

Chrome Carbook®

Online Vehicle Configuration, Comparison and Pricing

PRODUCT FEATURES:

- New Vehicle MSRP, Invoice
- Standard and Optional Equipment
- Vehicle Photographs
- Color Swatches
- Technical Specifications
- Warranty and Incentives Information
- Side-by-Side Vehicle Comparisons
- Advantage-Based Vehicle Comparisons
- Customizable Font and Color Schemes
- Feature Search

CLIENT BENEFITS

Dealerships:

- Generate New Leads
- Research Content
- Increase Site Traffic
- Create More Ups

Credit Unions:

- Keep Members' Auto Loans
- Cross-Sell Services
- Educate Members

Portals:

- Increased Content
- Increased Advertising Opportunities
- Seamless Integration
- Interactive Features

Online auto shoppers are different than your traditional shopper: they want a lot of information, on their own time, and they're not as loyal to a specific brand. That's why you want your pricing and specification information to be accurate, every time. Your online customers expect no less.

Chrome Carbook is a Web-based automotive specification, research, pricing and ordering tool used by many segments of the automotive industry. The product enables customers to specify, price and compare cars online. And because Chrome Carbook contains special logic-engines built within the product, every vehicle built online can be found on a lot or ordered from the manufacturer.

Chrome Carbook filters a comprehensive relational database into an easy-to-use format designed for consumers and professionals alike. Chrome's vehicle database includes more than 8,400 vehicle styles; 757,000 standard and optional equipment choices; 300,000 pricing rules; and 246,000 ordering rules. Plus, Chrome's vehicle information is the most accurate online automotive content available today.

Accurate Information You Can Trust

We all know trust is not expected...It's earned.

For two years in a row an independent study by CNW Marketing/Research, a leading automotive research firm, concluded that Chrome's information is the most accurate of nine major data/configuration providers. That's because our information is based on close to 20 years of domain knowledge. And it goes through a rigorous regimen before it is released: raw data is acquired, normalized, analyzed and improved by highly trained industry data analysts.

We know mistakes in business can be costly. That's why we continue to invest in the people and processes required to make sure you have the most accurate, timely, and complete information at your fingertips.

IN THEIR WORDS

"We probably sell more cars online than any other dealer in the country, figuring Chrome Carbook leads-to-sales... It just adds another piece to our puzzle. It's another way for our customers to reach us."

**-GILBERT CHAVEZ
GENERAL MANAGER
BURT AUTOMOTIVE**



chrome®
DRIVING AUTOMOTIVE COMMERCE™



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BUILD AND FIND, NEW AND USED

Chrome Carbook® is a Web-based research tool used on thousands of Web sites to generate leads and repeat visits. The solution enables sellers and buyers to research, price, compare and request quotes for vehicles over the Web. This activity facilitates the initial contact between you and consumers.

Chrome Pre-Owned™ (CPO) is a Web site used vehicle configuration and valuation tool that gives your site visitors fingertip access to the most market-reflective and widely accepted used trade-in and retail values in the industry. CPO may be implemented as a stand-alone product or fully integrated with Chrome Carbook to give shoppers one place to research both new and used vehicles.

Chrome Inventory Search™ (CIS) enables dealers and consumers to search inventory at a single dealership or a network of dealers. CIS can be implemented as a standalone inventory search tool or it can be linked to a configurator, such as Chrome Carbook, to give buyers a “build-and-find” solution.

Chrome Inventory Everywhere® (CIE) enables dealers or their service providers to transfer inventory data from their DMS, enhance the DMS data with both VIN data and Chrome’s robust New Vehicle Data (NVD), manually add photos and text, and export the results to their own Web site, as well as to multiple published services at the same time.

High Quality, Consistent Images

Chrome Carbook includes vehicle images from three sources: Chrome’s standard image; images from Consumer Guide, a leader in providing consumers with objective vehicle choices; and from eVox Productions, images known for their detail and clarity. Best of all, you select which images to post on your site. Or take your site to the next level and enhance your copy of Chrome Carbook with one of three optional media kits, including more stills, exterior 360-degree movies, interior panoramic views and vehicle color changes.

You Have Ultimate Control

While Chrome Carbook can be a tool for your customers to use online, you have ultimate control over the content they view. There are dozens of features within Chrome Carbook that can be turned on or off, depending on your preference or business model. Customizing the background colors, fonts, and button text are only a few of the ways you can make Chrome Carbook seamlessly integrate within your own site. Your online customers will think the accurate information is coming from you.

The screenshot displays the Chrome Carbook interface for a 2002 Audi A6. The top navigation bar includes the Audi logo and links for Home, New Car Search, Inventory Search, and Contact. The main content area is titled "COMPARE ADVANTAGES" and lists various features and specifications for the selected vehicle. A sidebar on the right shows a list of other vehicles for comparison. The background image is a scenic view of a road stretching into the distance under a blue sky.

Make Your Site an Additional Source For Attracting Leads

Research shows that 23% of all auto site visitors buy a car within three months*. Make sure they are doing the research on your site. Chrome Carbook can significantly increase your vehicle sales. Once a customer has finished configuring a vehicle with Chrome Carbook, the customer is led to a simple online form requesting more information. That form is emailed directly to your Sales staff for follow-up. The result? A hot lead with all of the vehicle information requested—at your fingertips. Plus, a Quick Quote button on every page enables a customer to send you a quote at any point in the research process, helping to ensure that online buyers don’t bail out.

Create a Positive Experience

Your Web site is not just a key component in your advertising effort, it's probably your most cost-effective. The second—and perhaps even greater—opportunity comes from the customers who research information on your site, and then make a visit to your place of business for more information. If you give them the research information they are looking for online, they are more likely to visit you in person.