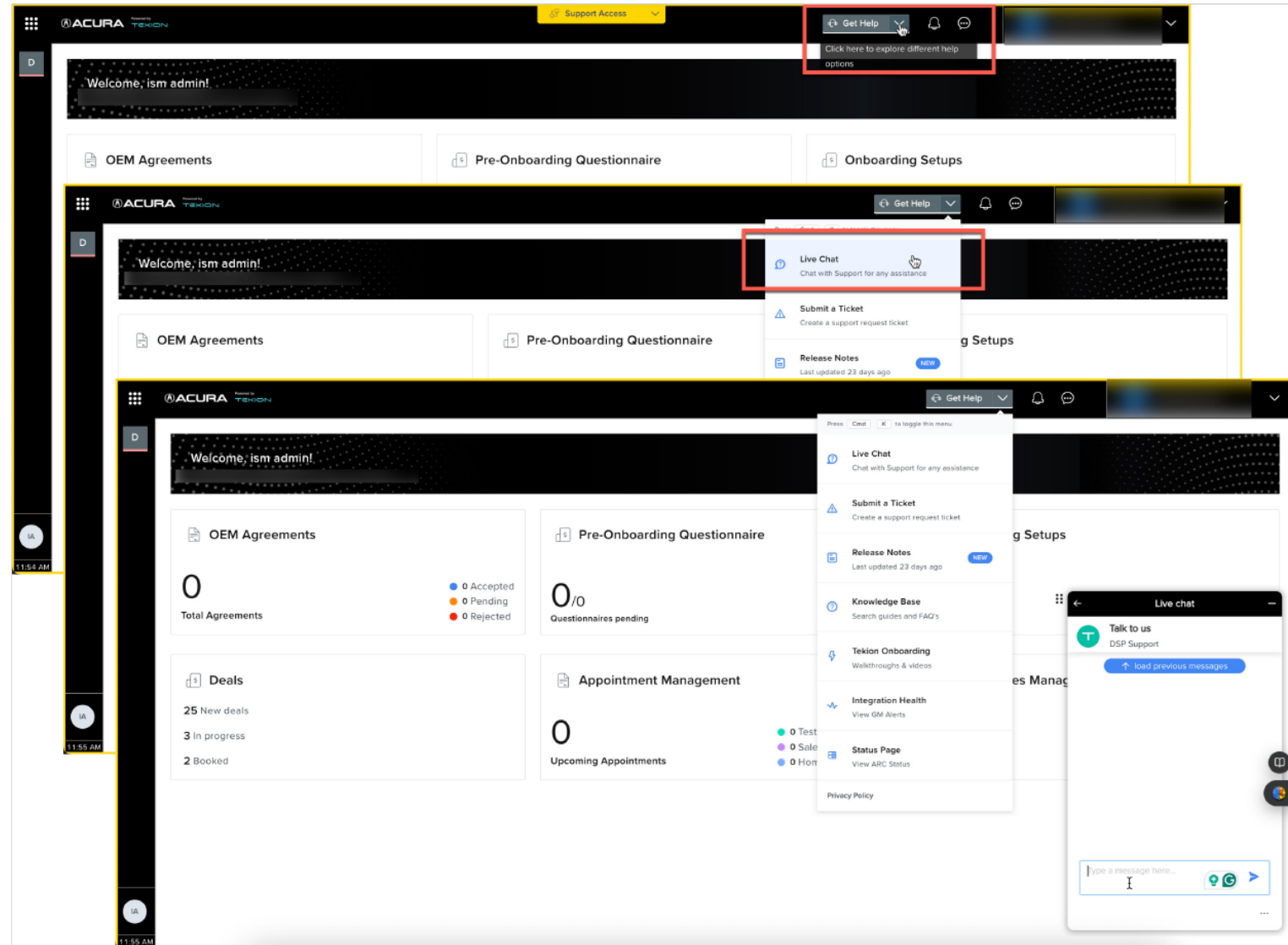
Customer/Lead Id	Name	Customer Type	Email	Home Phone	Work Phone
☒		Individual			
☒	68ee318a108c632a5fcc44a2	Individual	jsmith@gmail.com		
☒		Individual			
☒		Individual			
☒		Individual			
☒		Individual			

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.



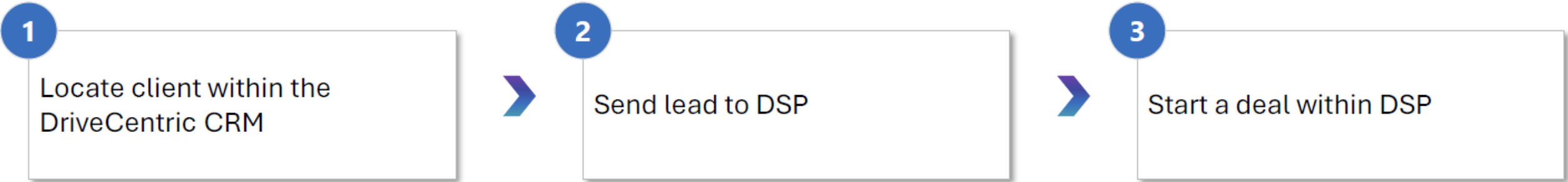


CRM Integration – DriveCentric

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

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Step #1:

- Locate the client, in the customer card page

James Smith

DC Enterprise 1

Lead

1 Possible Duplicate

(321) 313-1231

No Vehicle

Campaign / Mega Fun Times Salesplosionpalooza

Activity

Conversation

Open

Deals

Value

NOTE

CALL

EMAIL

TEXT

VIDEO

TASK

APPT

Type your note here. Use @Name to mention a coworker

SAVE

PLANNED

You have no upcoming tasks.

+ SCHEDULE TASK

PAST

ALL 2

TASKS 0

APPTS 0

NOTES 0

SERVICE 0

PROPOSALS 0

LOGS 3

Email From Customer

Tuesday at 9:41 AM

jsmith@gmail.com

Example texts here

Reply

Link Text

Link Text2

Add

New Deal

Vehicles

Trade In

Credit App

EZ Referrals

Acura

Send to DSP

Insurances

Reward Card

Actions

Check In

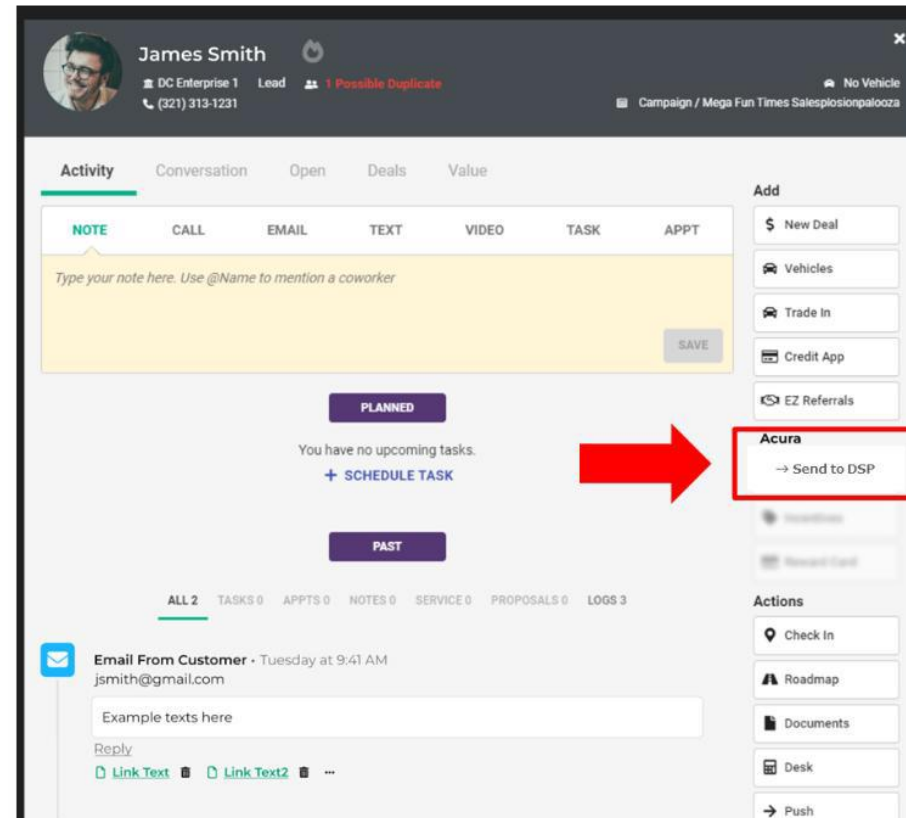
Roadmap

Documents

Desk

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)
- Click "Start" (lower right) to enter the desking screen

[REDACTED]

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