

FORD ACCESSORIES DIGITAL SELLING SOLUTION

The only Ford-authorized tool for selling vehicle accessories



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Grab your share of the accessories market with the Ford Accessories Digital Selling Solution

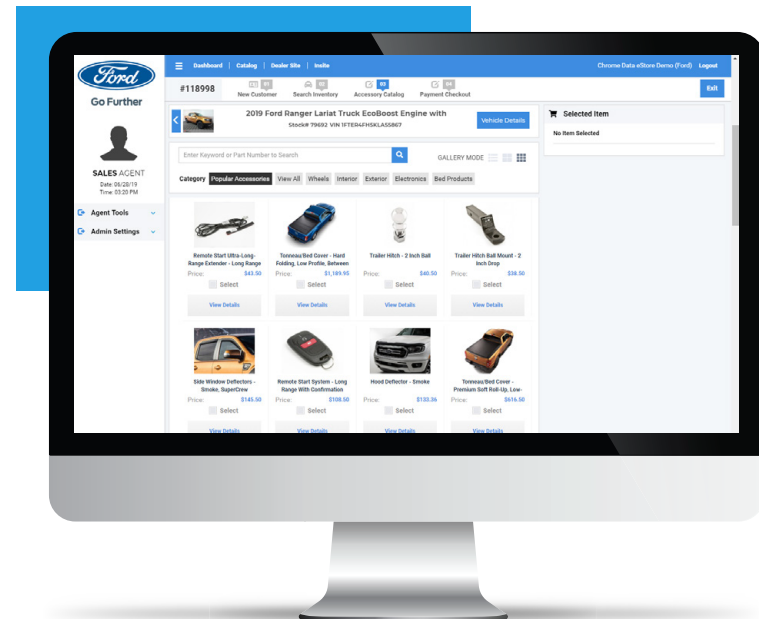
Ford, in partnership with J.D. Power, offers a robust digital selling tool for dealers who want to take their accessories business to the next level.

With this completely integrated solution, you can quickly and easily present accessories to every customer at the time of a vehicle sale with fully customizable pricing and labor charges. The Ford Accessories Digital Solution enables your sales team to enhance the customer experience by providing full factory-warranted accessory options during their normal sales process.

This state-of-the-art solution also seamlessly integrates with your dealership's website to help promote and sell Ford accessories online. It's easy to display, promote and upsell accessories at numerous customer touch points.

As the exclusive partner selected to work directly with your FADs (Ford Accessories Distributors), J.D. Power is connected to all Ford properties — resulting in a seamless experience for dealers

Another huge perk about this platform? It is completely customizable to each dealer's specific needs and business processes.



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Stop sending your accessories business to third parties

If you're not selling accessories at the point of sale, you're missing out on profits. Let's face it, if a customer doesn't purchase accessories from you at the time of vehicle acquisition, it's a lost opportunity. Most accessory purchases after the customer leaves the dealership are made through a third party.



It's not about changing your sales process or inserting a new one. It's about working within your existing process to take advantage of accessory sales opportunities. Doing so provides a thorough customer experience that allows your dealership to maximize profit opportunities.

It's simple. Through the sales consultant's normal discovery process, they can help customers learn about the accessories that will protect and enhance their Ford vehicles.



In a study of the Ford Accessories Digital Selling Solution, commonly referred to as Ford DSS, dealers saw an average of \$125 of additional gross profit per vehicle

Did you know?

The overall size of the U.S. automotive specialty equipment market grew to over \$48 billion in 2020, representing a nearly 4% increase over 2019. The market is projected to reach a new high of over \$50 billion by the end of 2022.*

*SEMA Market Research, The 2021 SEMA Market Report.



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Experience a powerful, effective turnkey solution

The Ford Accessories Digital Selling Solution has a variety of functions that simplify the purchase process and drive more sales.

Here are some of the platform's key benefits:

- Full integration from sales to parts ensures needs are met across departments
- Consistent parts and labor pricing structure between all departments
 - sales department can reference your dealership's accurate pricing, 24/7
- Responsive design optimized for all devices
- Vehicle VIN and stock number look-up capability
- Keeps customers on your dealership's site longer
- Easy integration with dealer's payment gateway
- Enables customers to purchase directly from your website
- View inventory on hand at your FAD and dealership
- Suggestive selling functionality
- Compelling content and unique value-added features to increase engagement
- Powered with Ford-authorized accessories data for complete accuracy



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Boosting your bottom line has never been easier

Processing an order in the Ford Accessories Digital Selling Solution is as easy as a few quick clicks. The Ford Showroom is completely customizable by dealer and can be configured to meet all dealership sales processes.

Here are the basic operations:

Easy Ordering

Once pricing and DMS integration have been set up, the dealership sales team will have a robust accessories catalog at their fingertips. Once a cart is created for the customer, it can be saved, printed or put it into a waiting stage for review by finance. When approved, it can be submitted to the parts department for verification and fulfillment. The parts department can verify the accuracy of all accessories ordered via VIN and stock number and then process the order either from current inventory or place an order to the FAD.



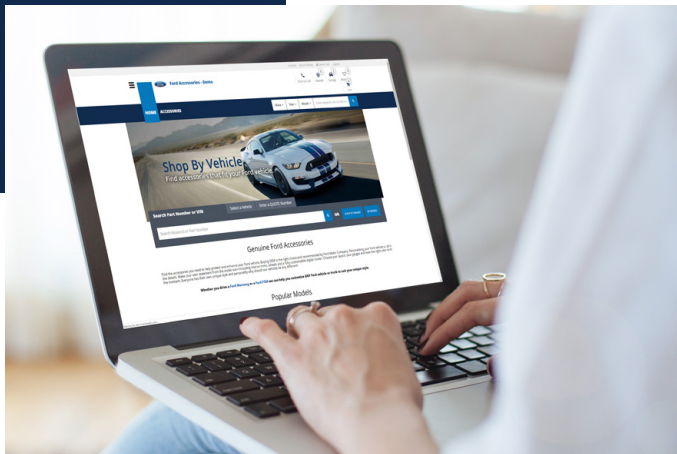
One-Click Checkout

The payment checkout process allows orders to be reviewed and changed as needed. You can change quantity, determine if installation is needed, add additional items, update the cart, view estimated payment and finalize the sale.

A seamless solution for increasing accessory sales

Robust Reporting and Administration

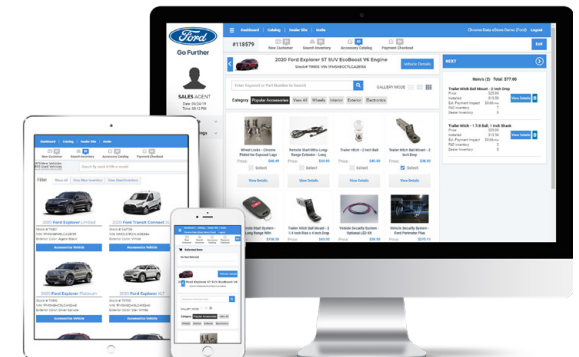
The back-end tool enables dealers to administer many functions of the Ford Accessories Digital Selling Solution. From managing setups to processing orders, you'll find it all here. You can place stock orders, make changes to the website and manage all orders through easy-to-navigate icons. A dashboard screen gives you a quick view of tickets that need to be completed, latest login activities and sales metrics.



24/7 Website Orders

The retail website store is designed to give your customers a means to shop for genuine Ford accessories at any time. When a customer places an online order through your website you will be notified via email and in the back-end tool. You will see the number of orders in the 'New Order' section and can access the details from there.

Shopping for accessories is a seamless experience on any device.



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Capture your cut with one of our money-saving dealer packages

Option 1

Month-to-Month Program

- Dealer pays \$1,000 set up fee
- Monthly billing doesn't begin until the Go Live date
- Dealer can cancel at any time

Option 2

One-Year Contract Program for Advanced Platform – Potential to Save \$\$\$!

- 12-month dealer commitment
- Your first month free!
- Dealer set up fee is waived
- 12-month window and billing begins upon dealer Go Live date
- Early cancellation results in dealer charge-back of the \$1,000 set up fee and the remaining months of the 12-month contract

Features	Lite Version	Advanced Versions
Installation & Training Fee	N/A - Remote Setup	\$1,000 Waived w/12-Month Commitment
Users	Limit of 3	Unlimited
Dealership Support	Phone Call Only	On-Site Field Staff
Real Dealer Vehicle Inventory	●	●
Ford Accessory Data Feed	●	●
Order Notification to Parts Manager	●	●
Integrated to FAD Order	●	●
Customized to Dealer Process	X	●
Cost of Accessories Price Impact	X	●
Advanced Platform Reporting Dashboard	X	●
Automated Marketing Platform	X	●
Order Notification to Sales Manager / F&I	X	●
Fully Customizable Pricing for Parts & Labor	X	●
Full Access to Showroom Customization	X	●
Ability to Create Bundles	X	●
Ability to Create Popular Accessories	X	●
Modify Permissions	X	●



ENROLL TODAY!



For more information, contact your FAD Representative or contact dssfordsuccess@jdpa.com

To enroll, visit FMCdealer.com and DPES today to start earning your piece of the accessories business!



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