



DRIVERBASE[®]

DATA-DRIVEN CAR SEARCH



89



55



34

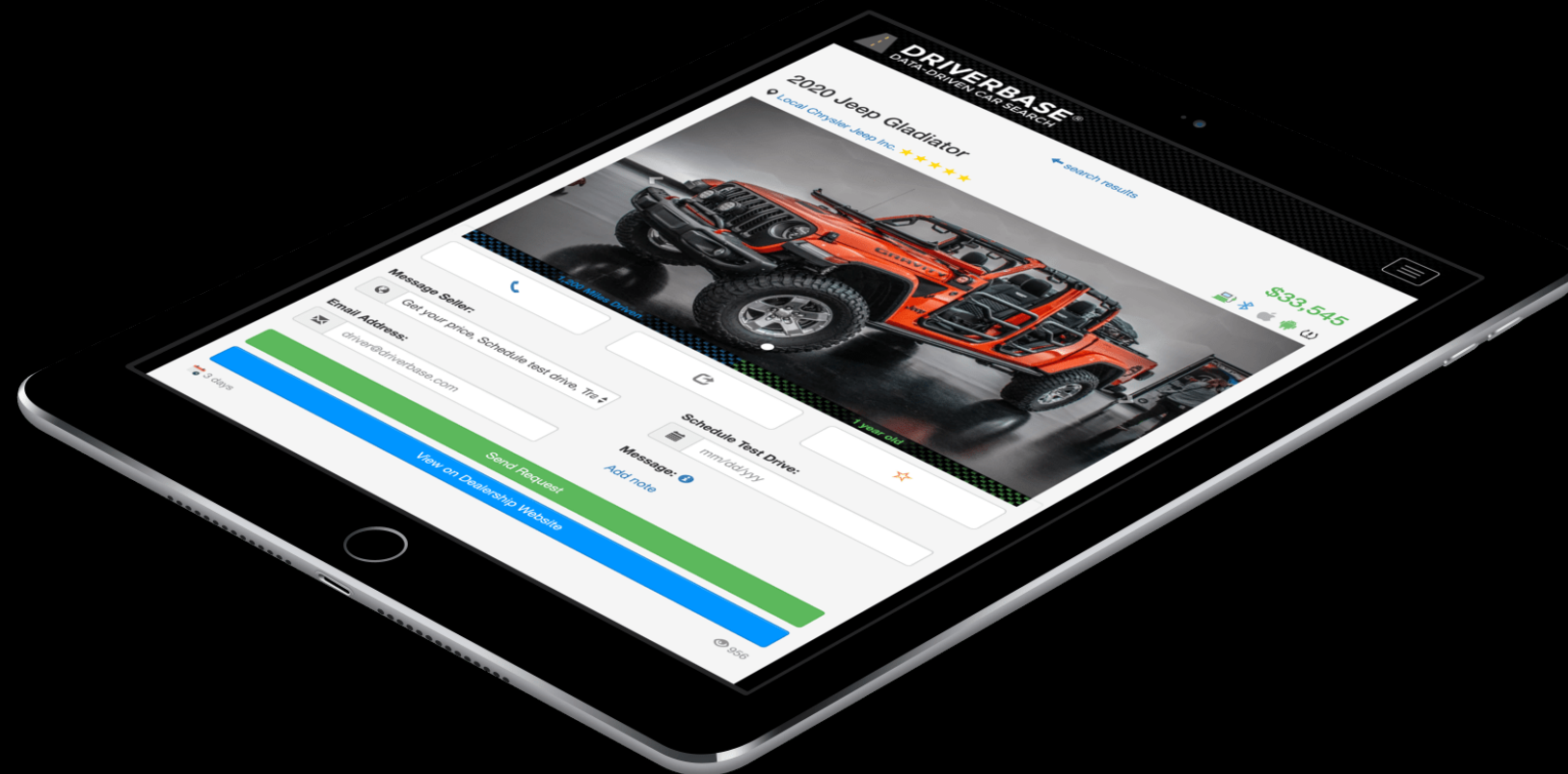


21

driverbase.com

User Experience for Drivers & Dealers

“Driverbase delivers a better car search experience. We provide drivers with vehicle recommendations to help them own the right car at the right time and plan ahead for future purchases.”





DRIVERBASE[®]
DATA-DRIVEN CAR SEARCH



[← search results](#)

2020 Jeep Gladiator

\$33,545

📍 Local Chrysler Jeep Inc.



1,200 Miles Driven

1 year old



Message Seller:



Get your price, \$

Schedule Test Drive:



Email Address:



Message: ⓘ

[Add note](#)

Send Request

[View on Dealership Website](#)

3 days

956

Local Chrysler Jeep Inc.

📍 1600 Main Street, Anytown, ST USA 01010 ★★★★★
<https://www.dealerwebsite.com>
(888) 888-0101

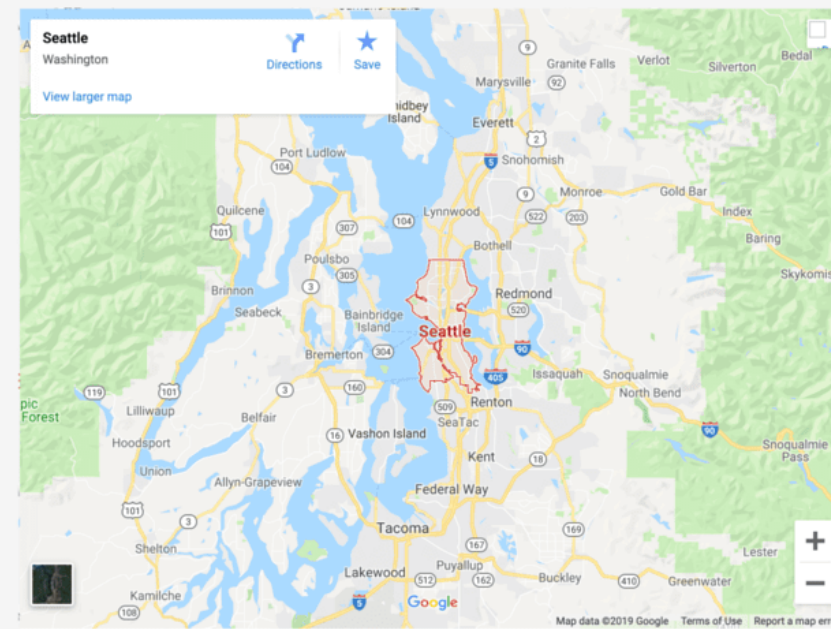


324 cars for sale 🚗

110 new, 190 used, 24 certified pre-owned

[View all inventory](#)

[View dealer website](#)



452,358 Mi. Driven

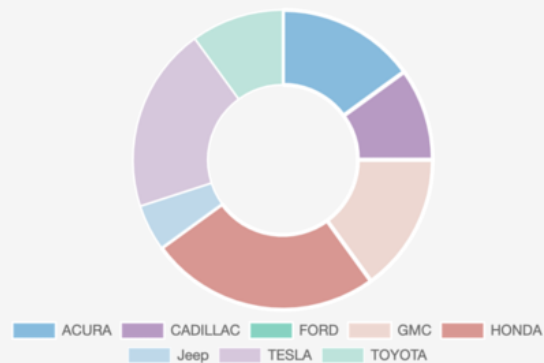
10,622 Mi. Annually

167,674 Mi. Est. Remaining

408,000 Mi. Est. Future Mileage

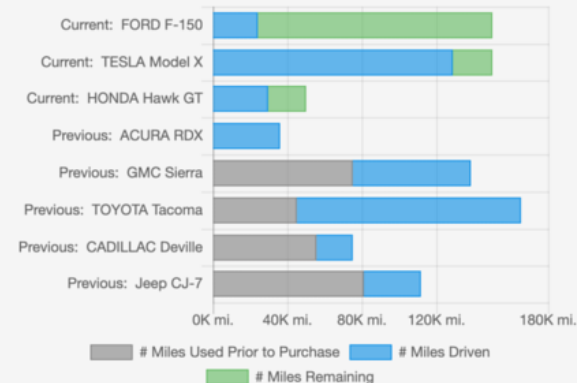
My Garage

Ownership Years by Make



Add Vehicle to Garage

Vehicle Lifecycle Summary



Vehicles

24,000 | Excellent | Rated 10 / 10

2018 FORD F-150

Benna Ford Superior
Benna Ford Superior

Own/Lease: Own

Edit X

128,781 | Good | Rated 10 / 10

2016 TESLA Model X

Auto Cash of New York
Keith's Auto Sales & Services

Own/Lease: Own

Edit X

29,545 | Great | Rated 8 / 10

2018 HONDA Hawk GT

Car City Sales
Bradshaw Auto Sales

Own/Lease: Lease

Edit X

Previous Vehicle | Rated 10 / 10

2011 ACURA RDX

Acura of Alhambra
Acura of Alhambra

Own/Lease: Lease

Edit X

452,358 Mi. Driven

10,622 Mi. Annually

167,674 Mi. Est. Remaining

468,000 Mi. Est. Future Mileage

Driving Activity

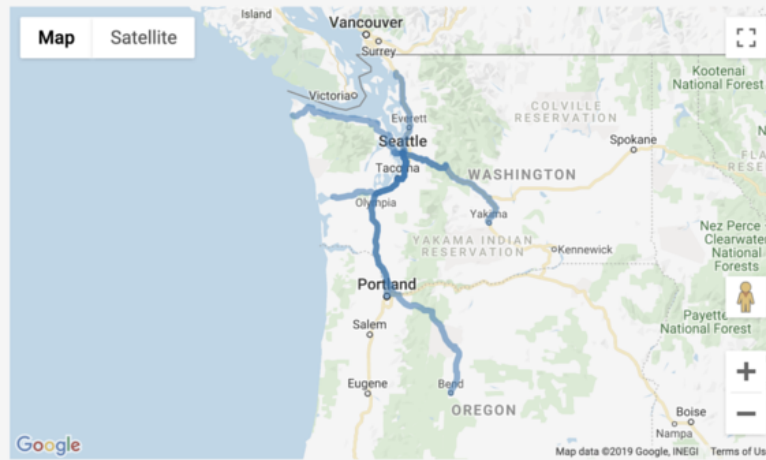
Route Summary



Type	Mileage (yr)	Time (yr)	Fuel Cost (yr)
General	3,350	87h	\$502
Commute	6,049	143h	\$907
Errand	52	6h	\$8
Family Visit	267	4h59m	\$40
Vacation	904	14h	\$136

[Add Driving Route](#)

Driving Pattern

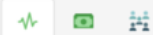


Driving Routes

Work

Seattle, WA 98195, USA to 113 Cherry St, Seattle, WA 98104, USA

Type: Commute
Frequency: Daily (Workdays)



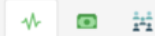
Round Trip:
8 miles in 17m

[Edit Route](#) [X](#)

Groceries

113 Cherry St, Seattle, WA 98104, USA to Seattle, WA, USA

Type: Errand
Frequency: Weekly



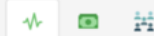
Round Trip:
1 miles in 8m

[Edit Route](#) [X](#)

Family

113 Cherry St, Seattle, WA 98104, USA to Tacoma, WA, USA

Type: Family Visit
Frequency: Quarterly



Round Trip:
67 miles in 1h15m

[Edit Route](#) [X](#)

Bainbridge Island Visits

113 Cherry St, Seattle, WA 98104, USA to Bainbridge Island, WA, USA

Type: General
Frequency: Monthly



Round Trip:
20 miles in 1h55m

[Edit Route](#) [X](#)

Vacation

Ski Mt Baker

Camping

Yakima

452,358 Mi. Driven

10,622 Mi. Annually

167,674 Mi. Est. Remaining

488,000 Mi. Est. Future Mileage

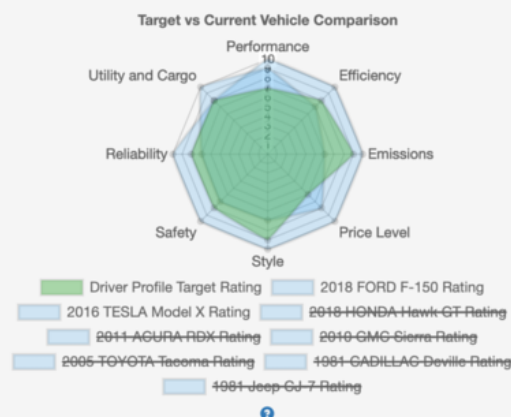
Recommendations



Recommendations are personalized based on your:

1. profile & preferences
2. routes
3. current & previous vehicles

Click "save" to add a vehicle to your wishlist or "decline" to improve the quality of future recommendations.



Recommended Vehicles

Recommendation Relevance Score: 0.70/1.0

Recommendations Current as of: 05/07/2019 18:17:47 EST

Last Time of User Data Change: 05/07/2019 17:16:37 EST

#1 Saved

2017 BUICK Encore

Save Decline

#2 Saved

2015 BMW i3

Save Decline

#3 Saved

2018 HONDA Hawk GT

Save Decline

#5 Saved

2018 NISSAN Leaf

Save Decline

Automotive Industry at a Glance

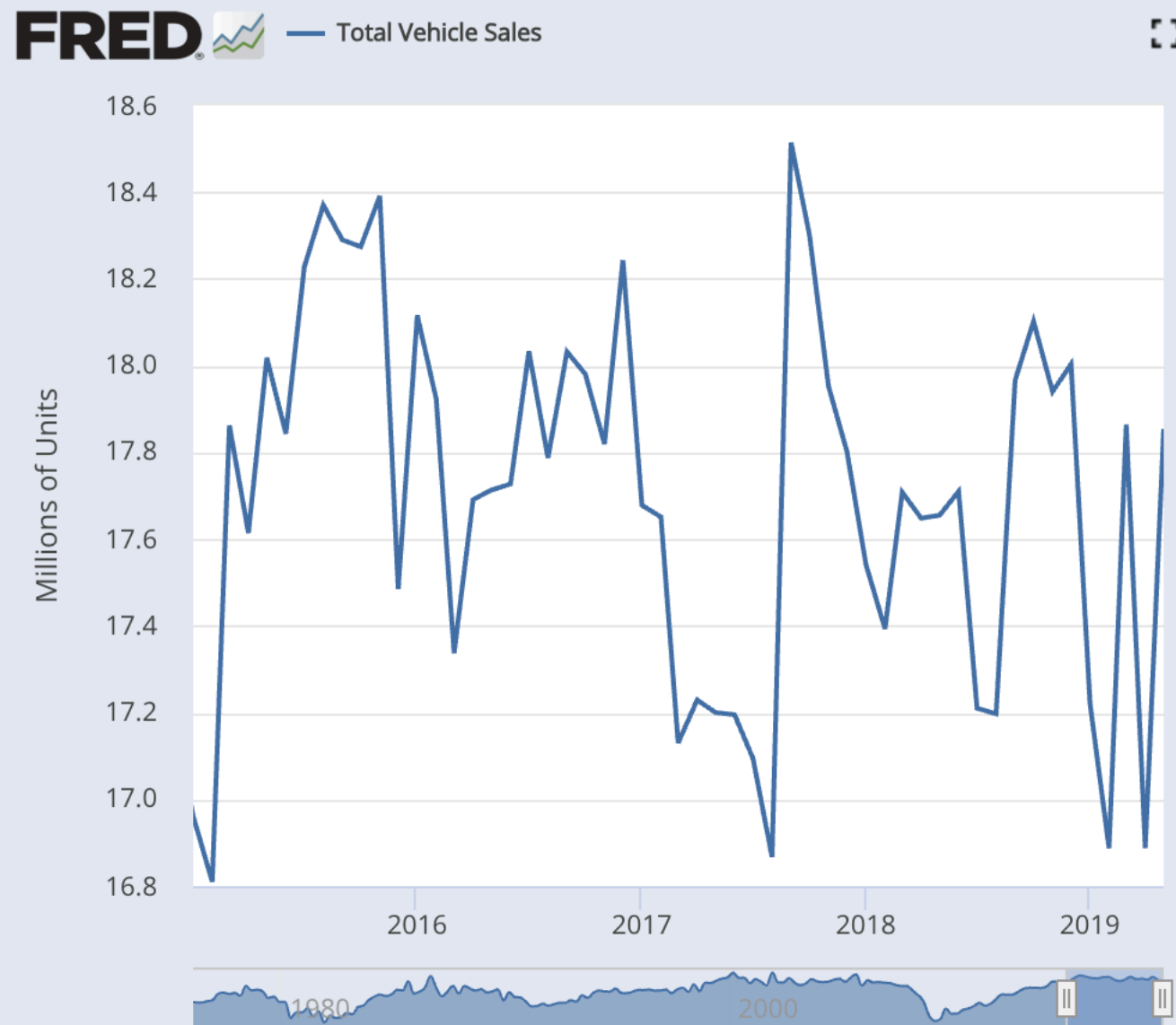
- This year, 17.09MM drivers will spend an estimated \$628B to purchase one of 230+ models from 37.32MM vehicles in inventory distributed by one of 18K+ dealerships.
- The car shopping process is time consuming and painful. Car-buying journeys now include “900 digital touch-points in a 3 month period with 71% on mobile” according to a recent Google study.
- Recently, average incentives reached a record high of over \$4,000 per car as manufacturers struggle to capture the attention of the active car buyer.

FRED Economic Research, Auto Light Weight Vehicle Sales, Feb. 2019, source

FRED Economic Research, Auto Inventory / Sales Ratio, Jan. 2019, source

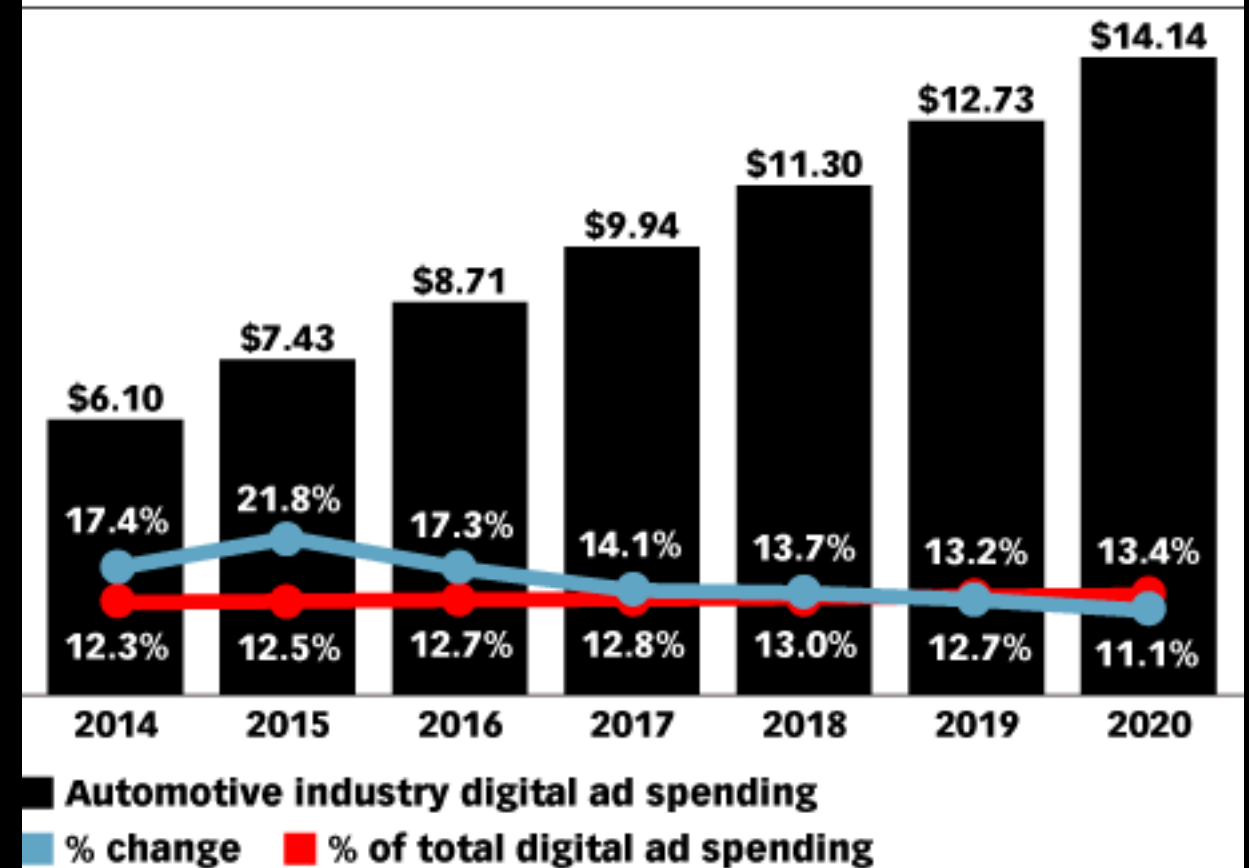
Google, Consumer Car Buying Process Reveals Auto Marketing Opportunities, Mar. 2016, source

Why?



US Automotive Industry Digital Ad Spending, 2014-2020

billions, % of total digital ad spending and % change

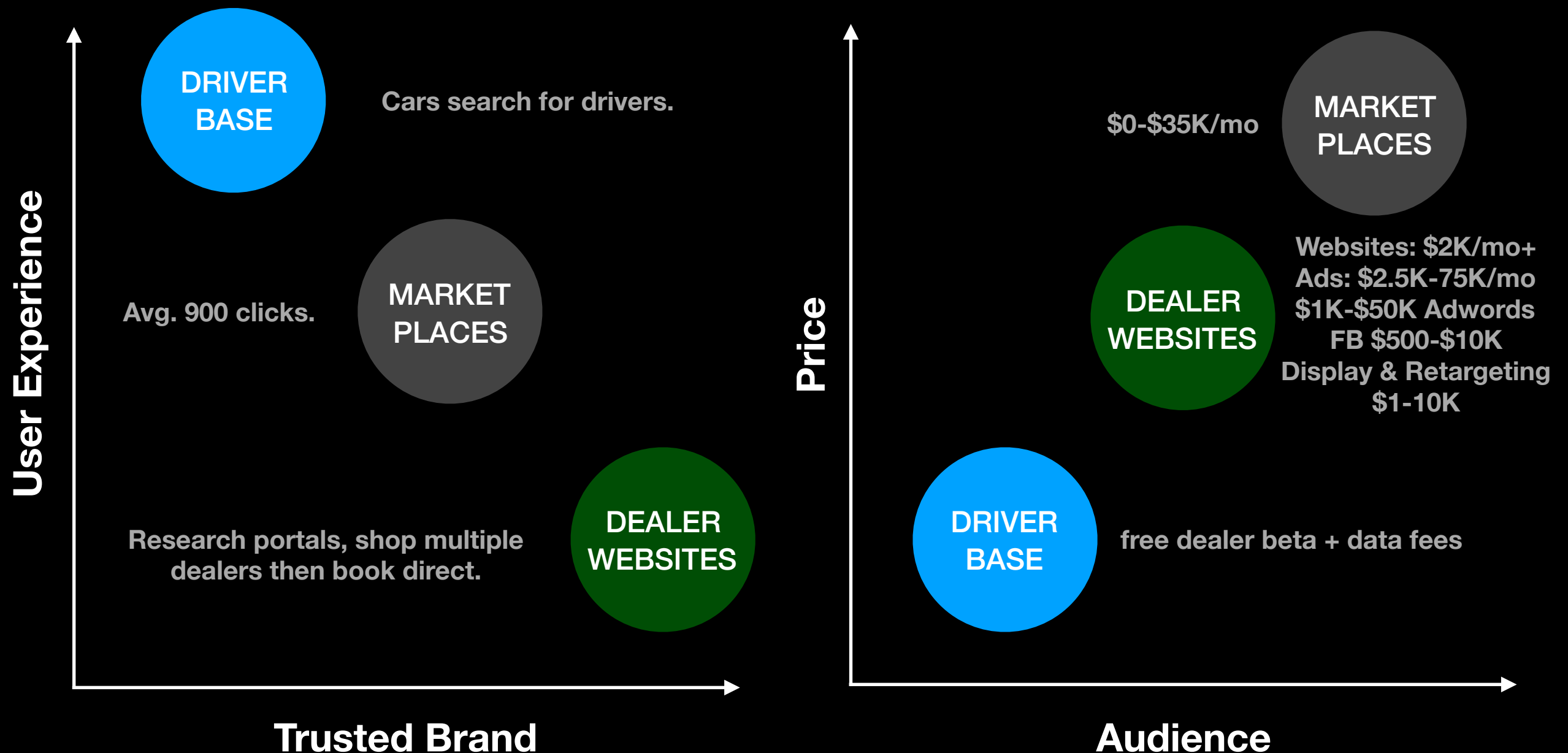


Note: CAGR (2014-2020)=13.7%; includes advertising that appears on desktop and laptop computers as well as mobile phones, tablets and other internet-connected devices, and includes all the various formats of advertising on those platforms

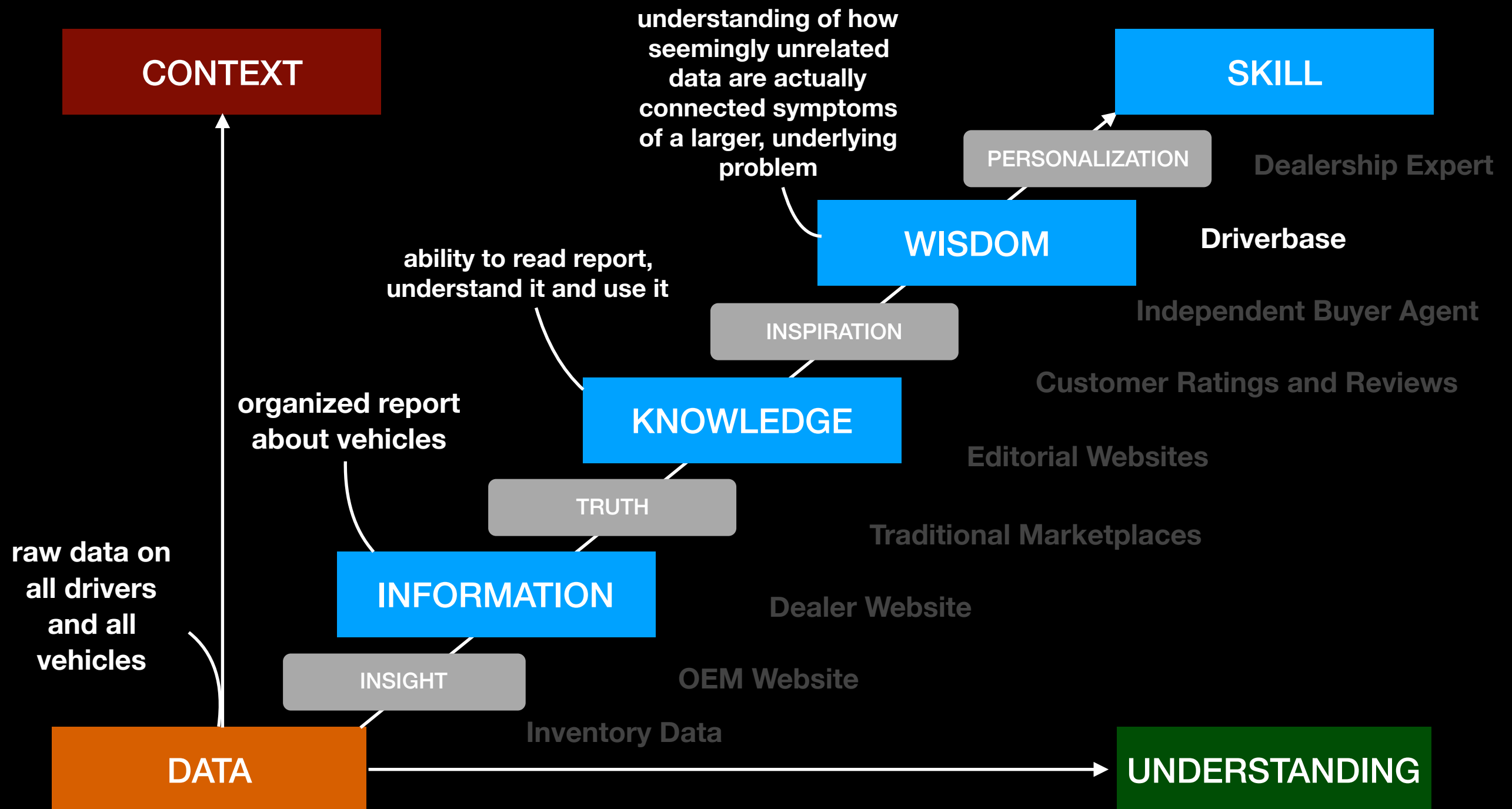
Source: eMarketer, March 2016

Market

15.3B Online Touchpoints, \$13B+ Automotive Ad Spend, 10B+ Search Queries, 1B+ Search Ad Clicks, 17MM New Car Transactions



Why Driverbase Matters?



Audience

Community Development:

- organic public user growth
- organic driver account growth
- seo
- best user experience
- car shows
- company events

1.	/company/2020-honda-crv-suv-at-the-2019-new-york-auto-show/
2.	/company/2020-honda-pilot-suv-at-the-2019-new-york-auto-show/
3.	/company/2020-mazda-6-at-the-2019-new-york-auto-show/
4.	/company/2020-toyota-tacoma-trd-pro-at-the-2019-new-york-auto-show/
5.	/company/2020-mercedes-benz-glc-300-coupe-at-the-2019-new-york-auto-show/
6.	/company/2020-toyota-4runner-trd-pro-at-the-2019-new-york-auto-show/
7.	/company/2020-chevrolet-silverado-z71-trail-boss-truck-at-the-2019-new-york-auto-show/
8.	/company/2020-subaru-ascent-suv-at-the-2019-new-york-auto-show/
9.	/company/2020-audi-a4-allroad-sedan-at-the-2019-new-york-auto-show/
10.	/company/2020-subaru-outback-suv-at-the-2019-new-york-auto-show/
11.	/company/2020-toyota-tundra-trd-pro-at-the-2019-new-york-auto-show/
12.	/company/2020-lamborghini-urus-suv-at-the-2019-new-york-auto-show/
13.	/company/2020-toyota-highlander-suv-at-the-2019-new-york-auto-show/
14.	/company/2020-porsche-panamera-4-e-hybrid-at-the-at-the-2019-new-york/
15.	/company/2020-volkswagen-atlas-sel-suv-at-the-2019-new-york-auto-show/
16.	/company/2020-bac-mono-supercar-at-the-at-the-2019-new-york-auto-show/
17.	/company/2020-porsche-911-speedster-at-the-2019-new-york-auto-show-3/
18.	/company/2020-audi-q3-quattro-suv-at-the-2019-new-york-auto-show/
19.	/company/jack-hollis-vp-at-toyota-announces-launch-of-2020-toyota-yaris-hatchback-at-the-2019-new-york-auto-how/
20.	/company/2020-jeep-gladiator-rubicon-truck-at-the-2019-new-york-auto-show/
21.	/company/2020-hyundai-venue-suv-at-the-2019-new-york-auto-show/
22.	/company/2020-porsche-911-speedster-at-the-2019-new-york-auto-show/

User Vehicles & Ratings

Garage Vehicles	Average of rating
Impreza	7.00
Outback	6.71
Accord	7.71
Tundra	8.33
XC60	9.75
Legacy	7.50
A4	7.75
Camry	8.50
Forester	8.75
Grand Cherokee	9.00
F-150	8.67
XC90	8.67
X5	8.33
Civic	8.33
Sienna	7.00
CR-V	9.00
X3	9.33
Elantra	7.00
Cherokee	5.67
PRIUS	6.67
RAV4	8.00
Highlander	9.33
IS	8.50
Silverado	8.50
Ram Chassis Cab	8.00
Colorado	8.50
Tiguan	8.00

Dealer Beta

- 250 Dealerships
- Focus Areas:
 - Inventory service testing
 - Feedback on marketplace features
 - Dealer website deep link testing
- Dealer beta listings free for 2019
 - just pay inventory data feed fees (Authenticom, CDK, Homenet, Inventory+, etc)
 - or we can pursue free direct inventory data transfers with dealers who wish to avoid this cost and have the means to share inventory data files

Dealer Beta

Select Listings Package

Dealer Console - Beta Dealer



List your new, certified and used vehicle inventory.

Price \$50.00/month

- SEO & Mobile Optimized Inventory Listings
- Dealer Website Referral Links
- Standard ADF Lead Routing
- Audience Analytics
- All Dealer Console - Basic Features
- Free access in 2019 for beta dealers

Dealer Console - Free Access



Publish your Dealership Profile on Driverbase

Price \$0.00/month

- Free SEO & Mobile Optimized Dealership Listing
- Allow users to assign your dealership to their current vehicles
- Dealer Locator Listing
- Route Traffic Directly to your Dealership Website
- User & Location Management

Dealer Console

[ACCOUNT](#)[SUBSCRIPTIONS](#)[INVENTORY](#)[AUDIENCE](#)[Test Dealer1 ▾](#)

Account Summary



Account Details

Account Name: Account Owner
Test Account 1 **Test Dealer1**

Approved Users [\[Manage Users\]](#)

Email	First	Last	Role	Entitlement
testdealer1@driverbase.com	Test	Dealer1	Owner/GM	Admin
testdealer_helper@driverbase.com	Test	Dealer1	IT	Admin

Approved Locations [\[Manage Locations\]](#)

Name	Address	Status
Pinehurst Hyundai	10732 US-15, Southern Pines, NC 28387	Approved
Pinehurst Toyota	10760 US-501, Southern Pines, NC 28388	Approved

Get Help

Speak with a Digital Advisor Open Service Request

 [\(866\) 986-7757](#)

 [Send an Email](#)

Release Notes

March 27, 2019

[Sign up for a free driver account to find your optimal vehicle and help us solve the AI cold start problem – Release v.1774-beta](#)

March 13, 2019

[Personalized Vehicle Recommendations Now Available – Release v.1628-beta](#)

January 22, 2019

[Driverbase Release v.1429-beta](#)

September 15, 2018

[Driverbase Access – Release v.152-beta](#)

Inventory Integrations

Connect Inventory Feed

Direct Transfer - Free



Connect your inventory data using a direct file transfer or API.

Price \$0.00/month

- New Certified and Used Inventory Feeds
- Export inventory data files and directly transfer via SFTP to Amazon S3
- Integrate your data warehouse with the Inventory API

Dealersocket Inventory+ - Free



Connect your inventory using Dealersocket Inventory+

Price \$0.00/month

- New Certified and Used Inventory Feeds
- Automatic Data Transfer and Listings Update
- Free for Dealersocket Inventory+ customers with unlimited exports

Authenticom - Monthly



Connect your inventory data using Authenticom DealerVault.

Price \$60.00/month

- New Certified and Used Inventory Feeds
- Automatic Data Transfer and Listings Update
- All Major DMS Providers Supported
- Flexible Delivery Configuration and Frequency

CRM Integration

Integrate Your CRM

ADF Lead Routing - Free



Automatically send customer requests in ADF to your CRM

Price \$0.00/month

- Leads sent using industry standard
- Manage referrals in your CRM
- Customizable Lead Routing
- All major CRM providers supported

Dealersocket Direct Post - Monthly



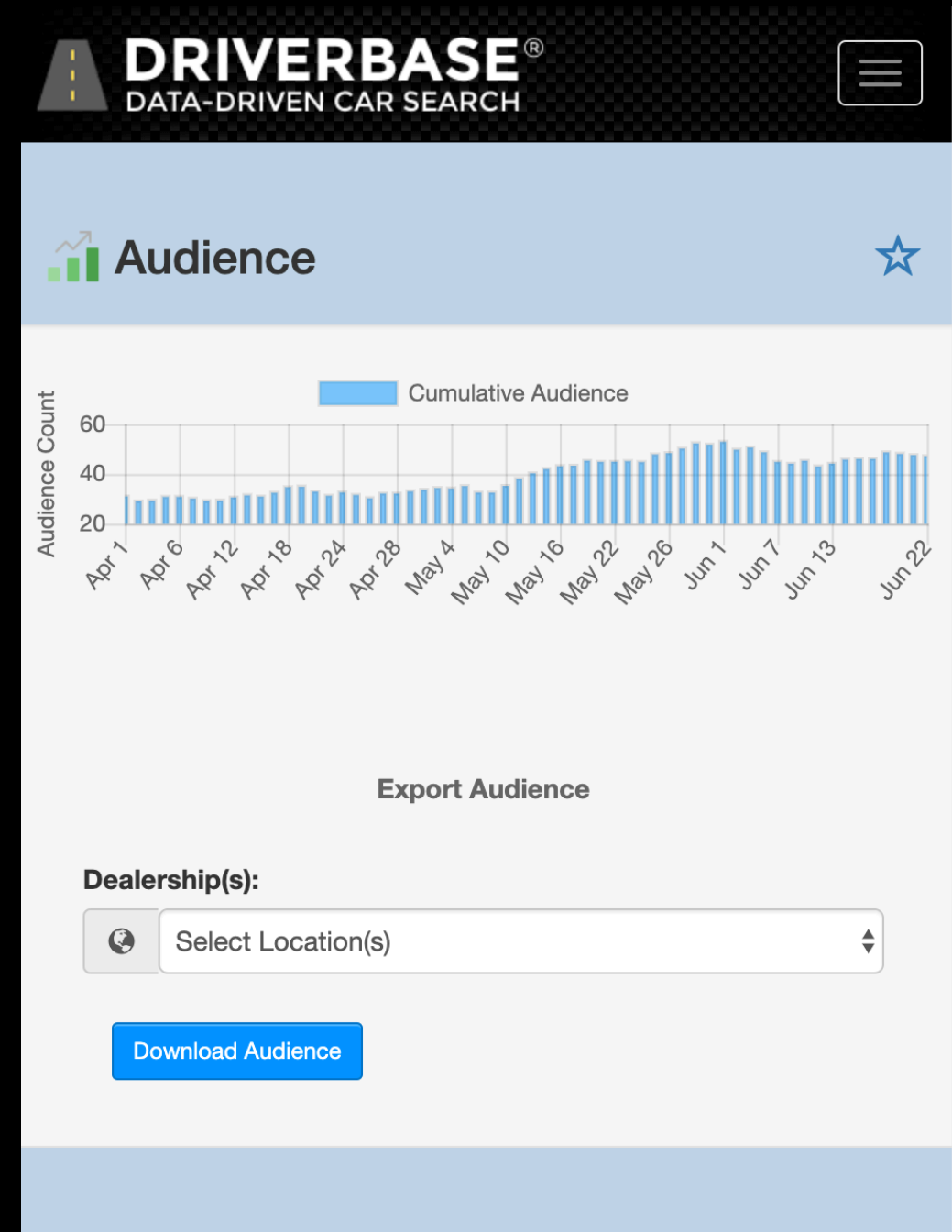
Automatically send customer requests in ADF to your Dealersocket CRM using the Direct Post API

Price \$25.00/month

- Leads post instantly.
- Enhanced security.
- Leads can be directly assigned to a dealership representative.
- Lead delivery confirmation.

Full Transparency

- No self reporting. Download your raw audience file and analyze independently.
- We believe in 100% audience transparency to allow dealerships to make informed decisions.



Get Started

<https://driverbase.com/dealers/console/register>