



FOR MORE THAN 20 YEARS OUR BELIEF HAS BEEN:  
TO BE THE FIRST MARKETING RESOURCE FOR OUR CLIENTS

What began as a business born from automotive branded merchandise has grown  
to encompass a full range of innovative, data-driven customer solutions

Certified  
Pre-Owned

FMR'S PATENTED, DIGITAL CPO SYSTEM IS  
BUILT TO SAVE DEALERS AND OEM'S TIME, MEET CUSTOMER EXPECTATIONS,  
AND DRIVE PROFIT

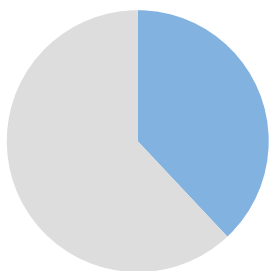


**Wholesale And Used Sales Are Starting To Soften And Retail Pricing Will Follow**  
Now is the time to drive additional profit by selling more Certified Used vehicles

**\$1.8K-\$2.0K**  
AVG. PREMIUM  
CONSUMER WILL  
PAY FOR CPO  
VEHICLE



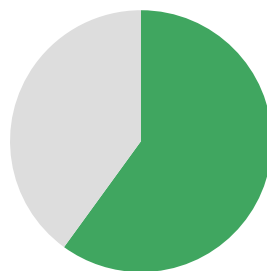
## CPO DEMO'S DRIVE DESIRABLE CUSTOMER ENGAGEMENT



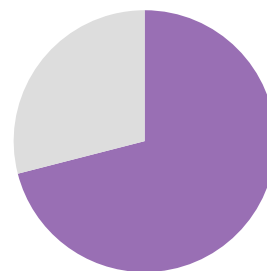
38%  
FEMALE  
SHARE



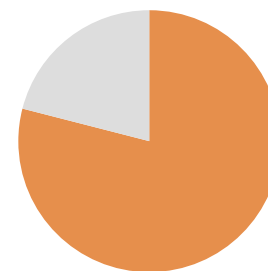
50%+  
BUY NEW-SAME  
BRAND



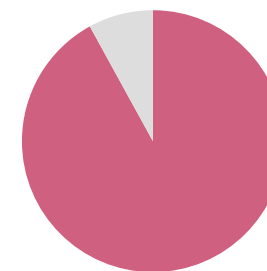
60%  
LOYAL TO  
SELLING DEALER



71%  
34 YEARS OR  
OLDER



79%  
MILLENNIAL  
CONSIDERATION



92%  
LIKELY  
LOYAL TO  
BRAND

BY REPLACING PAPER-BASED  
CERTIFICATION, OUR DIGITAL SOLUTION  
ENSURES INSPECTION COMPLIANCE  
AND ELEVATES THE CUSTOMER  
EXPERIENCE



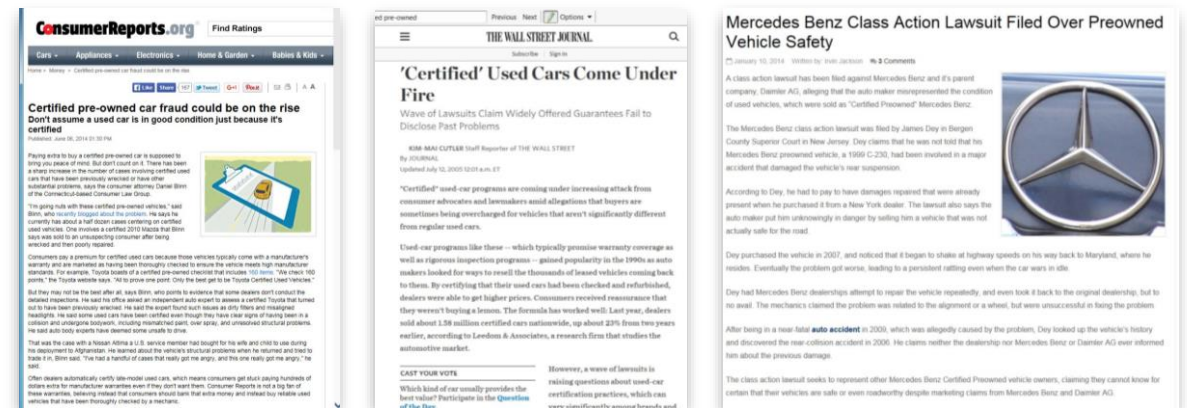
- Customer expectations are met and enhanced by a uniform, state-of-the-art vehicle certification, review and delivery process that sets the brand apart from its competitors
- Quality, precision and thoroughness are driven by digital inspection standardization and an efficient, digital delivery process
- Relevant vehicle information (incentives, videos, brochures, awards and testimonials) can be embedded to assist and support the purchase decision
- Built in checks and balances ensure accuracy and help mitigate potential CPO legal challenges



# DIGITALLY ACCURACY MITIGATES LEGAL EXPOSURE

## 01 ELIMINATE MISTAKES

More than 70% of compliance errors are due to human mistakes including missed inspection sections or items, incorrect markings, and missing signatures  
FMR's system corrects this



## 02 NO MORE PAPER FORMS

The FMR digital CPO tool eliminates paper inspections and electronically centralizes complete CPO vehicle records, increasing productivity by 15-20%\*

NO MORE lost paperwork, this is a replacement to all paper forms currently utilized

(\*25 dealership time study)

## 03 VIN SPECIFIC INSPECTION

The digital tool pre-populates VIN-specific vehicle information and progress status, employing electronic hurdles that do not allow certification to be completed without all required signatures  
Any open campaigns or items that render the VIN non-certifiable are flagged, along with real-time inspection gates, repair history, photos and more

## 04 COMPLETE DATA INTEGRATION

The tool's open API integrates seamlessly with CARFAX, AutoCheck and OEM systems and partners, allowing SSO, sales reporting and remote documentation review, as well as presenting available incentives, campaigns, RO data and more

Intuitive set-up screens allow dealer management to set and forget, while the system works automatically, 24/7



## 05 SUPPORTS SALES PROCESS

Using the digital CPO tool to view vehicle history, sales brochures and video content  
Salespeople can share CPO value, validate repairs and effectively respond to CPO customers' questions about specific vehicles  
Easy to use, scalable responsive design works across all devices





## FMR'S CPO BUSINESS EXPERIENCE

- Over seven (7) years of real-world experience
- Used by three (3) leading North American vehicle brands – currently onboarding a fourth
- Annual certification run rates have surpassed 600,000+ vehicles annually
- Real-time lens into used vehicle inventory and eligibility, delivery, sales, internal process timing, national and regional comparisons, and more
- Supported 24/7-365 days a year by highly experienced teams (technical, training, and business management)





THANK YOU

For more information contact: Walt DeCasas, VP Business Strategy at 949-378-5044  
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