



The Case for Online Checkout through Accelerate My Deal (AMD) Elite

Cox Automotive is transforming how cars are bought—giving consumers and dealers flexible tools to connect online, in-store, or anywhere in between. **Our latest solution, Accelerate My Deal (AMD) Elite bridges the gap** between shoppers who want to complete more of the car buying process online and the reality of completing a digital vehicle purchase.

Available on **Autotrader and Dealer.com**, AMD Elite supports OEMs and dealers with a scalable, brand-aligned solution that boosts customer satisfaction and digital readiness.



2 in 3

shoppers want to
Buy Online

7 in 10

say that completing online
Improved their experience

The AMD Ecosystem:



AMD Core:

Allows shoppers to start deals online—estimate payments, value trade-ins, pre-qualify for credit.



AMD Elite:

Adds online checkout for consumers—ID and insurance verification, e-signatures, payments, and delivery scheduling.

The Benefits are Threefold

Consumers:

Flexibility: Complete the car-buying process online, on their own time.

Consistency: Move through checkout without repeating steps, renegotiating in-store, or encountering mismatched terms.

Confidence: Secure identity verification and digital contracting reduce friction and build trust.

Dealers:

Higher Quality Leads: Consumers arrive further down the funnel—closer to purchase.

Solutions Built with Ease: Includes ID and insurance verification, credit decisioning, and more to reduce operational complexity.

Increased Visibility: AMD Elite boosts inventory visibility on Autotrader and enables seamless deal continuation from marketplace to dealer site.

OEMs:

Brand Alignment: Custom storefronts match OEM brand standards.

Deeper Insights: Expanded lead origination and behavioral data from trade-in, credit, and F&I engagement.

Program Compatibility: Built for easy certification and integration into OEM programs.

Understanding the Differences in AMD v. AMD Elite

	Accelerate My Deal \$1099/mo***	Accelerate My Deal Elite \$1799/mo***
Begin Deal	<ul style="list-style-type: none"> Pencil tool Pre-qualify NEW ** 	<ul style="list-style-type: none"> Pencil tool Pre-qualify NEW **
Enhance Deal	<ul style="list-style-type: none"> Explore incentives Trade valuation / ICO Lien Payoff Lookup NEW Accessories and protection products Delivery estimation NEW Request Test Drive Reservation (without deposit) NEW 	<ul style="list-style-type: none"> Explore incentives Trade valuation / ICO Lien Payoff Lookup NEW Accessories and protection products Delivery estimation NEW Request Test Drive Reservation (with deposit)
Financing	<ul style="list-style-type: none"> Credit application and instant decision Document uploads 	<ul style="list-style-type: none"> Credit application and instant decision Document uploads
Compliance		<ul style="list-style-type: none"> ID verification through Equifax Insurance verification through Canopy Check compliance
Negotiate Deal	<ul style="list-style-type: none"> Dealer Deal Page 	<ul style="list-style-type: none"> Dealer Deal Page
Execute* Documents		<ul style="list-style-type: none"> Manual contracts Manual forms E-signature
Finalize purchase*		<ul style="list-style-type: none"> Process payment through Stripe/Plaid Schedule pickup / delivery