

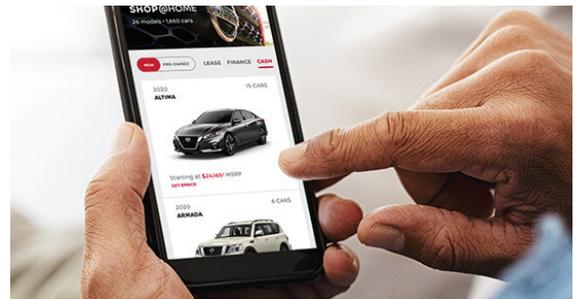


Increased Benefits (and Success) for Nissan@Home Dealers



When Nissan set out to be the first OEM to offer a “best-in-class” seamless eCommerce solution, our goal was to disrupt the automotive retailing experience and deliver what customers want. In this issue, you’ll see that we are well on our way – even at this early stage. You’ll also learn about more benefits coming soon.

- **You spoke, we listened!** Discover Nissan@Home’s **new No Profile Sales Experience** and its range of benefits. See page 3.
- **Greater success with Google Analytics.** Learn how Buy@Home can help you leverage **Google Analytics** on page 3.
- **eCommerce platform performance success.** Check out the **Early Results** of Nissan@Home on page 2.
- **Dealer Testimonials!** Read what activated Dealerships say in our **Snapshots of Success**. See page 2.
- **Want to double your RO gross?** See how and **the proof** on page 4.



“Love it and 10% of sales have come from the new tool.”

— TIM ANDERSON,
MATHEWS NISSAN OF PARIS



COMING SOON!

To see how the **No Profile Shopping Experience** will **benefit your Dealership**, check out this short video.

<https://carsaver.wistia.com/medias/oq7wsc9rgl>

NISSAN BUY@HOME

The Buy@Home solution allows customers to conduct their entire purchase online, or tailor an experience that combines online and in-Dealership activities — all within the deal parameters set by the Dealership.

Activated Dealers are experiencing noteworthy results — and the success has just begun!

EARLY RESULTS*

14,021

unique visitors went to Buy@Home pages

2,113

customers created a profile (15.1% of all visitors)

1,868

customers prequalified with a soft credit pull (88.4% of customers)

575

customers received a guaranteed trade-in offer (27.2% of customers)

* Reporting period: April 1 - May 23. Dealer Count: 80 (avg.)

Snapshots of Success

Mathews Nissan of Paris, in Paris, Texas, has **reported excellent results** with Buy@Home so far. **“Love it and 10% of sales have come from the new tool.** Comparing it to other models, the look and ease is much more customer-friendly,” said Tim Anderson, General Manager of Mathews Auto Group. The Dealership also added the format to their templates for internet leads.



Kip Karn

Jackie Cooper Nissan in Tulsa, Okla., was one of the first Dealers **activated on April 1. And on April 9, they sold a 2021 Altima!** General Manager Kip Karn got his team engaged by attending the various training sessions offered. **They are experiencing good traffic — more than 24 customers have** created accounts by clicking on the Buy@Home call-to-action on their Dealership website.

Royal Nissan of Baton Rouge, La., has reported good results as well. **“We are extremely happy with the program so far. We get between 2 to 3 people per day who create an account,** and the sales team is able to work those as well. The **training went well,** and the **team knows how to work with these leads,**” said Terry Rodrigue, Executive Manager.



Paul O'Sullivan

Paul O'Sullivan, General Manager of **Sullivan Brothers Nissan** in Kingston, Mass., reported that **his store had over 12 leads and has sold two vehicles so far.** Both deals were done entirely online — one was a lease through NMAC using Dealertrack uniFI®, and the other was a cash deal. In both cases, the Dealer delivered the vehicle to the customer's home and signed the paperwork there. O'Sullivan shared that **perhaps the greatest benefit — from the Dealership and customer perspective — is the time saved by eliminating the F&I bottleneck,** which regularly happens at Dealerships. O'Sullivan is excited about Buy@Home's potential and is encouraged by the early results.

Now Available! Connect Your Google Analytics to Buy@Home

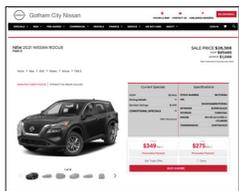
Buy@Home's new Google Analytics integration makes it easy for you to gain valuable insights into each step your Buy@Home customers take on your website, so you can leverage the analytics.

Your Request		Our Response
Allow my Dealership to add my Google Analytics to the Buy@Home platform.	→	Connect your Google Analytics by setting up a new Google property. The Buy@Home team will then add your Dealer's property ID to the Buy@Home website.

Coming Soon! You Asked, We Listened: No Profile Shopping Experience

The Buy@Home solution continues to provide new features that offer enhanced benefits for customers and Dealerships, including the upcoming **No Profile Shopping Experience**.

You'll enjoy quite a few benefits from the No Profile Shopping Experience. They include:

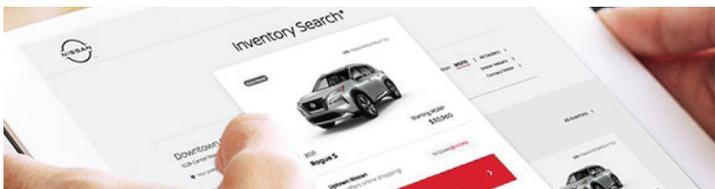


- Elevated customer engagement
- Increased traffic, sign-ups, and leads

To learn more, watch this quick video:

<https://carsaver.wistia.com/medias/oq7wsc9rgl>

Your Request		Our Response
Allow customers to see payment options and an estimated trade-in value without supplying personal information .	→	Deliver both estimated payments and trade value range experience without Buy@Home account setup .
More control over what is displayed on the Dealer website.	→	Deliver customizable display options through Dealer plugin.
Give customers multiple entry points to Buy@Home and prevent customers from falling off the platform.	→	Deliver multiple calls to action .
Drive customers deeper into the process and generate more leads .	→	Offer more conversion points .
Make Dealer website and Buy@Home work together more seamlessly .	→	Display customer's Buy@Home activity everywhere Dealer website plugin is displayed.



Accelerating Your Buy@Home Activation

Getting started with Buy@Home is easy.

STEP 1: Program enrollment

STEP 2: Dealer eCommerce training

STEP 3: Activation Portal Review with your Dedicated Performance Manager

STEP 4: Go Live!

TRAINING REMINDER



To help get your team trained and your Dealership activated quickly, Buy@Home is offering:

- 300+ training sessions through June 30
- One-day training sessions
- Friday Q&A sessions for activated Dealers

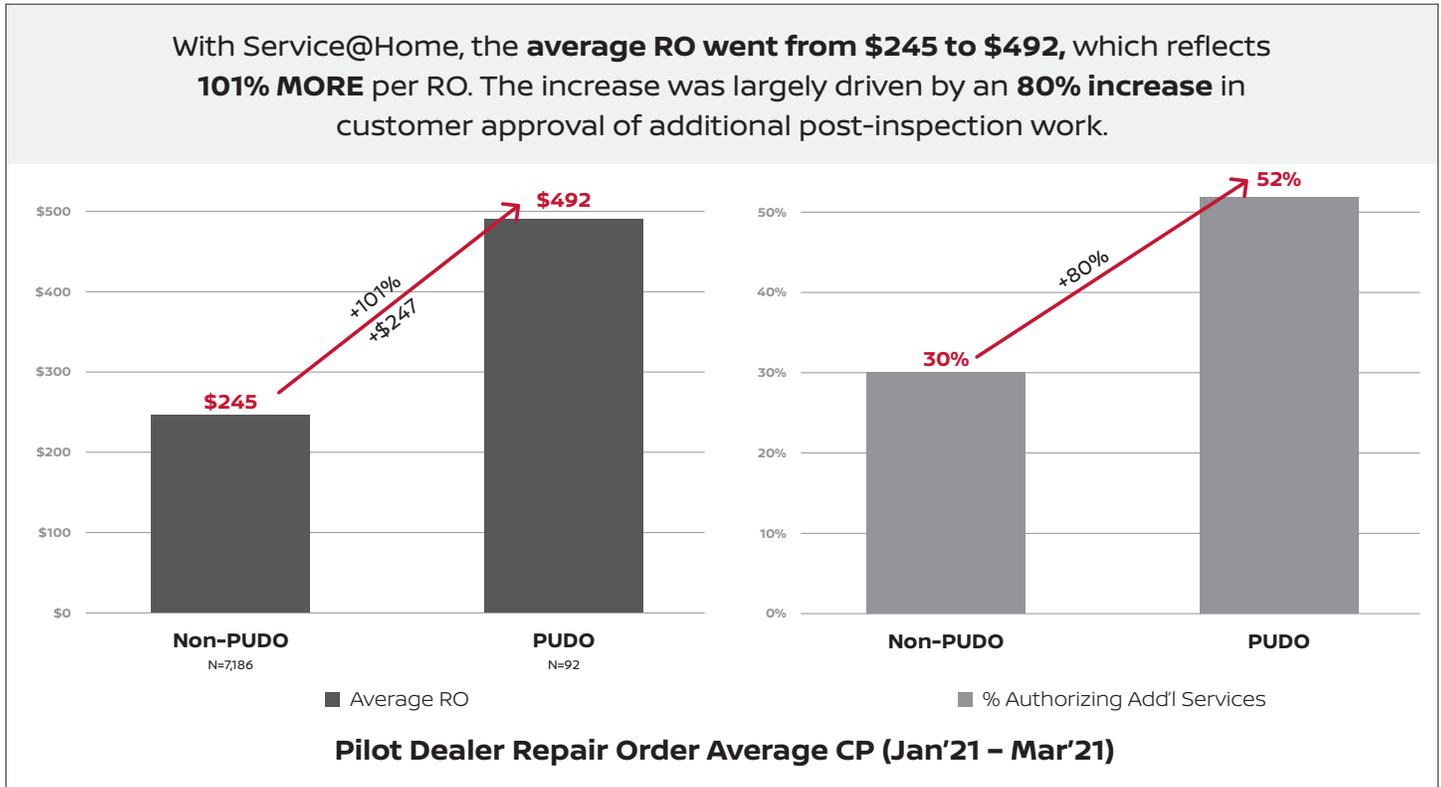
To get started on your Dealership's training, contact your Performance Manager at nissan@carsaver.com or 1-844-504-0900.

NISSAN DRIVE@HOME AND NISSAN SERVICE@HOME

The Drive@Home and Service@Home platform combines a proprietary reservation and dispatch system with a national network of drive agents to provide a scalable and efficient system for delivered services. It provides your customers with the convenience of a delivered test drive experience and service pickup and drop-off.

Service@Home ROs Deliver **Twice the Gross** Than Those Without It

Service@Home has already proven to be an outstanding source of revenue for activated Dealers.¹



In addition to increased RO gross, customers expressed how much they love Service@Home.



“This Dealership keeps exceeding my expectations with their service options. The new service valet was a huge help to me and my schedule. My car was picked up at the scheduled time and the hand-off was quick and easy. The drop-off was the same.”

— MARGEUX M., CUSTOMER OF BERMAN NISSAN OF CHICAGO



“The convenience of the pickup and drop-off will be a definite plus in considering my future services.”

— TAMARA R., CUSTOMER OF TIM DAHLE NISSAN SOUTHTOWNE



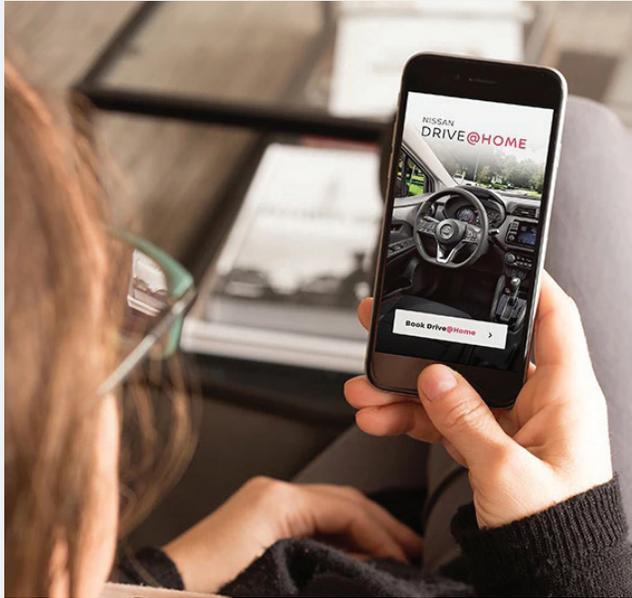
DID YOU KNOW?

- **80%** of vehicle owners are not returning to their original Dealership for service and parts.²
- **52%** of non-Dealership customers are more likely to use a Dealership if pickup and drop-off are offered.²

Dealer Marketing: A Turnkey Approach to Jump-start Your Services



All activated Dealers will have access to a suite of digital marketing assets for your website and social media campaigns.



Coming Soon!

Stay tuned for these new enhancements:

- **Drive@Home on NissanUSA.com!**
Nissan's marketing efforts will drive traffic to NissanUSA.com and allow customers to search inventory and book a delivered test drive with your Dealership.
- **Drive@Home integrated with Buy@Home.**
This will give your customers a seamless and convenient shopping experience from test drive to purchase and delivery.
- **Service@Home on NissanUSA.com.**
This offers customers a new avenue to connect with your Dealership for service.

Embrace the New Era — and Success — as a Disruptor

The eCommerce space is expanding at a rapid pace. Customers want it and Dealerships offering it are positioned to increase their customer base, satisfaction, loyalty — and profits — quickly. The numbers prove that Nissan's eCommerce solution is delivering what customers want and Dealerships need. We are fully committed to this new era in automotive retailing — and your success in it. We appreciate that you have chosen to join us to be a disruptor — rather than get disrupted. This is an exciting time, and it's just beginning.

If your Dealership is not enrolled, it's not too late to get in on the opportunity that's leading the new era of automotive retailing. If you act now, you can take advantage of our extended introductory pricing.

For more information, visit www.NissanDigitalProgram.com or contact your DOM.

¹ Nissan internal study Q1 CY21 data

² NADA (National Automobile Dealers Association)