



Convert Faster. Sell Smarter.

Why Dealerships Choose Matador AI

Car shoppers expect instant, consistent, and helpful responses 24/7. Matador AI ensures every lead is engaged the second they reach out with brand-trained AI that works across SMS and email.

From the first “I’m interested” to the booked appointment, Matador runs the play so your team can close the deal.

What You Get (At a Glance)

- | | |
|--|--|
|  Advanced Conversational AI |  100% TCPA compliant |
|  24/7 AI coverage for new leads, replies, triggered outreach and follow-up |  Single conversation thread per customer across all channels (SMS, Email, etc.) |
|  AI scheduling to set, confirm and remind appointments automatically |  Inventory-aware answers for availability, trims, packages, and alternatives |
|  Lead-source specific journeys tuned to marketplace, website, trade-in and more |  CRM sync for every action. |

70%

Appointment Set to Show

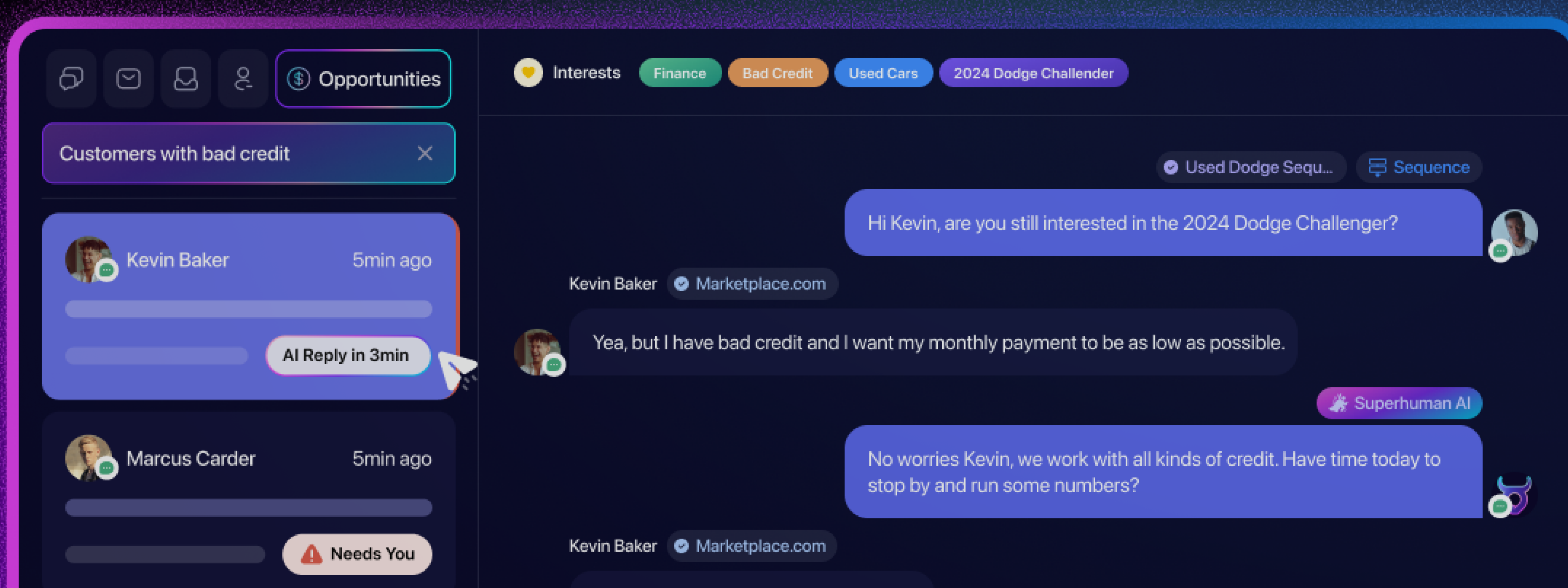
<15%

Human Handoff Rate

98%

SMS Open Rate with Matador

Figures shown are average results. Actual performance may differ.



How It Works

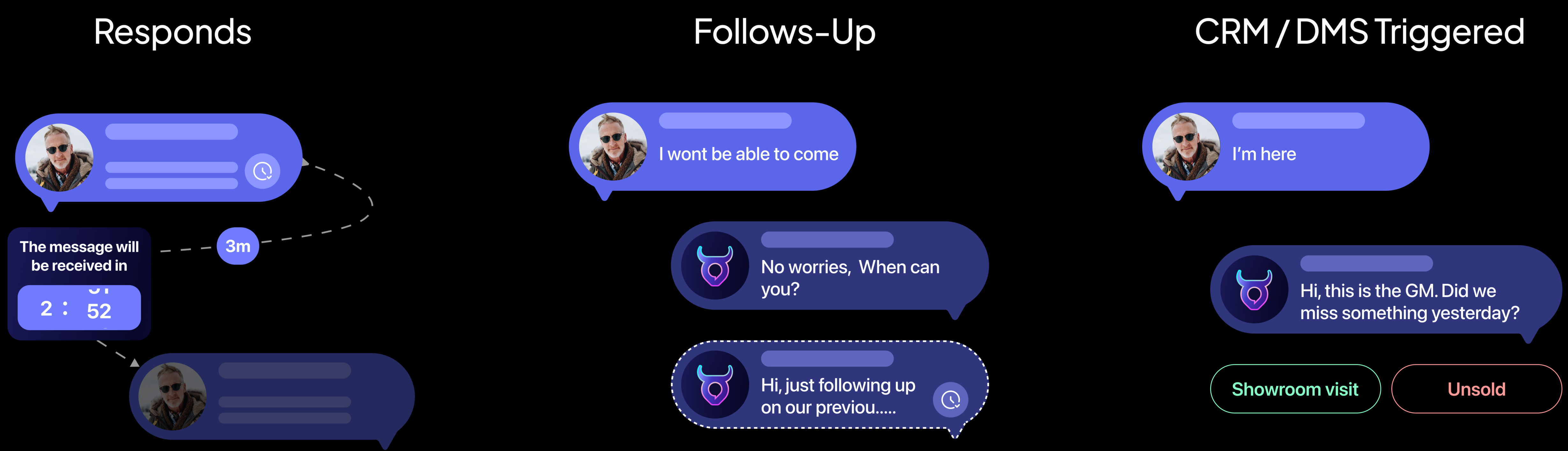
Simple setup. Fast results.

- 1. Connect CRM and Inventory Feed.
- 2. Customize AI to match brand tone, policies, and approved phrasing.
- 3. Launch AI Follow-Up, Appointments Confirmations, Price Drop and Other Automations.
- 4. Automatically Optimize with live reporting: response time, conversation quality, appointment and show rates.

AI That Always Has Your Back

Matador AI adapts to your exact workflows, from sales to service, with topic-level customization that ensures every response matches your brand voice and priorities. It steps in automatically when inbound messages go unanswered, follows up if outbound messages get no reply, and triggers the right actions based on CRM data.

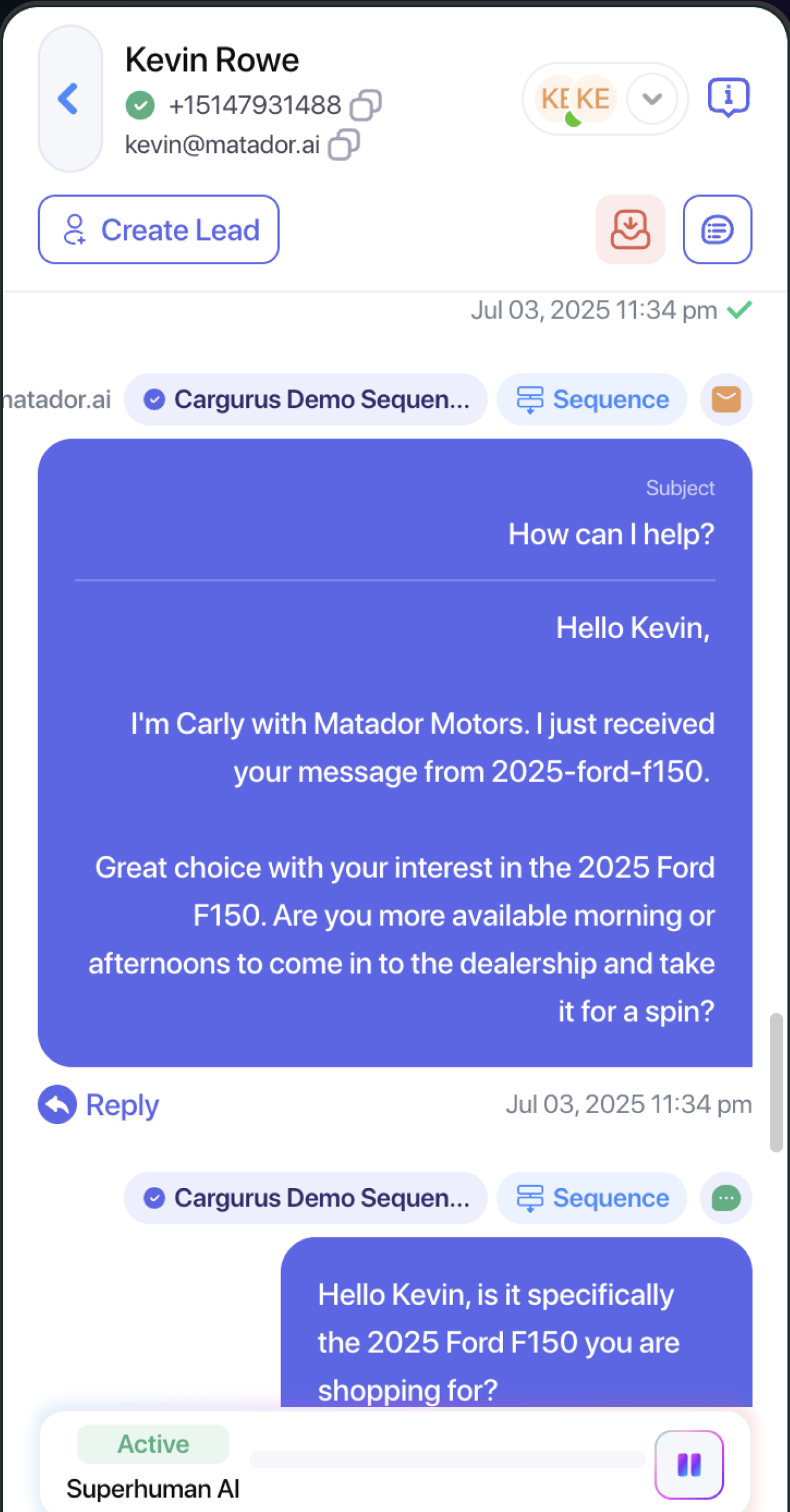
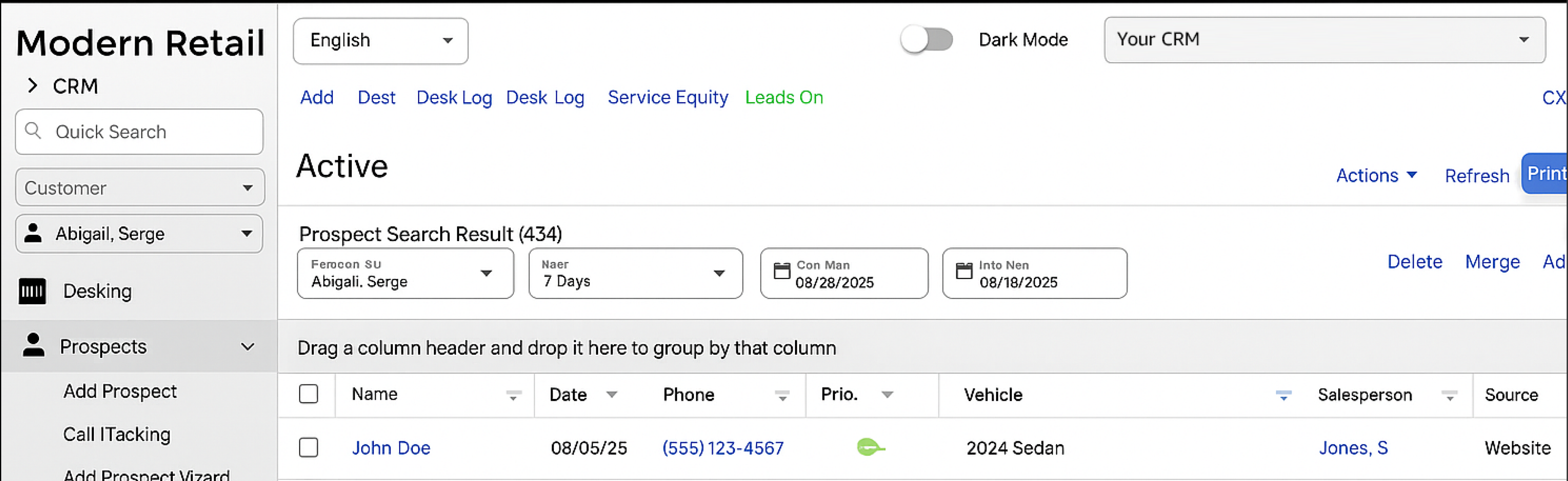
How AI Communicates:



Instantly Familiar. Immediately Useful.

Everything in Matador = Instantly in Your CRM

- Live Two-Way Sync** keeps Matador and your CRM updated in real time
- One Conversation Thread** shows all calls, texts, and emails in one place
- Automatic Logging** captures every message, appointment, and note
- Zero Double Entry** eliminates retyping and prevents data gaps
- Works With Your CRM**, Elead, VinSolutions, DealerSocket, and more



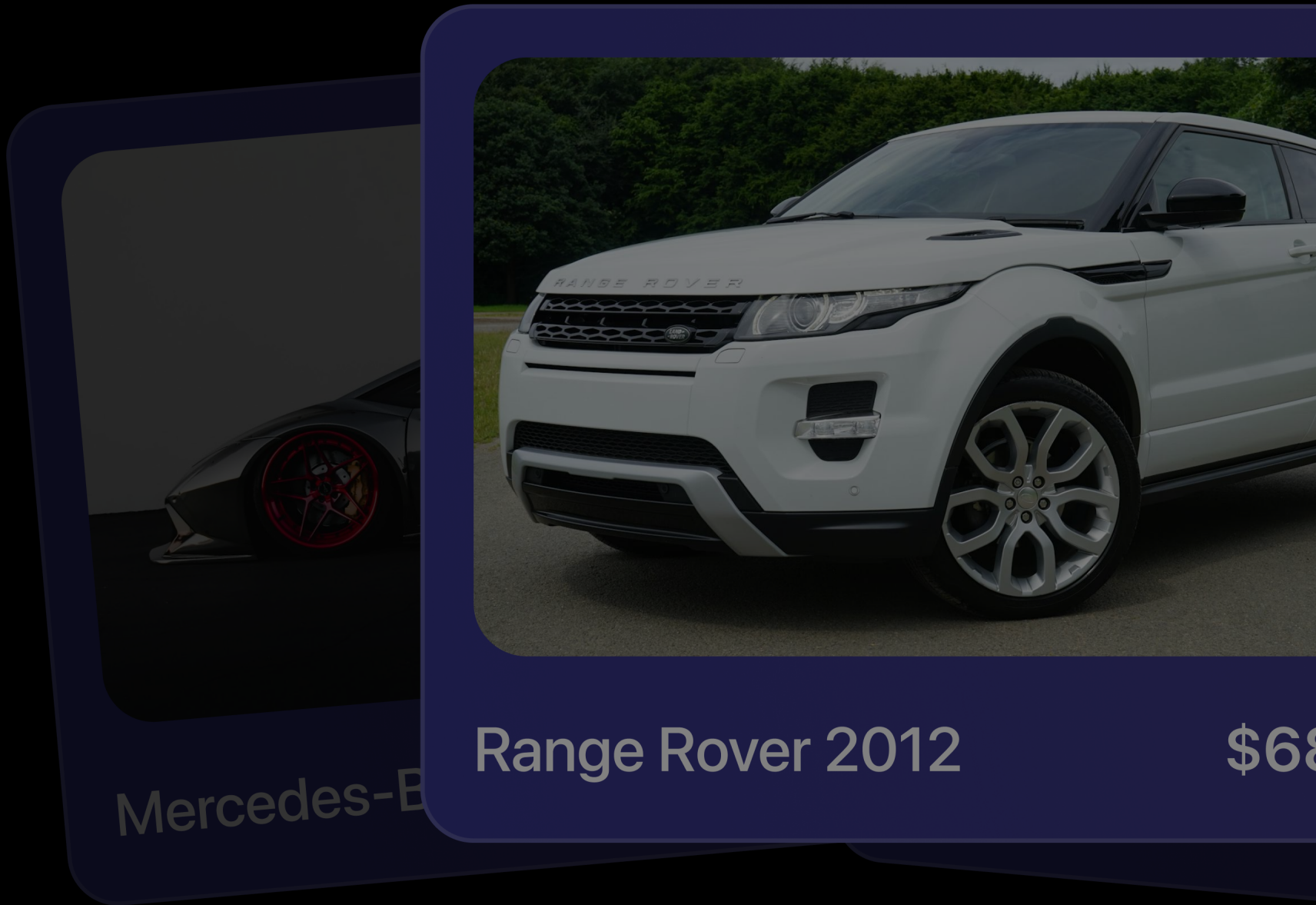
Performance You Can Count On

- ✓ TCPA-compliant consent tracking and audit logs
- ✓ 99.5% uptime with dedicated onboarding and support
- ✓ Proven double-digit increases in important KPIs
- ✓ Cleaner CRM data and communications without extra headcount

Features That Seal the Deal

Everything You Need to Close, All in One Place

-  **Price Drop Automations** + 46 more automations
-  **In-app image and video sharing**
-  **Live video calls** for walkarounds and desking
-  **AI Identified Top Opportunities**
-  **Daily overdue task emails** for managers
-  **Internal messaging** in the conversation thread



...Ask any questions to find opportunities

- Customers that want out-the-door pricing
- Customers that are waiting for a phone call
- Customers waiting for a video or photo for their car

Pricing

Sales AI	\$2,499/mo + \$750 setup fee
Service AI	\$1,399/mo + \$500 setup fee
Chat AI	\$699/mo