



New Enhancements and Benefits for Nissan@Home Dealers



After a successful pilot program, we deployed Nissan@Home to Dealerships nationwide. The response has been impressive, with **nearly one-third of the Dealer network currently enrolled**, and more enrolling daily. This provides Nissan a strategic advantage to be a first-mover on this customer-driven desire with our dealer partners at a time when other OEMs are moving into this space without their dealer network. In February, we launched the onboarding and training process for these Dealerships, and to date, we have conducted more than **400 Buy@Home training sessions** and trained **1,500-plus Nissan dealership representatives**.

As a Nissan@Home early adopter, you are adapting to changes in what customers want and expect in a retail experience, particularly since the pandemic began. You are on the right track. Research¹ shows:

- **75% of consumers have tried a new shopping behavior since COVID-19 started.**
- **46% say they are more open to purchasing a big-ticket item online than they were a year ago.**
- **86% want to complete at least one step of the vehicle shopping purchase process online.**

OUR PILOT PROGRAM FOUND:

With Buy@Home customers, you can expect a **close rate of about 20%** – which is **twice the close rate** for traditional Nissan organic leads.

You can also expect good gross, and loyalty from new and existing customers who want eCommerce offerings.



“Nissan is putting us in a good position to allow us to serve the customer where they are instead of where we want them to be, whether it’s online or in the showroom, we can offer both. There’s no other OEM that’s doing this...You’ve got Nissan perfecting this, developing this, and making it great.”

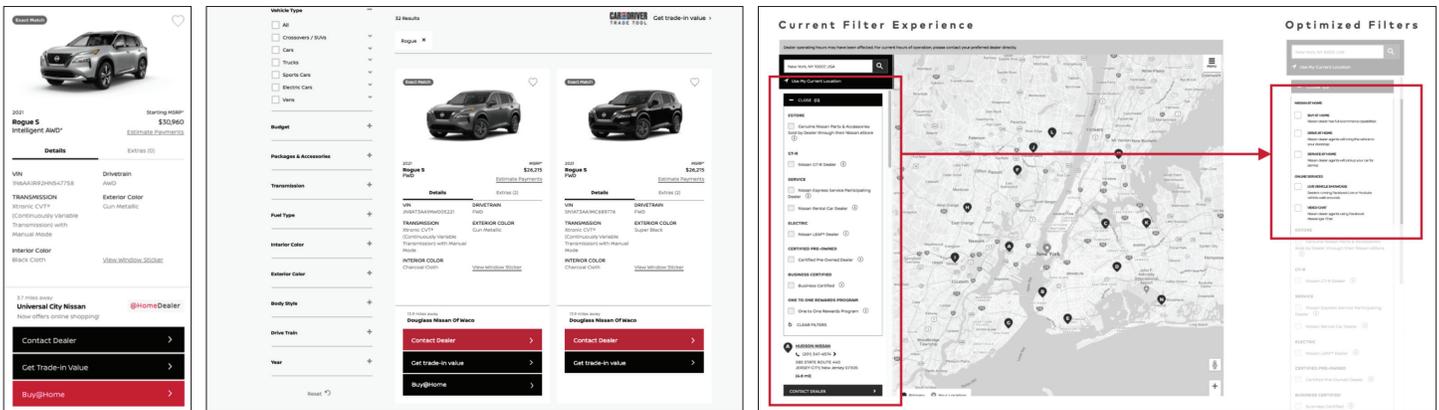
– DAN BANISTER,
BANISTER NISSAN OF CHESAPEAKE



Providing customers their ideal retail experience increases success – and customers want eCommerce. This is where the industry is headed, and early adopters are winning over these buyers. **Nissan@Home will protect your legacy by aligning your Dealership with the new reality of retailing.**

Nissan’s eCommerce solution is a strategic, long-term initiative, and we are continually adding benefits. Our latest investment includes:

- In April, we rolled out enhancements and new features to promote Nissan@Home programs across NissanUSA.com (Tier 1 site).



Buy@Home Dealers now benefit from a Buy@Home call-to-action (CTA) button for inventory results based on VINs.

Customers click “Search Inventory” and enter a Zip code to see inventory results by distance or by Dealership.

Buy@Home Dealers also benefit from a new filter that displays only Dealers enrolled in Buy@Home. Customers can view inventory (which will produce the CTA button) or link directly to a Dealership’s website.

As a Buy@Home dealer, customers will see each vehicle’s Buy@Home CTA button. They can then begin the online purchase process or head to your website.

These two new Buy@Home additions give you a strong and unique business advantage. Customers are guided directly to you from NissanUSA.com, and can see your inventory.

Other recently added benefits include:

- We implemented one-day training sessions for Buy@Home to help you get up to speed quickly and accelerate your Dealership’s activation.
- We extended the Nissan@Home introductory pricing through May 31, 2021.
- We kicked off a comprehensive national marketing campaign to drive customers to Nissan@Home and **participating Dealers like you.**

The marketing campaign is set to expand significantly nationwide, and will include TV spots on a broad range of channels. Stay tuned for more details. You can expect to see your leads increasing dramatically soon.

NISSAN
BUY@HOME

The Buy@Home solution provides a seamless, online, end-to-end experience that puts customers in control of how, when, and where they buy and take delivery of their vehicle. Customers can conduct their entire purchase online, or tailor an experience that combines online and in-Dealership activities — all within the deal parameters that have been set by the dealership.

Easy Ways to Make the Most of Buy@Home

Nissan is heavily invested in your success with Nissan@Home. Your **Dedicated Performance Manager** is assigned to your Dealership and plays a key role in ensuring your Dealership's success. They will:

- Provide ongoing performance coaching and best practices
- Review your KPI reporting and platform performance
- Provide valuable insights
- Conduct refresher training as needed
- Implement strategies and tactics to optimize your Dealership's performance
- Share competitive insights

You can contact your Performance Manager at nissan@carsaver.com or 1-844-504-0900.

The **Buy@Home platform** has been recognized and selected as a **finalist for the 2021 Automotive News PACE Awards** as the first end-to-end, 100% online car buying platform for new, used, and CPO vehicles.

If you haven't completed your training yet, we now have one-day training sessions to help accelerate your activation. And as a reminder, we have standing Q&A and Open Forum Sessions on Fridays for activated Dealerships and Dealerships in the activation process.

Coming Soon! Valuable, Loyalty-Building Features

The Buy@Home solution will continue to provide new features that offer benefits for customers and Dealerships. Here's a sample of what's on the way.

Feature	Customer Benefit	Dealership Benefit
NMAC Payment Waivers	Customers can seamlessly include all remaining payments, disposition, and NMAC payment waiver when including a lease turn-in with their new purchase.	Payment waivers can be offered to loyal NMAC returning lessees in an online environment. This enables lower and more accurate payments, which leads to increased close rates.
Pre-Approval Customer Deal Enhancements	Customers will receive a lower payment when NMAC pre-approval exists. Your customer also learns that they will be approved for certain deal structures from NMAC.	Customers will be quoted the correct rates and you will have an additional tool to help identify customers who are pre-approved with NMAC.
External Incentives Integration	Military, college graduate, VPP, and NOTOR customers can apply and receive all of their qualified discounts.	It will help ensure that customers will receive all available incentives.
Security Deposit	Customers can apply their security deposit for a seamless lease renewal.	You will have the ability to increase loyalty offering online.
Trade-In Offers and Editing	Customers can receive improved trade offers from Buy@Home Dealers.	You will have the ability to raise the value, to control the offer, and to secure a deal.

NISSAN DRIVE@HOME AND NISSAN SERVICE@HOME

Built on a single platform, Drive@Home and Service@Home offer a simple online reservation tool that provides your customers with the convenience of delivered test drive experiences and service pick up and drop-off, which will help future-proof your business. We congratulate the Dealerships that have already enrolled and are setting up their business for success.

Once enrolled, the process is easy:

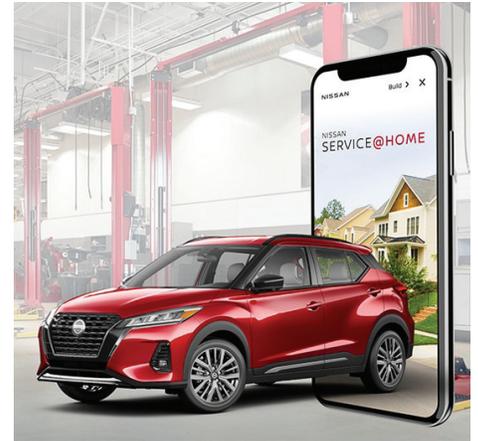
STEP 1: Meet your Success Manager

STEP 2: Customize Your Dealership Settings

STEP 3: Get Your Staff Trained and Ready

STEP 4: Implement Marketing Promotion and Launch

If you have questions about Drive@Home or Service@Home, such as getting started, training, or staffing, you can contact your Success Team at nissan@dopplerdrives.com or 1-833-633-0097.



The Benefits and Opportunities

INCREASED SATISFACTION AND PROFITS

Both Drive@Home and Service@Home can improve SSI and CSI scores, along with customer loyalty. These, in turn, can boost your rewards in the NissanNEXT Retail Program. The program rewards business growth and customer loyalty, and Drive@Home and Service@Home can help. Here's proof.

- **According to Nissan's internal data from Service@Home pilot dealers, repair order customer pay amounts averaged 101% higher than repair orders from customers who did not use the pick up and drop-off service.**
- **71%** of consumers are likely to choose one Dealership over another based on the availability of service pick up and drop-off.²
- **75%** of consumers want to see a vehicle before they buy and 64% require a test drive.³

TRAINING

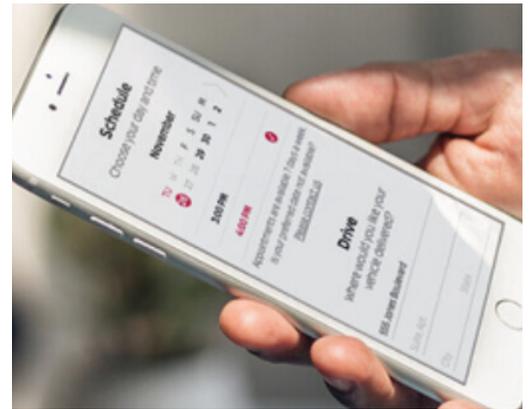
Once your dealership has been set up in the system, it's important to have your staff trained on either the dispatch platform or the drive agent app. This is a key step in the process and is required prior to launching in your local market.

Our training team is at the ready and offer each type of training twice a week, every week.

- **Drive Agent App Training:** This training is for Dealership staff who will deliver at-home test drives and/or pick up and drop off vehicles for service appointments. You will learn how to use the Drive Agent app and supporting forms to successfully complete delivery appointments.
- **Dispatch Training:** This training is for staff members who help customers book test drive and service appointments. You will learn how to use the Dispatch system to create, edit, cancel, and troubleshoot customer appointments in the system.

STAFFING

Drive@Home and Service@Home is more than a technology platform! You also have staffing solutions available. Doppler has a national network of automotive professionals trained to deliver first-class customer experiences. Who you choose to be the “face” of your Dealership for at-home services is important. The Drive Agents will be face-to-face with your customers, representing your Dealership and the Nissan brand. Whether you utilize your own staff, Doppler staff, or both, great Drive Agents are professional, customer-service minded, and reliable.

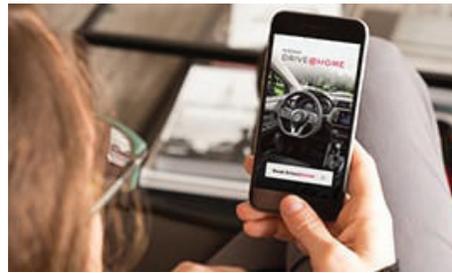


NISSAN@HOME

NISSAN BUY@HOME



NISSAN DRIVE@HOME



NISSAN SERVICE@HOME



Build on the Momentum

Customers want automotive eCommerce, and Dealers are integral to meeting that desire. Nissan is offering this “best-in-class” solution that Dealers need to compete, and you’re embracing it. Through our partnership, Nissan and its Dealers are advancing the customer experience and making history for the Nissan brand as the first to offer a robust end-to-end, integrated eCommerce solution for shopping, buying, and servicing a vehicle. The future is here, and it’s going to get even better.

Traditional and non-traditional competitors are moving fast in the eCommerce space. You can either be a disruptor, as the Nissan brand is working to be, or else you can be disrupted. If you’re not enrolled in Nissan@Home, it’s not too late to get in on this ground-floor opportunity that’s leading the new era of automotive retailing. If you act now, your Dealership can be live in May and take advantage of our extended introductory pricing.

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

¹ Source: Automotive News, McKinsey, Walker Sands

² Cox Automotive COVID-19 consumer and dealer impact studies, 2020

³ Deloitte’s Global Automotive Consumer Study, 2021