



NISSAN

BUY@HOME FAQ



NEW FAQs

Does Nissan ask Dealers for indemnification?

Nissan does not ask for – or receive – a blanket indemnification from the dealer. The only Nissan indemnification in the participation agreement is if the Dealer fails to comply with the agreement and as a result NNA has to defend itself as a result of those Dealer actions that were not in compliance with the agreement. The actual wording in the participation agreement is “Nothing herein shall require Dealer to indemnify NNA against claims asserted against NNA by a consumer, governmental entity, or other Nissan dealer arising from the operation of the CarSaver Platform.”

How is pricing of vehicles handled and are there BAP implications?

The Dealer, not Nissan, sets the price for all vehicles. The eCommerce platform is a 1:1 interaction between a Dealer and a customer, and the Dealer can price vehicles inside the platform however they choose. BAP, which governs advertised prices outside of the eCommerce platform, only establishes a “floor” for the advertised price and Dealer is free to advertise any price above the floor.

What kind of flexibility does Dealer have with the Buy@Home platform?

Dealers have complete flexibility and control with the Buy@platform. Dealers choose their price, lenders, mark-up, F&I products and even choose how they want to interact with the customer. The platform gives dealer full visibility of all customer actions in real time which enables Dealer to decide when to reach out to a customer and allows Dealers to incorporate the platform into their own process how they see fit.

How many lenders can be used in the platform?

Dealers can choose from many different lenders; however, applications are sent to a total of 5 lenders (NMAC plus 4) including their preferred prime and/or sub-prime preferences. This is so the consumer’s credit report is not bombarded with unnecessary inquiries. The Dealer can also choose in the back-end to send applications to other lenders on a customer-by-customer basis.

How will targeted incentives (Military, College Grad) be verified ahead of final deal structure?

Targeted incentives will only be applied to a deal if the customer has successfully obtained the claim code outside of the platform, entered that claim code into the platform, and the code has been verified. College Grad and Military incentives require the same verification from the Dealer as occurs in the showroom today. The key is that the Dealer sees every action the customer takes and the final deal structure is always approved by the Dealer and pushed from the Dealer to customer.

What if the trade is not represented accurately from the customer?

The Dealer should first verify that the trade was represented accurately by the customer. If it was not, the Dealer has complete control to reject or re-value that trade based on the correct information. If the trade was represented accurately by the customer, the Dealer has no risk, even if they choose to invoke the guarantee. If a Dealer feels the trade was undervalued, Dealer has full control to put more money into the trade if they desire but it would no longer be a guaranteed value.



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Will Tier 1 (www.NissanUSA.com) leads and inventory search change?

Nissan does not send leads from the eCommerce platform (Dealers capture their own leads) and Tier 1 inventory search is not changing. When customers build a vehicle on Tier 1 & search for matching inventory, NissanUSA.com defaults to “sort by relevance” at 50 miles from the zip code input by the consumer. All Dealer inventory will show up regardless of eCommerce platform participation. Dealers participating in our eCommerce platform simply have a “Buy Now” link in addition to the Contact Dealer & Get Trade-In Value links available for all Dealers.

How will this benefit the dealer?

Nissan’s goal is that Dealers sell more cars through this Brand initiative. Nissan will drive awareness of Buy@Home which we expect will bring new customers to the brand similar to a new product launch. Dealers participating and leveraging Buy@Home will also benefit from this with increased traffic of their own and exposure of their “Buy Now” badge on Tier 1.

If Nissan is advertising Buy@Home on national media, does that mean less messaging on vehicles?

More and more customers are demanding and expecting a seamless on-line buying experience from every industry, including Automotive. No OEM has successfully differentiated the customer experience in this manner, and the first to do so will gain new customers across their dealer network. This is not an “or” proposition, rather an “and” proposition to how we market the Brand. Great quality vehicles AND the customer experience the customer demands. It’s a winning combination. See the following relevant article that just published: [Cox study signals online opportunity for car dealers](#) (autonews.com)

Is the Buy@Home price competitive?

Nissan’s eCommerce solution is competitively priced with significantly more capabilities in-market at \$1,795 vs. the most expensive alternative which currently costs over \$2,000. Nissan’s introductory offer of the first six months at ½ price makes it even more competitive. There are less expensive options in the market, but with significantly less capabilities, not the full end-to-end experience, and not the support of Tier 1 Branding to drive traffic for the Dealer.

How are wet signatures handled on the platform?

All state “wet signature” laws are recognized by the platform, therefore in those states with these laws, required documents are obtained by dealerships according to those state laws.”



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What are the benefits of this solution?

The Nissan Digital Retailing Solution delivers a complete, end-to-end eCommerce experience that will help Nissan dealers drive traffic when the dealership is closed, generate more qualified leads and increase conversions and close rates. Benefits include entry points at NissanUSA.com and dealer Tier 3 website, guaranteed trade valuations, fully integrated incentives and the ability for consumers to digitally execute their finance/lease contract online. During the 180-day pilot, participating Nissan Dealers experienced closing rates of 20%, 2 times higher than organic close rate.

Why is this solution better than other strategies/approaches?

Unlike other digital retailing programs, the Nissan Digital Retailing Solution is an OEM program that offers complete marketing support on Tier 1 and Tier 3 properties as well as within the existing Nissan Account Management platform. Further, the Nissan Digital Retailing Solution is powered by Nissan proprietary web services promoting more accurate pricing/incentive data in a more timely fashion to other products in the market. Plus, our backend enterprise reporting solution features unprecedented transparency and insights into customer behavior with detailed reporting capabilities.

Moreover, the Nissan experience is differentiated by allowing your customers the flexibility to transact 100% online or save their work and seamlessly transition the purchase from online to in-store at any point in the process.

What if a Dealer is currently utilizing another platform?

Digital retailing technology is improving at a rapid pace. Nissan has conducted a comprehensive analysis and developed this specific solution to separate our experience from what is currently available to dealers today. With industry-leading capabilities paired with strong OEM branding, the Nissan Digital Retailing Solution offers unparalleled opportunities to differentiate your dealership from others.

Will Nissan offer any sort of contract buy-out/assistance?

To assist Nissan dealers with transitioning from their existing digital retailing platform, dealers have the option to take advantage of both a waiver of the \$1,500 setup fee and discounted subscription fees when enrolling in the eCommerce Bundle: Digital Retailing + Test Drive/Service Valet. 12 Month Contract Required. Discount applicable to dealers who enroll prior to 03/31/2021. More details contained under Pricing/Packages at NissanDigitalProgram.com/DigitalRetailing.

What CRM tools are compatible with this retailing solution?

Our tool is compatible with most CRMs. Additionally dealers have visibility to consumer shopping behavior, including vehicle(s) selected, trade valuation (where applicable) and any finance/credit app submitted using the backend dealer portal. Dealers have the ability to connect with customers using the backend portal, or the ability to transfer to the CRM allowing the BDC to continue working the deal.



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How much is this program? Are there packages that bundle features?

Please visit [NissanDigitalProgram.com/DigitalRetailing](https://www.nissandigitalprogram.com/DigitalRetailing) for the latest Pricing/Package information.

I'm ready to enroll – What does the onboarding process look like?

To enroll the Buy@Home program, go to <https://www.nissandigitalprogram.com/enroll-form/>

1. Provide Dealer/Contact Information
2. Select eCommerce Solutions and Package
3. Read and accept the Terms of the selected package
(NOTE: there are terms specific to each program. If selecting the eCommerce Bundle package, terms for BOTH programs will need to be accepted)
4. Sign and type your name; certify you are authorized to sign
5. Click the Submit button

You will receive a confirmation email from Nissan-eCommerce@nissan-usa.com with more information.

After I enroll, how long will it take to get the tool operational on my site?

Implementation time will vary dealer to dealer. After agreements are executed between the Dealer and Nissan, and our partner provider, it typically takes 2 weeks to finalize integrations and an additional 1-2 weeks for training. Depending on volume, we cannot guarantee a date for onboarding and activation, but the sooner you enroll, the greater likelihood you would be onboarded earlier compared to those who enroll later. Nissan and our provider will limit the number of dealers onboarded each month to ensure a quality experience. Activations will be performed in batches for greatest efficiency.

Will this solution work on mobile devices?

Yes, both the consumer and the dealer can access the tool on mobile devices. Consumers can begin their purchase experience or complete the entire experience via mobile device. Dealers have full visibility, by consumer, to partial or full orders submitted. In both cases, dealers set the time for mobile notifications sent to dealership management.

How does the trade guarantee work?

Vehicles traded in are fully guaranteed*, eliminating risk to the consumer or the dealer. We use multiple trade valuation sources to get to market value with the dealer having choice to retain the vehicle or sell at auction.

If the dealer keeps the trade: The customer receives the value of the appraisal and the vehicle is moved to Dealer inventory at the appraised value.

If the dealer rejects the trade: The customer receives the value of the appraisal. Provider is notified within 7 days of the sale that the dealer elects to not retain the vehicle and the dealer sells this vehicle at auction. In the event the value is less than that provided during the trade valuation, the dealer will be made whole based on the appraised value.

*Conditions Apply

Since this is beyond the current Digital Retailing tools dealers are used to, a typical BDC may not be equipped to handle these new deals. Is there a recommended dealer staffing structure to manage this with the proper skill set?

People process and change management strategies were provided during the FY20 Executive Manager Series. Nissan will work with dealers (as needed) to develop a management strategy to support eCommerce.



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Does the dealer have the ability to change their defaults such as down payment %, term of loan, miles per year etc.?

Yes, these items along with F&I Standard rate markups are managed within the dealer portal.

Do dealers have to price their inventory separately in the dashboard, or can they integrate it with their existing pricing tool?

Both. Dealers can manage New, CPO or Used vehicle pricing within the dealer portal. Additionally, the Nissan tool is integrated with several inventory management platforms including vAuto, MaxDigital and HomeNet.

Is a customer required to enter personal information before being able to interact with the tool?

To ensure each consumer receives the most accurate pricing possible including core and external incentives, the consumer is required to provide their name, address, email and phone number during Account Creation.

If the consumer begins the process on a Rogue, how easy is it for them to switch to a different model later in the process?

The “My Garage” feature allows consumers to save vehicles of interest to return to later. As these vehicles are sold, the tool identifies these as no longer available for the consumer.

Are there dealer tools, or efforts to allow this within the in-store sales process?

This Digital Retailing solution can be used in store by the Sales Consultant should the dealer choose to adopt into their existing processes.

Further, Nissan dealers will be able to continue leveraging NCAR as an in-store tool used during the sales process. Integration within NCAR is part of the development plan for future implementation.

Does this tool push to the DMS? What DMS providers are you integrated with?

Yes, our tool can push and pull to DMS providers CDK and Reynolds & Reynolds.

What are your thoughts on digital retailing in rural communities?

eCommerce allows dealers to expand their physical footprint into rural areas. By offering a full end-to-end experience, Nissan retailers are in a position to allow rural consumers the ability to select a vehicle, value their trade (where applicable), apply for financing, execute their contract (where applicable) and schedule delivery.

If a Nissan dealer has other brands, is there a way to use this tool for those brands?

The Nissan eCommerce solution will launch as a brand-differentiating exclusive tool for Nissan dealers. At this time, there are no plans to extend its use to other brands.



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Is Nissan's Digital Retailing Tool going to be required for compliance?

While dealers are encouraged to utilize the Nissan Digital Retailing Tool, at this time, there is no mandate to participate.

Will this new platform be available to our Spanish-speaking customers?

Currently, this is English only.

Is there currently a demo site available?

Currently, this solution is live and in-market at seven pilot dealerships. We have recorded a full end-to-end purchase that can be viewed at <https://vimeo.com/457936851/9e64e7fe73>

What if Dealers have additional questions?

Nissan is fully committed to supporting every dealer throughout every phase of our program partnership. If you need information to help you make a decision on your digital retailing solution NOW, please contact our eCommerce Team at Nissan-eCommerce@nissan-usa.com. A team member will work with you directly to ensure all questions are answered and you are fully informed on the Nissan Digital Retailing Strategy and Solution offering. Post enrollment, participating Nissan Dealers will also have access to 24/7 support resources to answer any questions through the duration of their contract.