



ADICIO *MOTORS*

Scalable. Customizable. Secure.

Adicio Motors helps you maximize online classified automotive advertising revenue by matching automotive buyers and sellers with new or used cars. The best-in-class, award-winning technology of Adicio Motors accommodates both the technologically advanced, evolving needs of automotive advertisers, and the competitive marketplace. We offer a private-label application that seamlessly integrates within online classified offerings enabling our clients to retain their brand while building and managing their online automotive efforts. Clients can deploy our software as a turnkey solution or customize our application to leverage existing brand strategy and support online sales and marketing objectives.

THE ADICIO ADVANTAGE

With Adicio Motors, you can expand your reach and visibility within the automotive community instantly. You can choose from a variety of online capabilities to maximize your online revenue potential.

Increase Revenues

Adicio Motors offers a variety of ways to exponentially grow online automotive classifieds revenue through premium advertising opportunities and upsells.

Maximize Reach & Exposure

Our targeted banner ads enable advertisers and dealers to deliver specific ads to consumers based on their search criteria or activity on your automotive site.

Attract & Retain More Advertisers, Dealers and Consumers

Robust advertiser and consumers tools such as the Dealer Center and My Motors simplify the automotive process for advertisers, dealers and consumers.

Exceptional Search

Consumers can locate their ideal vehicle quickly and easily with our quick search or extend their search criteria and use our comprehensive searching and mapping capabilities to pinpoint their options.

Customize your Automotive Site

Extend your brand and marketing strategy online and stand out from your competition by customizing your Motors site with Adicio.

Comprehensive Research Tools

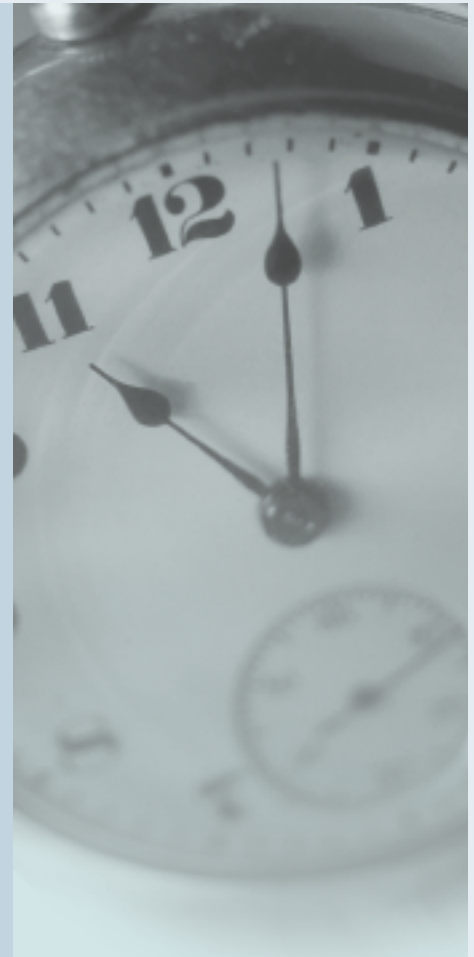
Consumers can research, compare and configure new vehicles with our Vehicle Comparator or Vehicle Configurator tools.


Quick Start

Easy-to-use interface and intuitive navigation facilitates startup so you can generate revenue instantly.

Extensive Reporting Tools

Analyze progress and determine sales strategy based on lead and traffic statistics.



backed by experience,
domain expertise and
 **innovation**

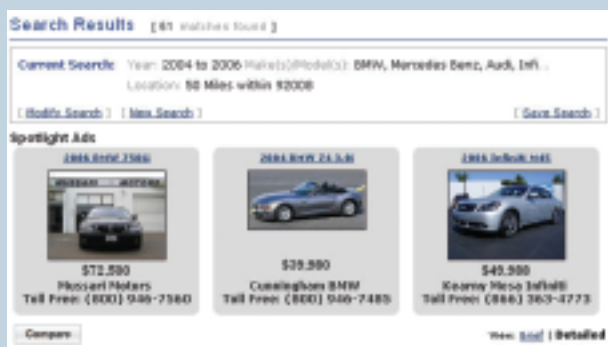


TOOLS FOR ADVERTISERS/DEALERS

Advertisers and dealers benefit from a robust set of tools, including the Dealer Center, premium advertising upsells, dynamic ad postings, a self-service e-commerce system, and additional management and reporting tools.

The Dealer Center, designed specifically for dealers, organizes their new, used and certified pre-owned vehicle inventory, enables them to update their dealer profiles, as well as view leads and ad traffic details. Additional tools include the Vehicle Manager, a management tool that dealers use to renew or delete vehicle listings, edit text or photos, add upgrades or shield ads to prevent updates; Vehicle Search which enables dealers to search through their inventory by stock number, VIN or specifications such as make/model, year, mileage and price; and Reports that include statistics such as ad detail view, email to friends, toll free calls, number of brochures printed, website transfers, email requests and map views. The Dealer Center home page provides a quick snapshot of the all statistics available to dealers when they login to their account.

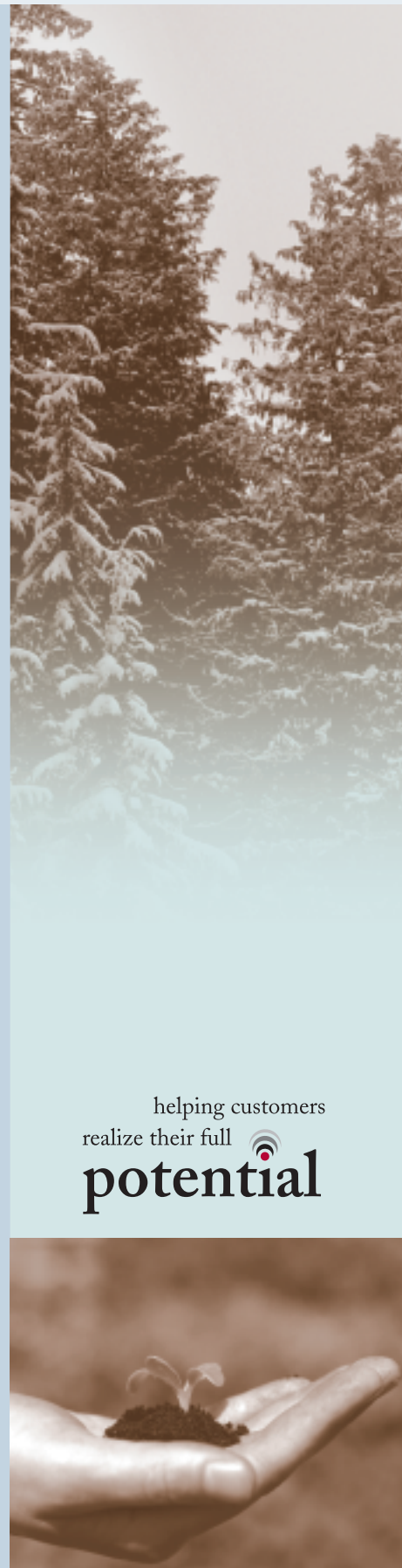
Premium advertising offers upsell opportunities that increase visibility and help your advertisers generate maximum results. Featured Ads, Spotlight Ads, Ad Enhancement Options including bolding, font color, highlighting, and icon, Preferred Dealer to highlight a specific dealer or dealers as a run-of-site ad for maximum exposure, Dealer Profiles that include supported vehicle makes and types, dealership address, logo and toll free numbers for further promotion, Loan Calculator that enables consumers to estimate monthly loan payments online while searching for a vehicle and additional revenue opportunities by selling banner ads to loan/lease brokers or by selling links to other lending companies, and Targeted Banner Ads based on what users are looking for, available in the search results, as well as the Vehicle Configurator and Vehicle Comparator tools are just some of the additional upsells available.



Dynamic ad posting allows advertisers to post and manage their 'for sale' vehicles. VIN numbers are required by default to help prevent fraud and increase the quality of each ad. Advertisers/Dealers can upload up to 15 photographs to each ad.

Adicio helps increase advertising revenues by giving advertisers the integrated e-commerce tools they need to implement a self-service credit card system along with additional security measures to help prevent credit card fraud. Advertisers and dealers are able to quickly and conveniently purchase advertising products and upsells with no intervention from you.

Advertisers and dealers benefit from extensive management and reporting tools. This includes the ability to create and manage their accounts and ads and perform tasks such as editing, deleting, copying, renewing, upgrading, deactivating and reactivating existing listings. Advertisers/Dealers also have access to web-based reports that detail real time statistics such as traffic and leads as well as a monthly leads report that includes the performance and lead statistics on your site(s) by individual dealerships.



helping customers
realize their full

potential

TOOLS FOR CONSUMERS

Finding the ideal car is easy with a site powered by Adicio Motors! Consumers can organize their vehicle search with My Motors or benefit from our exceptional automotive searching and extensive research tools including the Vehicle Configurator and Vehicle Comparator tools.

My Motors is designed for private sellers and buyers to assist them in organizing their posted, pending and saved vehicle listings. My Motors also gives them access to edit their account information and includes a variety of powerful tools such as Vehicle Manager, Saved Vehicle, Saved Searches and Quick Search. Sellers can use the Vehicle Manager to make modifications to their ads including renewing or deleting the ads, editing the ad description or photos and selecting ad upgrades to enhance their ads. Quick Search enables buyers to search online ads by vehicle make, model and year.

Adicio's exceptional searching capabilities leads to higher user satisfaction by helping consumers find their ideal vehicle by using a quick or advanced search form, or locating vehicles based on their location. The search radius will automatically expand out 150 miles if there are no vehicles that match the criteria in the initial search radius enabling consumers to locate their ideal vehicle even when it exists outside their local market. Consumers can also create search alerts to have vehicles that match their search criteria emailed to them on a regular basis or save searches so they can quickly run them again at a later date. The Vehicle Browse feature allows consumers to find vehicles by make/model or by body style based on availability.



Adicio makes it possible for car buyers to research, compare and configure new vehicles prior to making a purchase. The Vehicle Configurator allows prospective buyers to specify a car's make and model, then choose trim, option and colors to create and configure their ideal car. The Vehicle Configurator verifies each option to ensure that the vehicle is fully supported by the manufacturer. If an option is chosen that is not supported by a previous selection, an interactive message (including price adjustments) allows users to change their previous selection and proceed with their new preferred option.

The Vehicle Comparator allows new car buyers to conduct a side-by-side comparison of up to nine vehicles and compare features, advantages, photos and colors. Depending on the automotive site, buyers may also be able to view gallery photos, color swatches and 360 degree videos of the cars they want to buy and research incentives and rebates. Once consumers have located the ideal car, there are various ways for them to contact advertisers/dealers via toll free numbers, email requests, etc. They can even print brochures and take them along to their preferred dealership or schedule a test drive.



connecting the largest
buying and selling
communities



TOOLS FOR SITE ADMINISTRATORS

Adicio Motors makes it easy to manage your site by lowering the barrier for advertisers and dealers to do business with you. Available tools include data aggregation and integration, a comprehensive site management application, and value-added email marketing services.



Our data aggregation and integration tools allow you to conveniently replicate auto listings and inventory data from dealer sites to your own, integrate data from various sources into one database, and ensure accuracy with Adicio's sophisticated feed-parsing technology that automatically converts complex content into fielded data so it is searchable.

You can integrate your print and online classifieds with 'Print to Click' Web Accounts and increase revenues through the sale of a print and online ad posting bundle, or an upsold online listing. Reverse publishing enables advertisers to run their online ads in print as well as online, increasing the visibility of their ads and capturing more revenue for your print products.

Our SiteManager application allows you to quickly and easily manage the content of your site. Site Administrators can create and update account details and match internal billing account ID numbers with system ID numbers for simplified account processing. In addition, preferences and Dealer profiles can be managed so advertisers/dealers get maximum visibility, and you can conveniently edit, upgrade, renew, preview, copy, delete, activate, or reactivate ads at any time.

You can also assess the effectiveness of your advertising campaigns with detailed reports that allow for benchmarking and tracking of activities including data aggregation, site usage, traffic, sales and lead generation. Using tools designed specifically for site administrators, you can control your site's settings and look and feel to further customize your interface.

Adicio Motors also offers value-added email marketing services to promote featured dealers or services to your consumers by mass emailing dealer profiles to them in specific locations or based on searches for specific vehicles. Consumers can easily forward ads to friends via email, increasing your site's visibility and reach. And you can customize emails sent through the system by including your site branding and banner ad links.



extensive tools proven for
its highest performance &
reliability



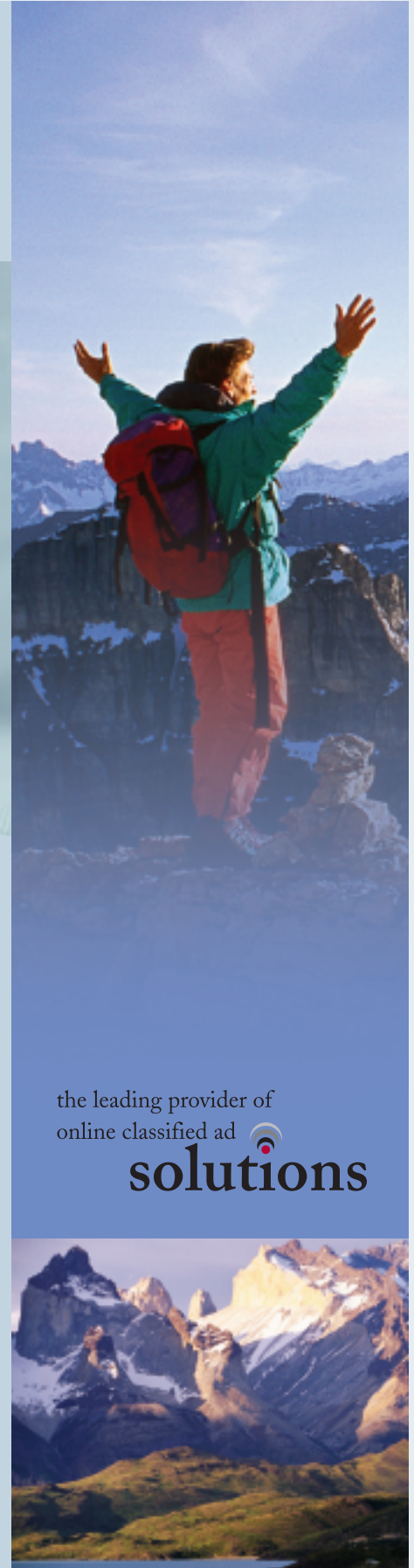
ADICIO MOTORS PARTNERS

Providing integrated solutions that ensure our customers' success is the reason why Adicio's partnerships with industry leaders are of strategic importance. From information providers to service companies, our partners are chosen for their expertise and ability to provide the most up-to-date automotive solutions while delivering the highest in value for customers, their advertisers, and the consumers alike. We also ally ourselves with industry associations to further understand the needs of our customers.



ABOUT ADICIO

Adicio is the industry's leading provider of web-based, private-label classified advertising software for the careers, motors, and real estate verticals, serving local, niche, national, and international markets. With more than 250 satisfied clients, Adicio is the vendor of choice among top newspaper, magazine, trade association, broadcast and other media companies. With its award-winning technology and enterprise-class software platforms, domain expertise and top-notch customer service, Adicio delivers a private-label application that is seamlessly integrated within online classified advertising offerings, enabling organizations to build and manage the largest, most valuable, and highest-quality communities of buyers and sellers.



the leading provider of
online classified ad


solutions