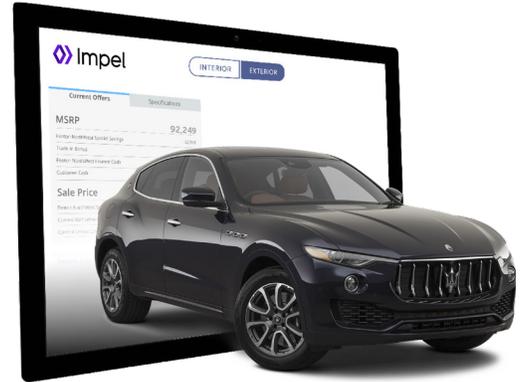


### Enabling Maserati Dealers to Turn Online Shoppers Into Buyers

Buyers have come to expect greater levels of transparency and personalization in every interaction, and vehicle shopping is no exception. Give them the showroom experience they demand, every time. Online. With Impel.



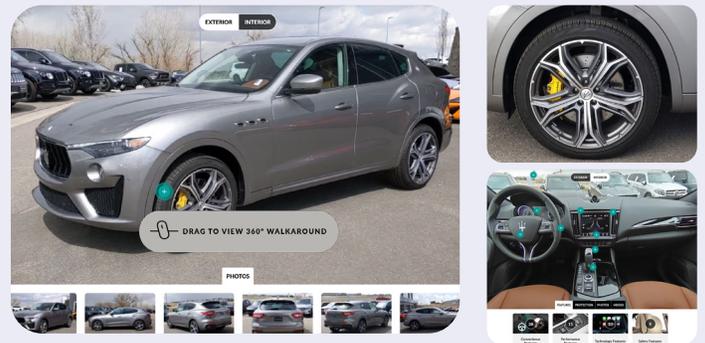
Source: in-market national performance analyses by major OEM franchise networks



### 360° WalkArounds®

Transform static VDPs into interactive experiences that build shopper trust

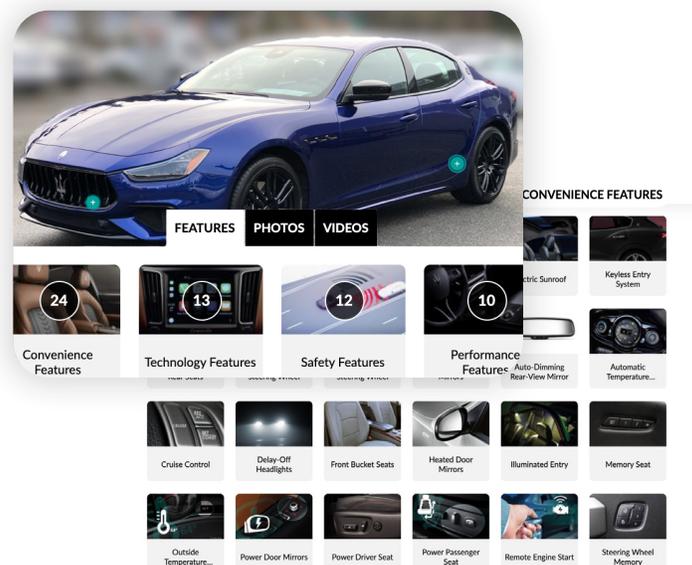
Help shoppers fall in love by enabling them to explore every aspect of a vehicle from any angle, anytime, anywhere. Put shoppers in complete control with interactive and immersive vehicle exploration. And with Impel's Capture App, dealers can capture 360° exterior walkarounds, interior panoramic video and 64 still images in under five minutes. It's the competitive advantage that thousands of dealers use to keep shoppers on their site longer.



### Feature Tour®

A revolutionary way to showcase each vehicle's most valuable features

Today's technically advanced vehicles are filled with features that are difficult to explain. And long lists and descriptions do little to help shoppers feel more informed. Feature Tour addresses this challenge by bringing carefully crafted videos, images and explainer content to your VDPs, showcasing vehicle features in easy-to-understand ways based on each shopper's specific preferences. By educating consumers with rich, OEM-endorsed multimedia content, retailers can differentiate their inventory and increase margins. And because we track what features each user looks at, your sales team has the insights they need to provide truly personalized follow-ups.



## Video Tour™

The most cost-effective way to add full-motion video walkarounds to your VDPs

Online consumers have come to expect high-quality, multimedia experiences. That's why we created the industry's most cost-effective, programmatic solution for full-motion video merchandising. Retailers can easily create professional-quality interior and exterior videos with voiceovers highlighting key vehicle features and options. The videos are automatically generated from your existing inventory data feeds and 360° WalkArounds so no additional tools or image capture are needed. Videos are live on your site within 24 hours, optimized for SEO and syndicated to social media sites to drive more traffic to your website.



## Automated Background Removal

Imaging technology that transforms your SRP's

Impel's automated background removal technology enables vehicle retailers to showcase their inventory with clean, consistent, professional-looking SRP images. Powered by an adaptive computer vision algorithm, Impel's solution offers a quick and easy way for dealers to remove background clutter and comply with OEM-mandated imaging requirements.



## F&I Advantage

A better way to merchandise protection and insurance products

F&I products are critical to dealer profitability, but the process often leaves buyers confused and dissatisfied, feeling at the mercy of perceived high-pressure tactics. F&I Advantage builds interest and educates consumers **before** they ever arrive at the showroom, enabling personalized conversations and improving attachment rates. Introduce margin-enhancing F&I products early in the shopping process, showcasing warranty and protection plans directly on your VDPs. Our Needs Assessment provides personalized recommendations to shoppers based on lifestyle needs. Additionally, F&I product offerings can be customized based on vehicle type, make and mileage.

