



THE DX1 DIFFERENCE

If you are like most powersports dealers, you're not just selling units. You're enthusiasts selling adventure to fellow enthusiasts. DX1 wants to give you more time to do what you love most; selling, owning and living adventure! DX1's industry leading website and lead management solution helps simplify day-to-day tasks and processes, maximizing the time you have to spend with customers and sell.

When it comes to speed, DX1 websites load quicker than the competition, delivering a better customer experience, higher page rank and more sales. Whether seeking answers to questions, looking for help, or researching to buy, customers are turning to mobile devices for the answers. DX1 helps you provide the best mobile experience for your customers with a responsive website that won't cost an arm and a leg.

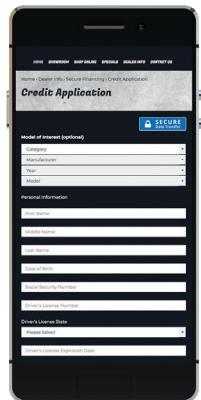




WE DRIVE LEADS. YOU SELL ADVENTURE.

WHERE TECH MEETS REC

You pay attention to the way you display units in your dealership showroom. You make sure to convey the feeling of adventure that helps customers visualize themselves riding cross country or rumbling over off-beaten paths. Your online showroom in your virtual dealership is no different. DX1 showrooms transcend the flat 2-D and get your customers as close to the real thing as possible. We do the heavy lifting for you by providing the best OEM model data in the Powersports industry: full details down to the model code, including all colors and model codes with full descriptions, specs, features, photos, colors, videos, and pricing across all Powersports manufacturers, automatically update your site when new models are released. Work less, sell more!



TURN THAT LEAD INTO A DEAL

When it comes to closing leads, it should be as simple as possible. DX1's lead management tools are streamlined and straightforward so you can follow your dealership's "road-to-the-sale" for simple tracking of lead conversion and sales process. DX1 gives you the ability to configure lead assignment settings to ensure all leads are responded to and followed up on. Even better, create autoresponders for all lead types so your buyers are engaged the second they show interest in a bike, PWC or UTV. DX1's lead email address, unique to you, delivers all leads generated from other websites to the DX1 lead manager for consistent and constant responses and tracking.

Having all your leads in a single place means less work for you. No more compiling and reconciling reports from different systems to gauge conversions and close ratios. No more separate toolsets and workflows for your sales reps to manage. Everything you need to increase conversions and boost your sales lives in a single system.

BUILT FOR SECURITY

You should have an SSL (Secure Sockets Layer) certification for your website, which ultimately means that your URL will show up as HTTPS instead of HTTP. HTTPS indicates to Google and your customers that your website is secure. Customers will know their sensitive information such as credit card numbers and contact information are safe when purchasing (shopping cart) or submitting their information on a form within your site. DX1 provides this certificate FREE of charge where other website providers charge up to \$250!

Protecting your dealership is our number one priority. We don't take data security lightly and do everything we can to ensure your data is safe and secure and a standard website feature. All DX1 websites come with SSL (Secure Sockets Layer) certification.





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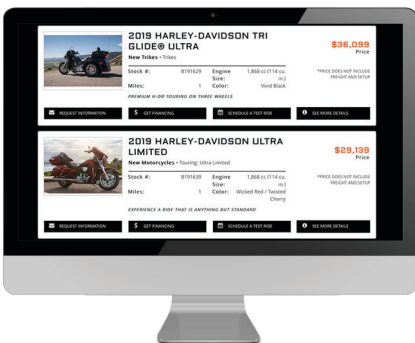
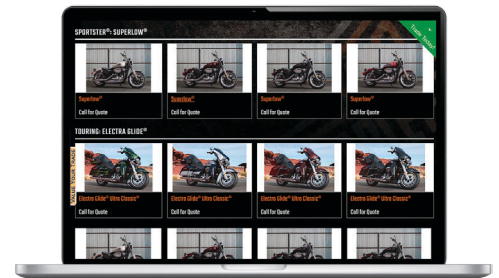
STAY ON TARGET

Being able to “Get the Full Picture” is all about transparency. How is my website doing? How many visitors came to my site? How many customers are using a mobile device to view my products? What units are they looking at? We’ve got you covered.

DX1 uses Google Analytics to give you a wide or narrow view of the details depending on how much information you want. You will receive a monthly report via email, detailing web performance and trending metrics. In addition to website and marketing analytics provided by Google, DX1 has a stable of thoughtful, detailed business reports that examine everything from sales process and conversions to unit profitability to giving you a heads up if a unit is advertised below MAP. All reports are easy to schedule for email delivery, on a daily, weekly, or monthly basis.

WHERE ONLINE MEETS THE ROAD

You pay attention to the way you display units in your dealership showroom. You make sure to convey the feeling of adventure that helps customers visualize themselves riding cross country or rumbling over off-beaten paths. Your online showroom in your virtual dealership is no different. DX1 showrooms transcend the flat 2-D and get your customers as close to the real thing as possible. We do the heavy lifting for you by providing the best OEM model data in the Powersports industry: full details down to the model code, including all colors and model codes with full descriptions, specs, features, photos, colors, videos, and pricing across all Powersports manufacturers, automatically update your site when new models are released. Work less, sell more!



SET IT AND FORGET IT

Is your current inventory management more like pain management? When was the last time you listed all your inventory on your website? For that matter, how many sold units are still displaying on your website?

DX1 allows you to upload your inventory quickly to one central location while automatically posting it to your website. Once a unit sells, it is removed from your website in real-time. No-fuss, no muss, no need for manual intervention. As a DX1 dealer, you have access to all available OEM model data eliminating the need for manual data entry! DX1’s smarter inventory management eliminates labor-intensive processes, duplication of effort, and the need to be in your office!

DX1’s Listing Inventory mobile app for both iOS and Android devices is the fastest and easiest way to manage photos and pricing for your major unit inventory. With the app, you can take photos of inventory and load them directly to specific models from your mobile device. This eliminates the extra step of transferring images from a camera or phone to a desktop computer and allows you the freedom to manage your business from anywhere.





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MANAGED SEO

To maintain a strong rank with search engines, like Google, your website must continually be tweaked, adjusted, and updated to gain and retain a favorable ranking. If your dealership is like most and doesn't have a resident SEO guru, we've got your back with DX1's Managed SEO services! You'll get a team of dedicated SEO specialists with Powersports industry knowledge and experience who will provide extensive and ongoing optimizations, updates, and adjustments to site content ensuring your website stays relevant, up-to-date, and in front of customers.

We'll keep you informed of your site's performance through monthly reports that include, but are not limited to, site page views, visitors, search engine traffic, as well as informative website marketing tips. On average, DX1's Managed SEO clients see a 566% boost in organic traffic after one year!

SMART PRICING TOOLS

DX1's exclusive Smart Pricing tools provide freedom and flexibility when marketing your units. With the hands-off scheduled sales price - set a sales price or special and an expiration date. Once the sale expires, the price will automatically change back to the original price of the unit. No more worrying about whether a consumer will see the wrong price because you didn't have time (or forgot) to reset the pricing after a major sales event.

DX1 also offers comprehensive pricing options that include the ability to set monthly payments with configurable rates and terms, create offers on the fly, hide prices, configure consumer pricing alerts, or Get Offer options. DX1 Smart Pricing tools are flexible and easy-to-use so pricing your units encourage sales and maximize profit.

OEM PROMOTIONS

Set it and Forget it – Have a hard time remembering to load new OEM promotions and take the old ones down when they expire? We get it. DX1 has a built-in feature that will manage the promotions on your site for you. As soon as new promotions are available from the manufacturer, they are available on your website - no work required by you. We also remove expired promotions so buyers will only see the current offers.

THE DESIGN AND BUILD PROCESS

Where other website providers build sites for multiple industries, DX1's only focus is Powersports. We live it, breathe it, build it. DX1's perspective on website design is that it should be a true reflection of you, your brand, and your Powersports dealership. Our web team focuses on the uniqueness of each and every dealer (no cookie-cutter templates). Our dealers are fully engaged and consulted throughout the design and build process. At DX1 we understand custom design expertise, supported by continuous product development of website features and retailing enhancements, engages more buyers, and closes more deals for you!

That design know-how is cemented with DX1's mobile-centric websites, the fastest on average with thoughtful use of screen real estate to engage buyers from the get-go. Some web providers build templated sites... DX1 builds unique high-performance websites complete with a one-time review of SEO at the time of site go-live. Based on 60 day SEO follow-up website checks, on average, keyword ranking increases up to 31%.



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