



Momentum and More for Nissan@Home Dealers



2021 Rogue



2021 Sentra



We're just a few months into the launch of Nissan@Home, and the momentum — and success — is impressive. Thank you for helping Nissan become the first OEM to offer a "best-in-class" seamless eCommerce solution — which customers are fully embracing!

- **Big Picture, Big Results** on page 1.
- **Feedback and Stats!** See why customers love Nissan@Home on page 2.
- **Dealer Testimonials** on page 2.
- **Platform enhancements** and quick videos! See page 3.
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- **Managing Misconceptions** straightens out misunderstandings on page 4.
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Big Picture, Big Results

354

Dealers in the Enrollment/Onboarding process, representing **all 50 states**

235

Activated Dealers

4,900+

Customer accounts created

8,100+

Vehicles saved in customer online "garages" so they can revisit

4,400

Soft credit pulls

1,495

Guaranteed trade-ins

As of July 5, 2021

Survey Says . . . Customer Feedback and Stats

A recent **Buy@Home** survey found your customers love the experience, and would recommend Buy@Home Dealers to family, friends, and colleagues!

What did they enjoy the most?

1. **Saving time**
2. Having a **“one-stop shopping”** experience”
3. **No haggle/no hassle**

“

It was an easy purchase.

— KIM V., CUSTOMER OF GREENVILLE NISSAN

”

“

Our main sales rep and financial rep were great.

— FERNANDO T., CUSTOMER OF PALMETTO 57 NISSAN

”

Service@Home found that the majority of Service customers want pickup and drop-off — and love it. The experience also won back customers who had “abandoned” their Dealership.

- **90%** of customers said the availability of a pickup and drop-off option greatly influenced their decision to choose their local Dealership for Service.
- **84%** said the overall pickup and drop-off experience exceeded their expectations.
- **40%** of customers had not been to their Dealership for over a year — or at all — prior to the Service@Home experience.

“

Would definitely choose this Dealership for any services I have in the future.”

— ERIC G., CUSTOMER OF BERMAN NISSAN OF CHICAGO

”

“

It was my first time and I loved it! Will use this again in the future.

— MICHELLE K., CUSTOMER OF BANISTER NISSAN OF NORFOLK

”

It's a Hit! Dealer Testimonials



“Buy@Home has given our **customers the ability to customize a transaction** on a vehicle of their choice from the comfort of their home, **creating longer website visits, more interaction,** and **great results.** The **set-up process was made simple** with **minimal work on our end,** and the support is everlasting. **We highly recommend the implementation of this tool, its features, and embracing this innovation into your showrooms.**” — Melany Fanfa, Marketing Director for Dartmouth Nissan, State Line Nissan, Nissan 24, and Route 9 Nissan



“We are **enjoying using Service@Home** in our Nissan dealership. The **support has been excellent,** and we were paired with a **very personable agent who understands the needs of my customers,** especially in today's climate. Pickup and delivery service of vehicles will keep car dealerships on the **cutting edge of the automotive industry.**” — Maggie O'Neil, Executive Manager at O'Neil Nissan

New Platform Enhancements Are Now Available!

New platform enhancements are here to help you — and your customers.

Additional Customer Incentives

The **Buy@Home** platform now allows customers to select additional incentives including VPP, College Grad, Active Military, and NOTOR points. Buy@Home customers will be able to apply their additional savings, and you will be able to see your customer's selections, including any necessary codes such as VPP or NOTOR points. [Watch this quick video to learn more.](#)

Self-Select Credit

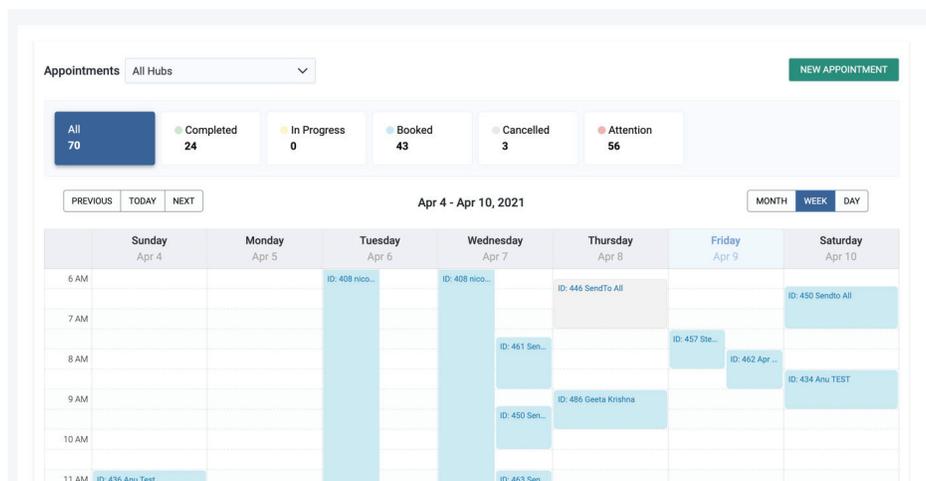
A new **Buy@Home** feature will allow customers to self-select credit if there are any problems with the automated soft credit pull. To increase customer engagement, we've enabled them to self-select their credit tier if the soft pull isn't able to find them, their credit report is locked, or they have insufficient credit to generate a credit score. You will have full visibility to this in Atlas, so you can engage appropriately with your customer. [Watch this quick video to learn more.](#)

Google Analytics

Visibility to analytics is a key component of your Dealership's ability to maintain control of engaging with consumers online, so **Buy@Home** has added the ability for you to track the activity of users who enter Buy@Home from your Dealership's website. We'll attach your Google Analytics tracking ID to the user's activity, so that you can see how your customers are engaging with your Buy@Home offering. [Watch this quick video to learn more.](#)

Improved Dispatch System for Booking Customer Reservations

The newly redesigned **Drive@Home and Service@Home** dispatch system will make it even easier for Dealership personnel to book appointments for your customers. The layout features a new calendar view, easier appointment filtering, faster search for time slot availability, and an overall improvement to the appointment creation process. All of these enhancements were developed with the Dispatcher in mind, to provide a prompt and professional service for your customers.



Managing Misconceptions

Misconception #1: Nissan@Home is executed in partnership with one vendor.

Reality: Nissan@Home is our marketing umbrella for three digital products. All products are white label Nissan-branded products and supported by two technology partners. CarSaver supports the Buy@Home platform, and Doppler supports the Drive@Home and Service@Home platform.



Misconception #2: With COVID-19 restrictions easing, customers will stop shopping online.

Reality: Automotive retailing was changing long before the pandemic — and so was its customer landscape. **Millennials now dominate** in vehicle purchases — and **they want eCommerce**. In **2020, Millennials bought more new cars** than any other age group — **at 32% of new-car sales** — outbuying Baby Boomers for the first time, according to J.D. Power. And according to Cars.com, **Millennials were almost twice as likely to buy a vehicle entirely online.**¹

- **65%** of prospective buyers prefer contactless services such as virtual appointments, at-home test drives, or home delivery.²
- **71%** of customers are likely to choose one Dealership over another based on the availability of service pickup and drop-off.³

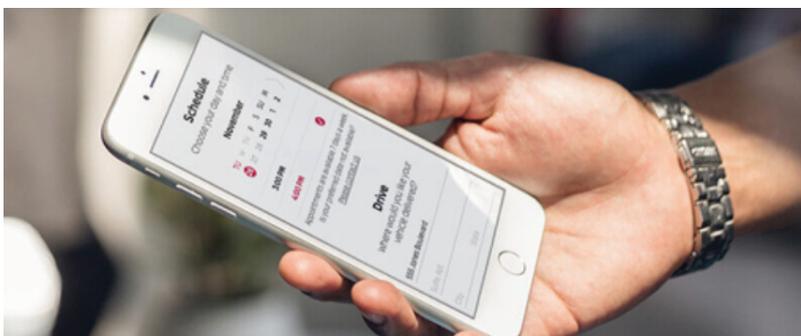


Misconception #3: Dealerships will lose control by adopting eCommerce.

Reality: The opposite is true. You will **gain more control** by extending your ability to sell and service vehicles — while **increasing total control and visibility**. For example, **you:**

- Get full visibility into each customer's progress in the Buy@Home platform
- Can reach out to a customer who is not progressing in the platform or needs to take the deal off-line
- Set the vehicle prices and fees
- Select the finance providers and F&I products
- Set the finance mark-up
- Set the radius for test drives and service valet
- Set the available times for test drives and service valet
- Get full visibility into where drivers and vehicles are, in real time

It's your business — Nissan@Home is an eCommerce solution designed to support it!



Training Opportunities: Easier, Faster, and More Convenient

To make the activation process ideal for your Dealership's needs, **Buy@Home** has implemented new training methods. Choose one approach, mix-and-match — it's up to you!

Now available:

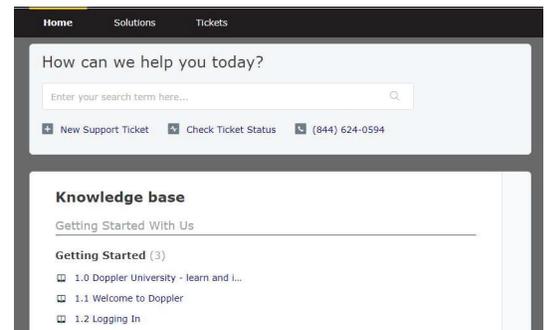
- **Recorded training sessions** to view at your convenience
- **One-day virtual training** sessions
- **Over 150+ virtual training** sessions offered through July 31st
- **Friday Q&A** and **Dealer-activated training** sessions

To get started contact your Performance Manager at nissan@carsaver.com or 1-844-504-0900.

The **Drive@Home** and **Service@Home** training options include:

- **Four live video training** sessions per week
- **Recorded training sessions** to view at your convenience
- **Comprehensive knowledge base** with a variety of articles

For questions about training or staffing solutions, contact your Success Team at nissan@dopplerdrives.com or 1-833-633-0097.



NISSAN@HOME

NISSAN BUY@HOME



NISSAN DRIVE@HOME



NISSAN SERVICE@HOME



Build on the Momentum

If your Dealership is activated — congratulations! Thank you for helping to shape the future of automotive retailing. Still onboarding? It's easier than ever to get activated. Whether activated or in the process, you can help build on the momentum:

- **Take advantage of the training** opportunities. They're designed to get you up and running — and refining — your personnel and processes.
- **Give us your feedback.** We're continually **adding benefits and making adjustments** to ensure your success. **Many enhancements are the direct result of your input.**
- **Stay tuned for more benefits** coming soon!

If your Dealership is not yet enrolled, act now to take advantage of our introductory pricing.

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

¹"Happy to Shun Showrooms, Millennials Storm the Car Market," *New York Times*

²CarGurus U.S. COVID-19 Sentiment Study, 2020

³Cox Automotive COVID-19 Consumer and Dealer Impact Studies, 2020