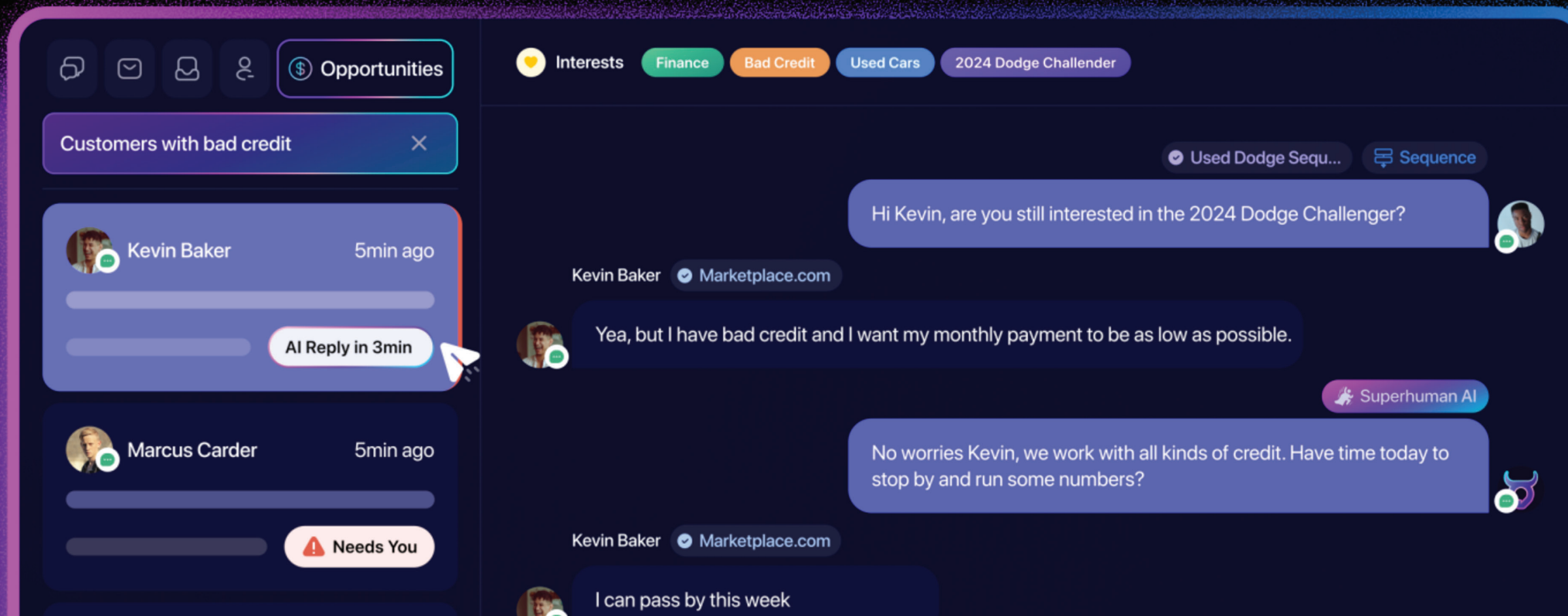




Digital Dealer Program

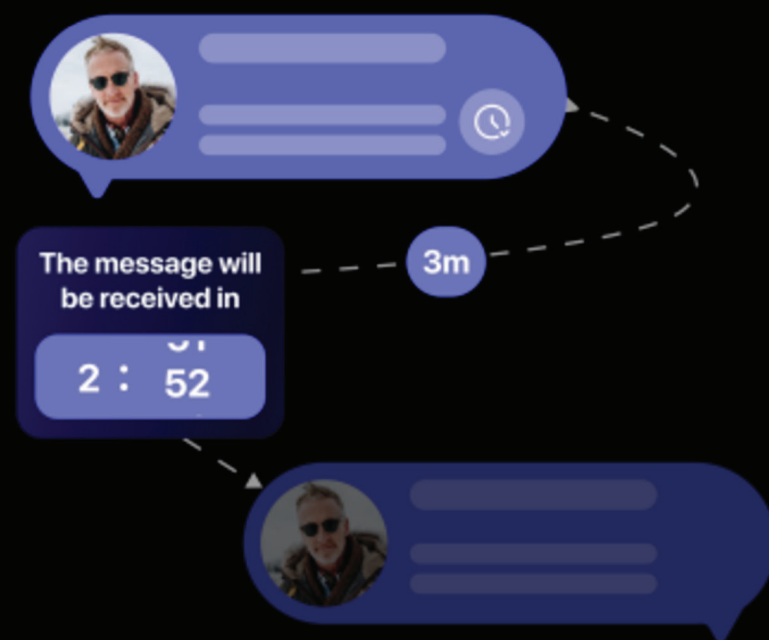




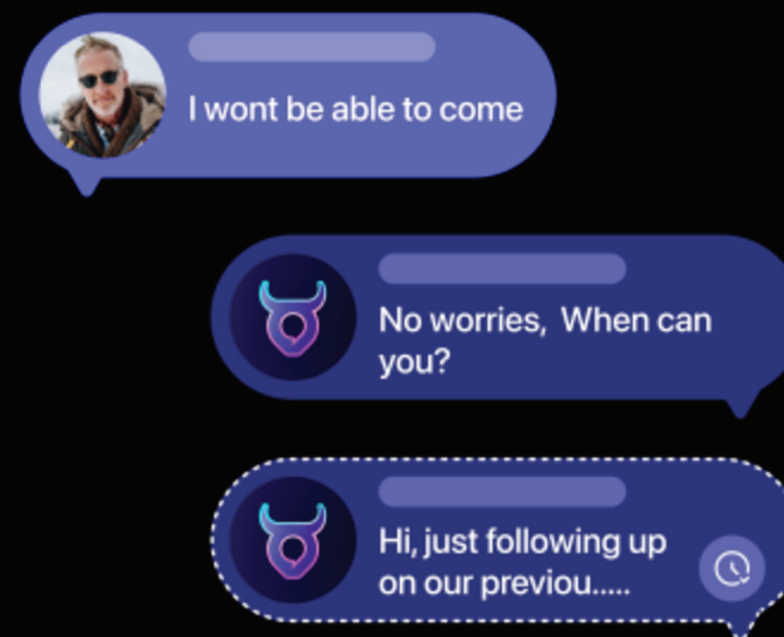
About Matador

Matador AI was founded by automotive professionals who spent their careers inside dealerships and dealer groups. From firsthand experience, our founders recognized a consistent challenge: the traditional approach to following up with leads, managing customer lifecycles, and maintaining relationships was slow, manual, and inefficient. We set out to change that. By combining deep automotive expertise with advanced AI technology, Matador AI streamlines how dealerships engage customers throughout the entire journey.

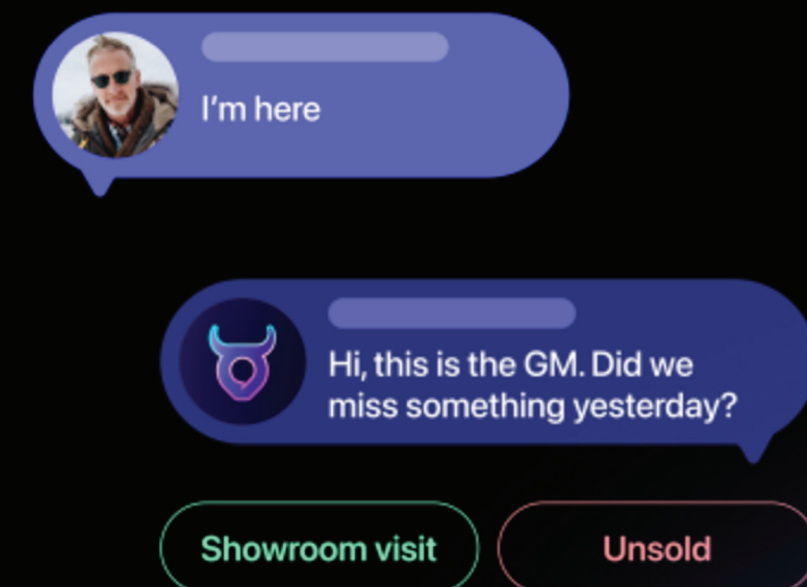
Responds



Follows-Up



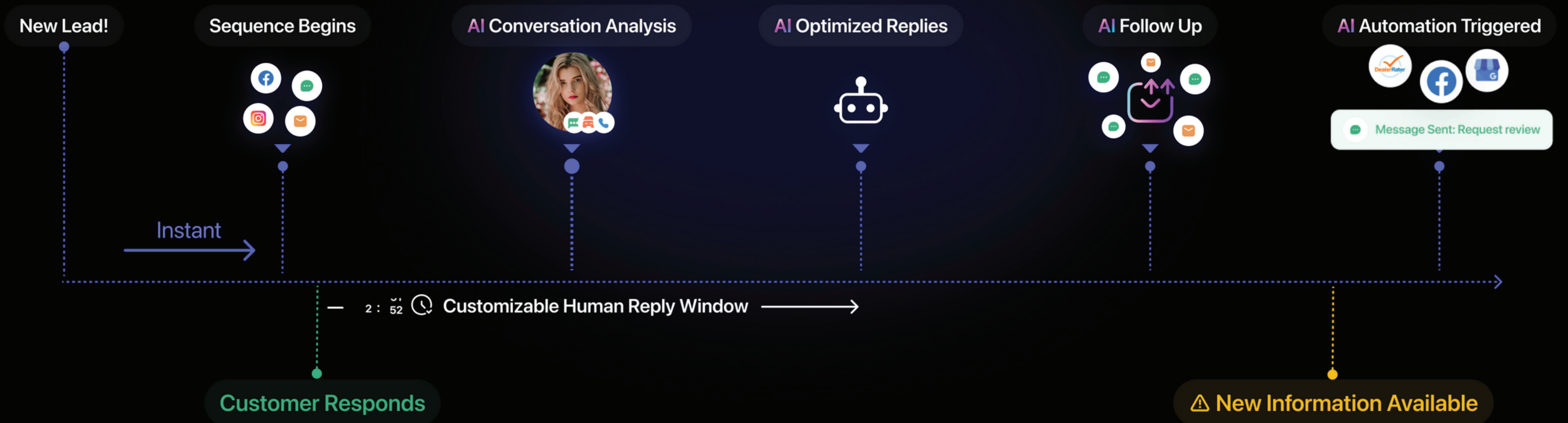
CRM / DMS Triggered





Superhuman AI

Superhuman AI combines the power of automation with a human-hybrid approach to deliver instant, intelligent conversations across sales and service. Powered by automotive-trained language models and real dealership data, it engages every lead within seconds, qualifies intent, books appointments, and hands off seamlessly to staff when needed. The result — faster response times, higher conversions, and consistent follow-up that helps dealers capture every opportunity without losing the human touch.





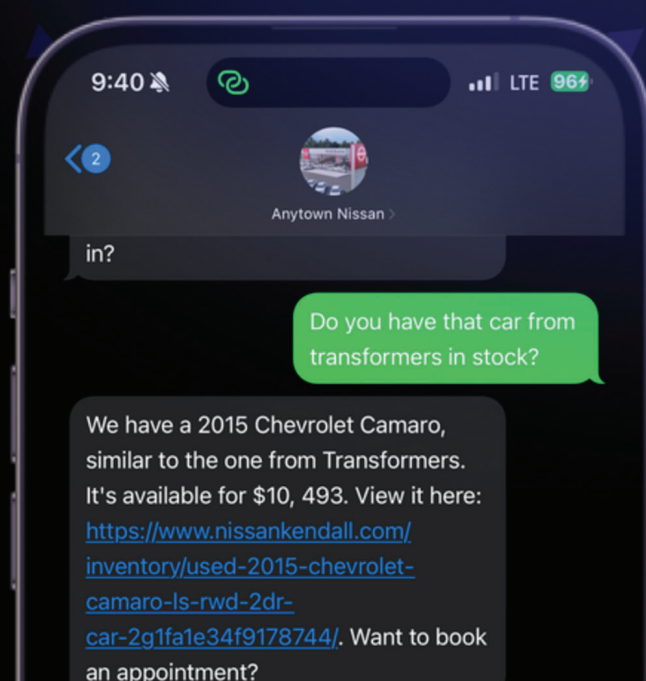
AI Trained on Your Team, Brand, and Inventory

Superhuman AI minimizes handoffs by understanding context at a deeper level. Trained on each dealership's data, brand voice, and OEM-specific processes, it recognizes intent, tone, and next steps—whether it's setting a sales appointment or following up after a visit. That means fewer interruptions, smoother conversations, and more customers handled end-to-end—without waiting on human intervention.

<15%

Handoff Rate

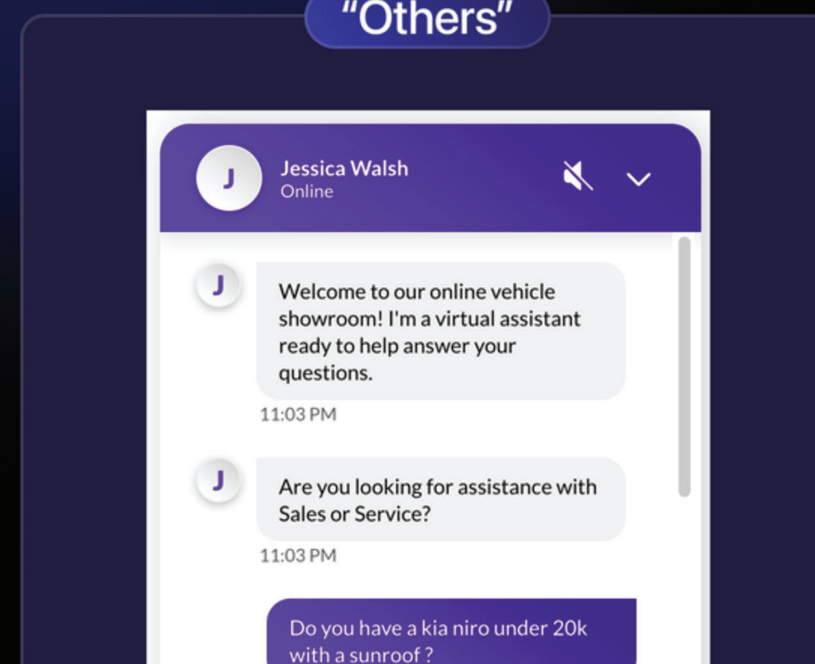
Matador AI



45+ %

Handoff Rate

"Others"



Topic Based Logic

Can you get me pre-approved?

Intent: Financing Pre-Approval

Custom Instructions (Optional)

Hey Kevin! Of course, we work with...

Inventory Enhancement

Do you have a RWD Camaro under \$30K with Carplay and 1 owner

2024 Camaro
Stock #1G1FD3D
\$20,498

Vehicle Found!

Vehicle Recommendations

Similar vehicle found

Matched: Budget Body Style Color

2021 Camaro LE
Stock #1G1FD3D
\$22,716

Complete Context

... does it have carplay? when can you send the pics?

8 Minutes Ago

Yes, the 2024 AMG GLE does have Apple carplay.

7 Minutes Ago

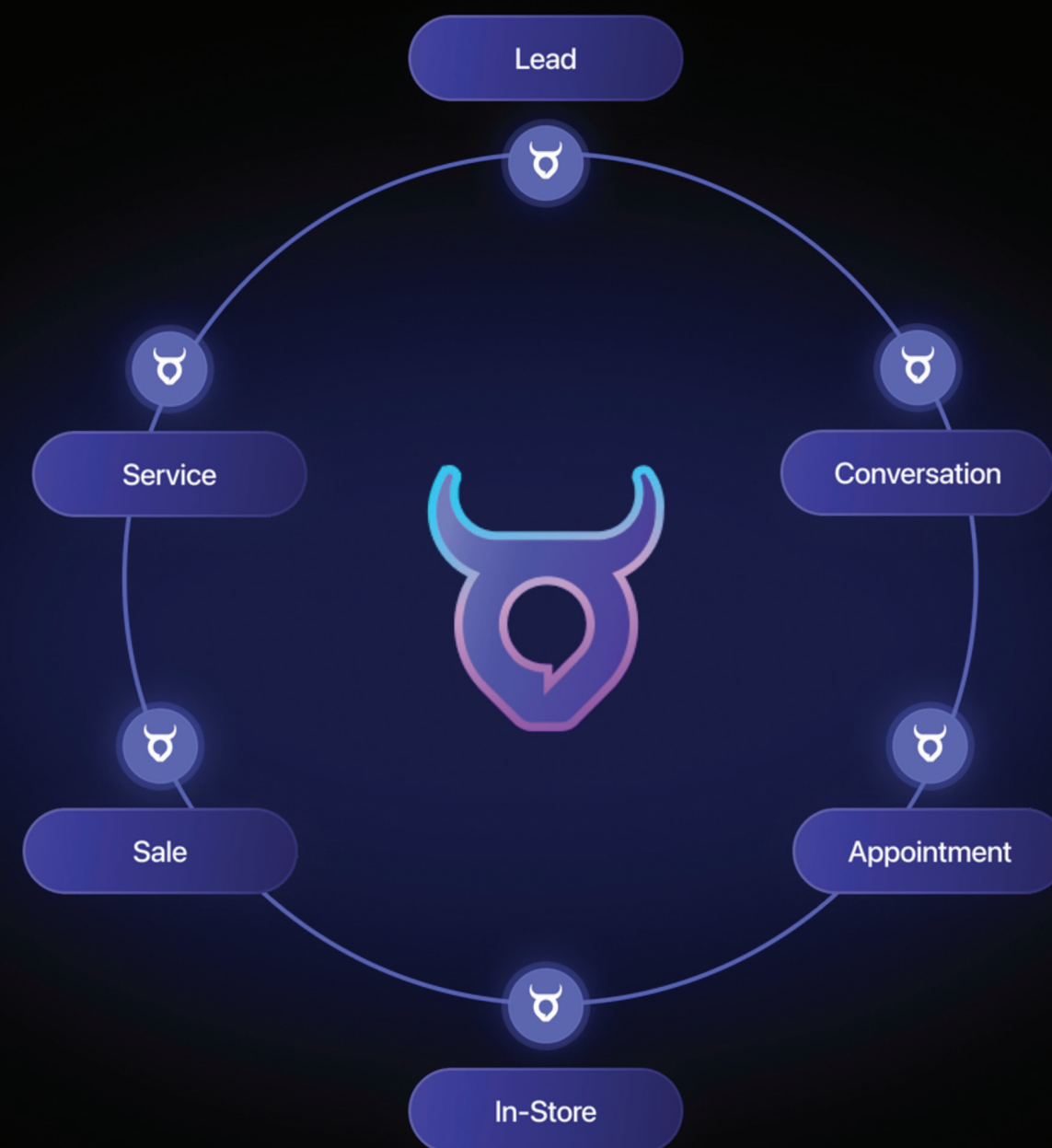


@John David is following-up on his request for interior pictures 3 days ago



Lifecycle Automation Beyond the Sale

Matador AI keeps your customers engaged long after the deal is done. Our intelligent automations manage every stage of the ownership journey — from review invites and equity alerts to lease-end outreach and anniversary follow-ups. Each automation is powered by CRM and DMS data, ensuring timely, relevant, and personalized communication that strengthens retention.



Unsold Showroom Visit

MARKETING

SALES

This SMS template is designed for car dealerships to follow up with customers who visited their showroom but didn't make a purchase. The message aims to create a sense of personalized customer service and offers an opportunity for the...

92% Response Rate



And more!

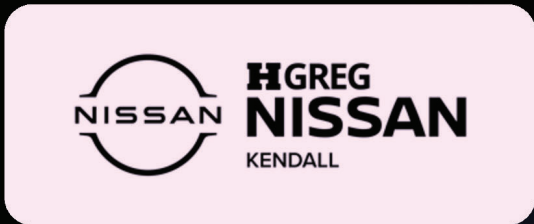
Let's build custom automations together!

Visit our expansive automations library at automations.matador.ai



Measurable Results

We closely monitor the KPIs that matter most to your sales performance, including engagement rates, AI-set appointments, AI-assisted appointments, identified AI opportunities, user activity, and even videos sent for accountability. These metrics give clear visibility into how your team and the AI are performing, ensuring consistent follow-up, stronger conversions, and full transparency across the entire sales process.



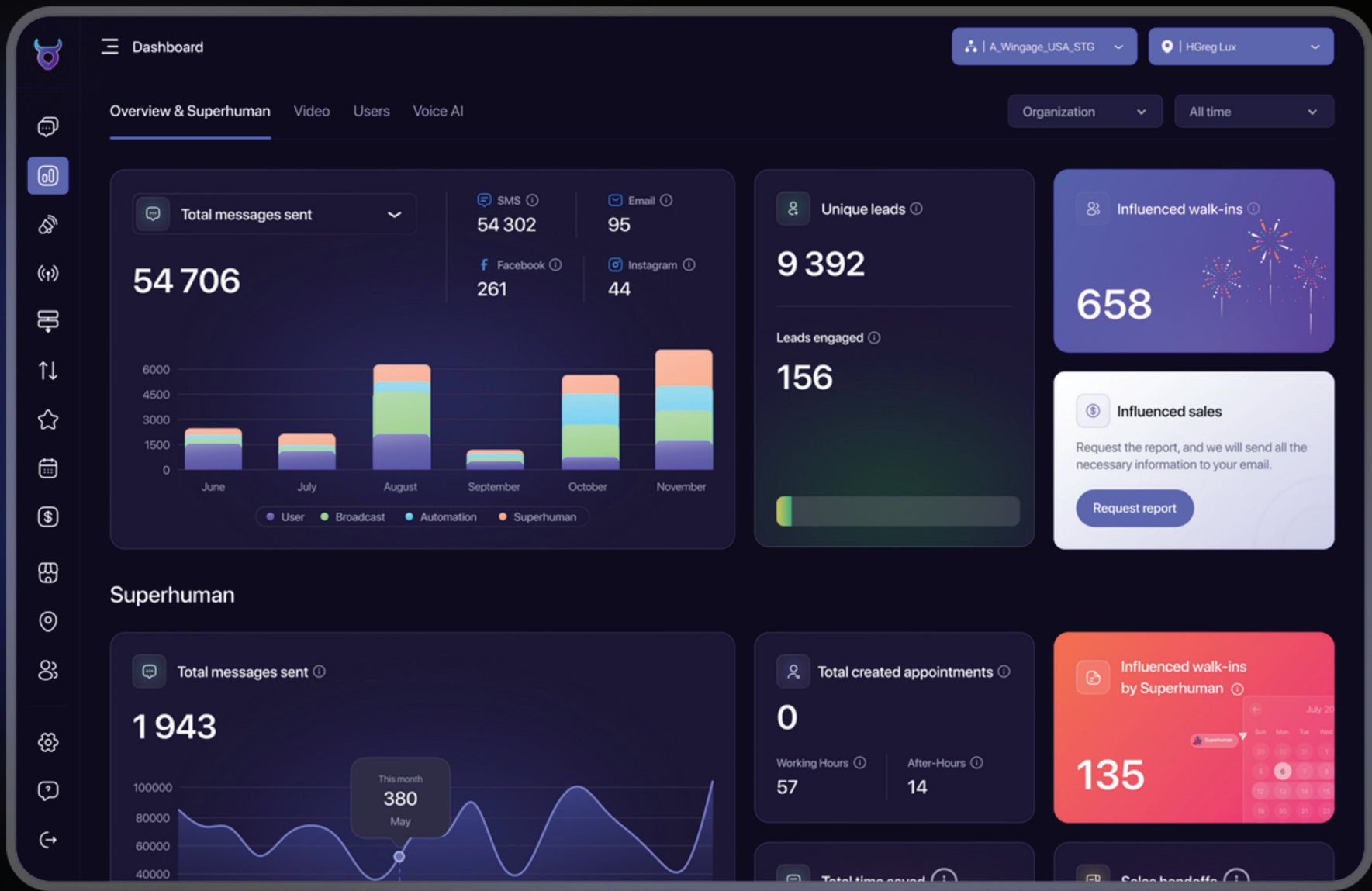
882 AI Influenced Appointments
Last 30 Days



65.8% Lead Engagement Rate
Last 30 Days



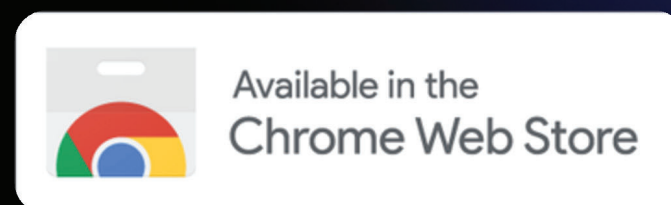
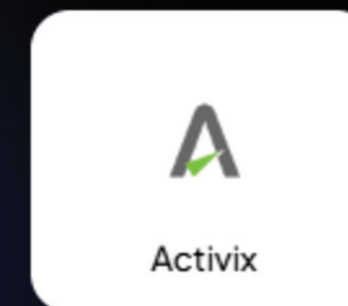
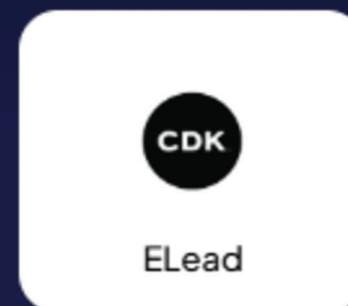
366 AI Influenced Appointments
In 30 Days





Seamless Integration, Built for the Way Dealers Work

Matador AI connects effortlessly with leading CRMs through secure API integrations, ensuring real-time synchronization of leads, conversations, and appointments. With our browser extension and mobile app, your team can manage customer interactions, schedule appointments, and track performance from anywhere. Designed for simplicity, speed, and dealership efficiency.





Nissan Exclusive Packages

Matador AI's Nissan Exclusive Package delivers a fully loaded sales engagement solution: complete SMS and email lead engagement, all sales-focused SMS automations, and Superhuman AI that maintains conversations when the team is unavailable. It's an all-in-one package designed to boost response rates, increase showroom appointments, and ensure every sales opportunity gets consistent, timely follow-up.

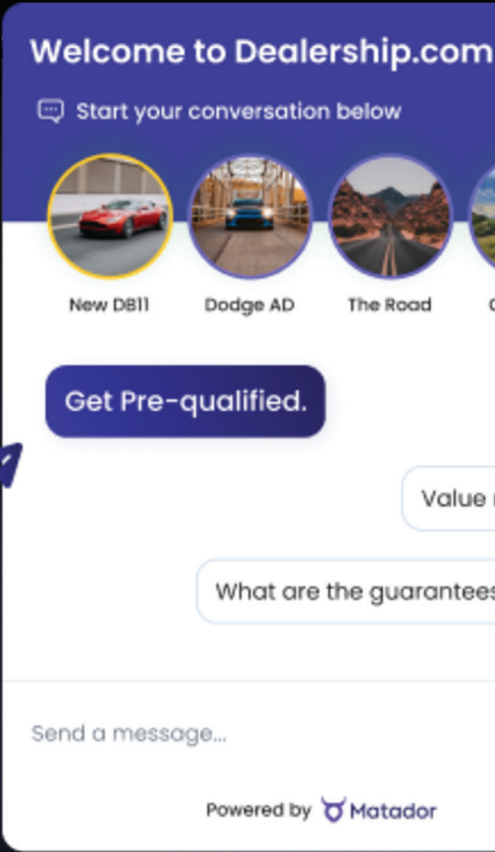
Sales AI Agent

- ✓ Custom SMS + Email Lead Engagement
- ✓ Trainable AI Assistant
- ✓ Intelligent AI Follow-Up
- ✓ Appointment Reminders
- ✓ Review Invites
- ✓ Facebook Messenger Integration
- ✓ White Glove Onboarding
- ✓ Lifecycle Management
- ✓ Video Calling
- ✓ Video Recorder
- ✓ Payments from Stripe
- ✓ Seamless CRM Integrations
- ✓ Instagram Messenger Integration
- ✓ Dedicated Performance Manager



Chat AI

Add chat to your Nissan website, bringing the power of your customized Superhuman AI agent directly online to answer questions and set appointments 24/7.



\$1999 /month

~~\$2495 /month~~

+ \$699 Optional Website Chat AI Add-On



Disclaimer: Pricing exclusive to Nissan dealers and can only be activated through the Nissan Digital Dealer Program.



Promotional Offers



Drive Engagement, Not Expenses

Connect with our dedicated Nissan Concierge Team at
nissan@matador.ai to get started.