



# A complete, connected retail platform, completely within your control



As a certified provider of the Stellantis Digital Program, Upstart Auto Retail provides dealers with a complete, end-to-end auto retail platform that boosts profitability and enables the best car-buying experience.



## Close more deals

**46% higher** lead to close rate

*vs. industry avg*



## Speed up sales

**90 minutes** saved per deal

*Leif Johnson Auto Group*



## Get more out of every sale

**50% higher** back-end gross

*vs. industry avg*



### Your complete retail solution

Engage customers with an innovative digital retail platform. Designed with both dealers and car buyers in mind, customers can complete their entire deal online or seamlessly pick up where they left off in the showroom.



### Faster sales. Fewer friction points.

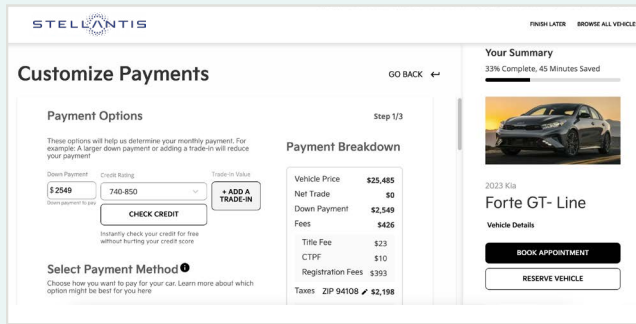
Know what is going on with every deal, both online and in your showroom. Digitize your showroom and track every step of the sales process to improve your team's efficiency while providing a modern customer experience.



### Full process control and visibility

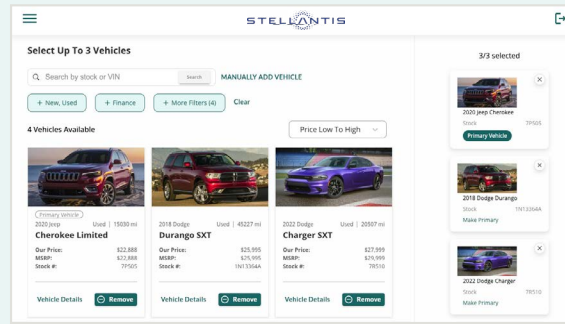
Make it easy for your staff to quickly connect to an available manager, get approvals on new deals and push the details to customers instantly without ever leaving their side. Deep reporting and analytics dashboards allow you to identify trends in real-time and optimize your process from a data-driven perspective.

# Powering the best car-buying experience. Period.



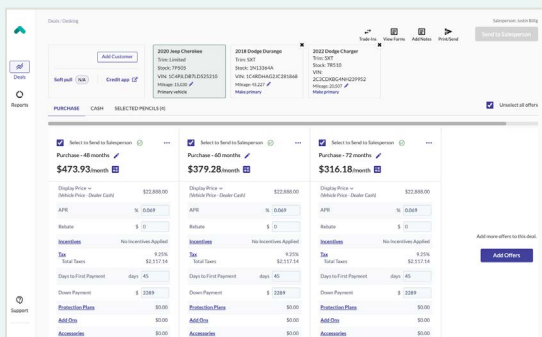
## Online

Create an online experience tailored to your dealership and sales process. Customize the customer journey, choose your lead gate placement, and generate higher-quality leads with better conversion rates through a transparent online shopping and financing platform.



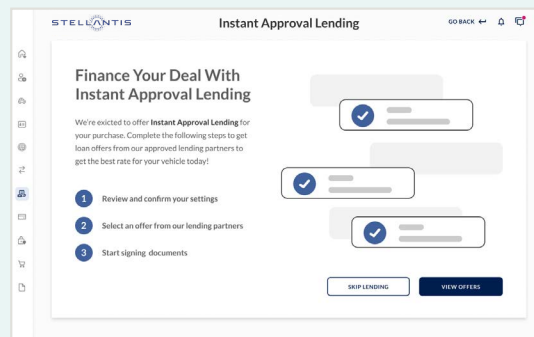
## In-Store

Seamlessly continue online deals or start new ones with our in-store solution. Accessible from any device, Upstart's in-store digital retail lets you stay by your customers' side as you build deals, display finance offers, review F&I products, and provide a modern in-store shopping experience.



## Desk and Analytics

Customize deals on the fly for both online and in-store shoppers. Easily update pricing, incentives, rebates, and finance details to create the best deal for your customers and your bottom line. Easily communicate between sales and the desk to push real-time updates remotely, so your staff never leaves the customer's side.



## Integrated Financing - Powered by AI

Dealers can gain access to Upstart's AI-Powered Financing capabilities that deliver faster financing, provide more sellable offers and improve profitability for your dealership. Upstart's AI-Powered Financing works with your existing F&I systems using a single credit application to provide you with an additional channel to finance more car buyers.

“Upstart simplifies the sales process, showing customers exactly what steps they need to take. This has led to more high-quality leads because customers can easily follow the process, and our team gets detailed information that helps us close deals.”

— **Madison Cantello**, Internet Sales Manager, Fitzgerald Auto Mall



Dive into the details and request a demo at [upstart.com/dealers](https://upstart.com/dealers)

[dealers@upstart.com](mailto:dealers@upstart.com)