

WebMakerX[®] WEBSITE PACKAGE COMPARISON

| Site Architecture | Description | Premium | Super Premium |
|---|--|-------------------|-----------------|
| SpiderMaze [®] | Allows search engines to easily find and index your site | ✓ | ✓ |
| LeadTrap [®] | Lead forms on home page and all vehicle inventory pages | No | Yes |
| OneClick [®] | Shoppers are within one click of your vehicle inventory at all times | ✓ | ✓ |
| Home Page Features | Description | Premium | Super Premium |
| Animated Virtual Spokesperson (Rovion) | Talking spokesperson video character (library of pre-recorded messages included, but can also be customized for an additional fee) | Add-on: \$199/mo. | ✓ |
| Animated Coupon | Animated savings coupons increase leads submissions up to 324% | Add-on: \$99/mo. | ✓ |
| Design Templates (Themes) Manager | A variety of website designs (themes) and color options available | Static images | Animated images |
| Marketing Message | Create your own home page marketing message | ✓ | ✓ |
| Scrolling Ticker Tape Message | Create your own animated custom scrolling message | ✓ | ✓ |
| Primary Image Tool | Home page primary image library and Rich Text editor | ✓ | ✓ |
| Vehicle Inventory Features | Description | Premium | Super Premium |
| Interactive Vehicle Videos | Spinning interior/exterior 360° vehicle photos | Add-on: \$199/mo. | ✓ |
| Vehicle Detail Pages | Includes interactive vehicle paint color palettes, side-by-side vehicle comparisons, and vehicle technical spec info | ✓ | ✓ |
| Scrolling Virtual Showroom | Automated scrolling vehicle image library | ✓ | ✓ |
| Animated Vehicle Images | Animated vehicle image library with display options | ✓ | ✓ |
| Vehicle DMS 3rd Party Data Push (Export) | Vehicle data push to 3rd parties (Google Base, CARFAX, etc.) | Add-on: \$99/mo. | ✓ |
| Vehicle DMS Data Pull (Import) | Daily DMS vehicle data pull with cleansing and VIN decoding | ✓ | ✓ |
| eBrochure Vehicle Research | Inventory research info display library options | ✓ | ✓ |
| Vehicle Search Options | Inventory search and filter display library options | ✓ | ✓ |
| Vehicle List Options | Inventory list thumbnail display library options | ✓ | ✓ |
| Vehicle Display Options | Inventory info and image display library options | ✓ | ✓ |
| Vehicle Pricing Manager | Inventory pricing, image upload and editor tool | ✓ | ✓ |
| More Site Features | Description | Premium | Super Premium |
| Email Account Hosting | Email account hosting and routing (includes site forms) | 10 Accounts | 10 Accounts |
| DealerTrack [®] WebsitePlus [™] | Secure online credit application integrated with DealerTrack | Add-on | Add-on |
| Customized Site Content | Create your own custom content with a Rich Text and image editor | ✓ | ✓ |
| Vehicle Specials | Create and display your New and Used Vehicle Specials | ✓ | ✓ |
| Parts and Service Specials | Create and display your Parts and Service Specials | ✓ | ✓ |
| Default Specials | Create and display Default Specials to ensure online promo content | ✓ | ✓ |
| Specials Grid Display | Create and display multiple vehicle promotions in an organized grid | ✓ | ✓ |
| Rebates and Incentives | Promote OEM regional rebates and incentives | ✓ | ✓ |
| Pop-Up/Pop-Under Windows | Create and display pop-up/pop-under windows anywhere on the site | ✓ | ✓ |
| Interactive Finance Calculator | Provides financing calculations with your default interest rate settings | ✓ | ✓ |
| Navigation Bar Editor | Customize your site navigation headings with single-click editing | ✓ | ✓ |
| Website Reporting | Assess your online traffic patterns and results with website reports | ✓ | ✓ |
| Print Ad Publishing Tool | Import and display your print advertising materials on your site | ✓ | ✓ |
| "About Us" Page | Update and display content in the "About Us" section of your site | ✓ | ✓ |
| "Department" Page(s) | Update and display dealership "Department" information | ✓ | ✓ |
| "Dealership Hours" | Update and display "Dealership Hours of Operation" information | ✓ | ✓ |
| "Dealership Staff" Page | Update and display "Dealership Staff" information and images | ✓ | ✓ |
| Custom Production & Development | Description | Premium | Super Premium |
| Customized Site Design (Theme) | Customized website design (theme) development | Add-on | Add-on |
| Customized Web Pages / Splash Pages | Web page/splash page custom development | Add-on | Add-on |
| Customized Peel-Back Animated Graphic | Customized animated peel-back graphic design | Add-on | Add-on |
| Customized Drop-In Animated Graphic | Customized animated drop-in graphic design | Add-on | Add-on |
| Other Site Types | Description | Premium | Super Premium |
| Hub Site/Splash Page with vehicle inventory | Portal website linking dealer's sites together with inventory | Add-on | Add-on |
| Static Hub Site/Splash Page without inventory | Portal landing page site linking dealer group sites together | Add-on | Add-on |
| Alternate Language as Primary Site | Non-English website in one of 11 other languages | Add-on | Add-on |
| Add-On Site / Alt. Language Site | Additional WebMakerX website with existing primary WMX site | Add-on | Add-on |
| Customer Support | Description | Premium | Super Premium |
| Site Support | Dedicated support teams to assist with your site needs | 3 hours/month | 4 hours/month |

Get more out of your dealer website by relying on the Interactive Marketing experts at Reynolds Web Solutions.

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