



BMW Digital Retailing Certified Program

A 50%/75% co-op rate is administered for Center enrollment in a Certified Digital Retailing Tool (including Setup Fees)

Capability	Cox (Dealer.com)	CarNow	CDK (Roadster)	Darwin
Package Price	Accelerate My Deal Core Package \$1,099/mo On-Platform \$1,199/mo Off-Platform Elite Package \$1,799/mo On-Platform \$1,899/mo Off-Platform	Real-Time Retail Platform \$2,499/mo Digital Retailing Only \$1,199/mo	Omnichannel \$1,995/mo	Digital Retailing & Virtual Desking w/Showroom \$995/mo
Setup Fee	No Setup Fee	\$895	\$1,250	\$495
Continuous In-Store Product Training	No – Available w/add-on of \$599/mo w/Core Package Included w/Elite Package	Included	Included w/ Omnichannel	Available for \$995/day
Featured Add-Ons (additional \$)	<ul style="list-style-type: none"> Vehicle reservation w/in DR Tool Access to Performance Management Team 	<ul style="list-style-type: none"> KBB Instant Cash Offer Darwin F&I Merchandising Solution Credit Application Service – Dealer Track or RouteOne Multi-Lender Programs 	<ul style="list-style-type: none"> Dealer Track Finance Driver RouteOne Payoff Quote CDK Credit Check AuthenticID Identity Check Trade Valuation Automatic Lead Response Live Chat 	<ul style="list-style-type: none"> Trade Payoff Provider Integration Dealer Track Credit Application All F&I Lenders Electronic Forms
Capabilities Across All Certified Providers	<ul style="list-style-type: none"> Dealer-specific and configurable loan, lease, and cash deal structures Trade-In valuations, F&I products (some providers may require additional integration), taxes and dealer fees Customizable lead gate placement and requirements Certified website and CRM integrations All Certified DR leads are KPI leads and count towards lead conversion metrics 			
Trade & Credit Lenders	Trade: KBB with Instant Cash Offer add-on available Credit: Over 1600 lenders through Dealer Track's lender network	Trade: KBB, ICO, TradePending, AccuTrade, Trade-In Valet Credit: RouteOne or Dealer Track	Trade: KBB, TradePending, Edmunds, TrueCar, AutoHub Credit: RouteOne or Dealer Track	Trade: JD Power Values, KBB, KBB ICO Credit: Support all OEM banks and various others
Exclusive Features	<ul style="list-style-type: none"> Omni-channel experience across dealer website, Autotrader listings and KBB Trade valuations through KBB Dealer Track or RouteOne Credit integrations Ensure online deal structure aligns w/ in-store operations w/ easy to use management tools when using VinSolutions Connect CRM and Desking Two-Way communication and negotiation Chat available through integration with LivePerson 	<ul style="list-style-type: none"> In-Store tool available to create omni-channel experience Live Co-Browsing – Live assisted text and video chat Real-time access to customer actions including the ability to start a chat while the prospect is still on your website Seamless DMS integrations Trade-In partner integration Display actual prices of F&I products & accessories with FIE or Darwin F&I Large boots on the ground in-store field team presence New LMS which provides on-demand training, best practice guides and more. 	<ul style="list-style-type: none"> In-Store tool available to create omni-channel experience Multiple payment options – including taxes, fees and discounts Two-Factor authenticated Credit Application F&I Integrated Menu Optional Accessories Store Enables customers to reserve vehicle (Stripe) Lead engagement with Express Response Express Trade add-on Optional in-store kiosks (additional fees apply) 	<ul style="list-style-type: none"> Chat integration with multiple chat providers In-Store tool available to create omni-channel experience Trade Vehicle and customer document image capturing Guided personal experience gives customers payments and protection recommendations that fit their individual needs 24/7 F&I analytics – Provide customers with product videos and VIN specific data from trusted sources Dealership has full control of all workflows and how much is automated Connection to Darwin F&I platform to continue the deal completion process Build and quote features to quote non-stocked vehicles Schedule pickup & reserve – structured "FastPass" for transactional transparency & efficiency when moving off-line. Ability to complete entire shopping process online for customers paying cash Deposit feature through multiple providers
Key Integrations	Autotrader, KBB, VinSolutions Connect CRM and Connect Desking	DMS integrations including Reynolds & Reynolds, CDK, Dealertrack, and DealerBuilt	CRM integration with Elead, CDK DMS Integration	Darwin F&I, Can provider push deals to all DMS providers