

Motive is a better dealership website

Motive makes it easy for your shoppers to find what they're looking for, and even easier for you to manage your website.

Shopping Experience

Motive is designed to make it as easy as possible for your shoppers to search, sort, filter, and find the vehicle that they want to buy.

Powerful CMS

Make changes on the fly, instantly, with an AI-powered CMS that gives you the power to drive content at scale.

Built-in-Powerups

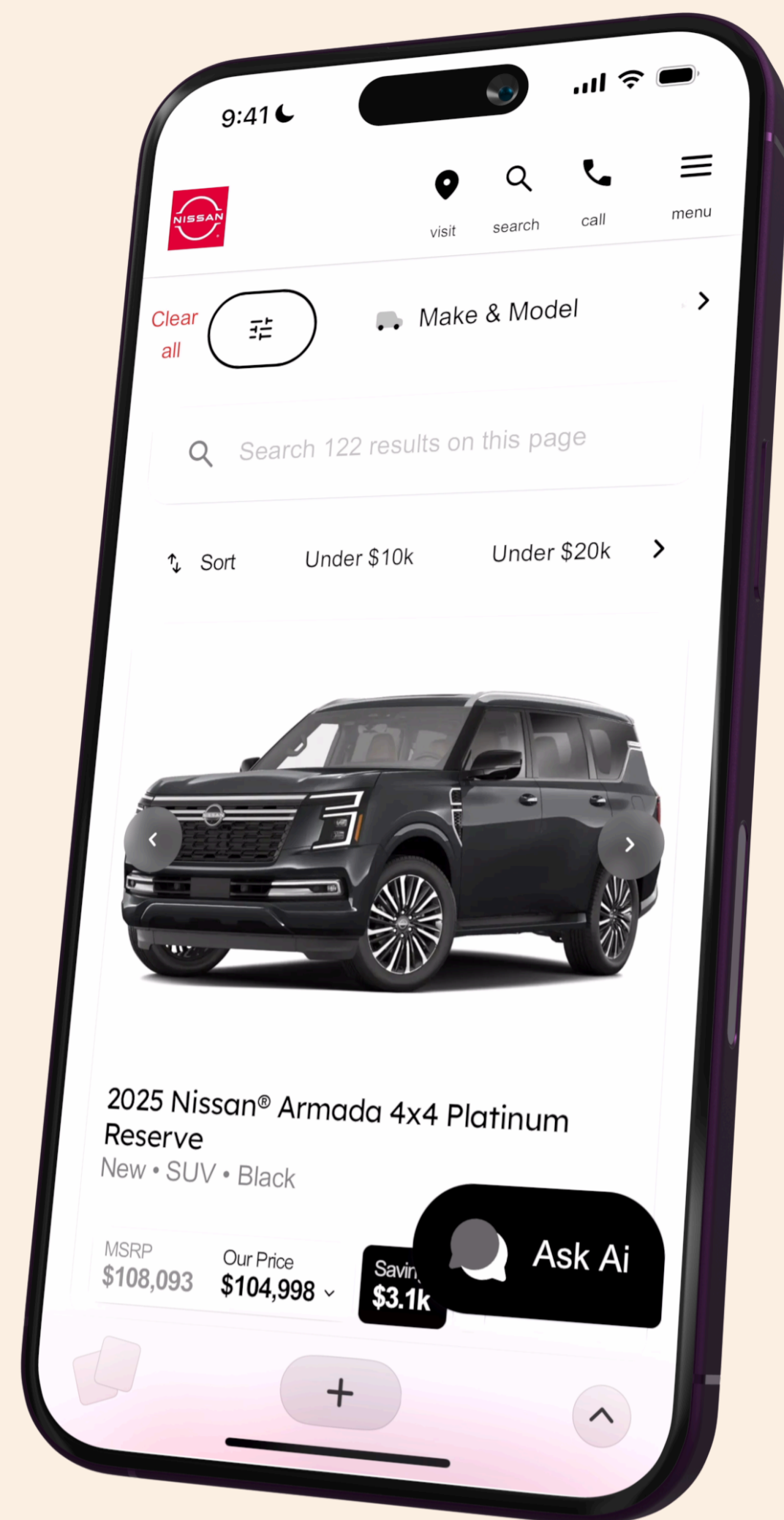
When customers transact with you, they should feel like they are transacting with you-not a third party.

AI-Powered Website

Enhance your customer experience and streamline content creation with ChatGPT. Use AI Chat to answer customer questions, collect leads, and improve the customer journey. Automate description writing with accurate and informative vehicle descriptions. Scale your content generation across multiple website properties effortlessly.

It's everything we could have asked for and what we've been wanting for 20 years but could never find.

Fletcher Auto Group



Certified Website Provider



motivehq.com

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Motive Pricing



Motive Standard

\$1,399 ^{USD}
per month

You get

Motive Qualify

Motive Trade

Motive Build & Price

Motive Page Canvas

Enroll Now

Motive Pro

\$2,499 ^{USD}
per month

You get

Everything from Standard, plus:

AI Chat

AI Search

AI Content Tool

Enroll Now