

FCA Canada Goes Digital to Make Vehicle Purchase Process Easier for Consumers

- FCA Canada becomes first OEM to provide deep-diving online solution for consumer purchasing
- Comprehensive digital shopping is quickly becoming the new expectation for consumer automotive purchases
- Consumers can set up financing, reserve a vehicle with a deposit and begin the purchase process digitally
- Innovative, efficient and secure digital marketing solution rolled out nationally

June 20, 2017, Windsor, Ontario - FCA Canada is the first OEM in the country to provide a multi-faceted, online retailing solution that makes it easier for consumers to begin a vehicle purchase digitally.

The new digital retailing solution was developed collaboratively between FCA Canada and Dealertrack Canada and includes innovative dealer website enhancements that deliver a more efficient, secure and transparent on-line process for vehicle purchases.

Initially, the enhancements will include the ability to pre-qualify and apply for financing on both new and used vehicles, plus an enhanced payment estimator for an actual vehicle in-inventory. FCA is working to offer additional features such as a trade-in estimator, as well as the ability to reserve a vehicle with a deposit and purchase service packages.

According to a recent Google Stats survey, (<https://www.thinkwithgoogle.com/articles/what-we-learned-about-canadian-car-buyers-from-in-moment-research.html>) time, technology and transparency are the three key trends guiding consumer behavior with online purchases. Further, 90 percent of Canadian new vehicle shoppers use online tools and resources in the purchase process.

This high-tech tool will significantly reduce the time involved with the purchase of a vehicle and will actually initiate a formal purchase agreement. Customers will still need to complete the final purchase transaction at a local dealership.

"Today's consumers have high expectations from their online experience," said Bill Levasseur, Vice President Sales & Marketing, FCA Canada. "They are extremely well-informed and want control to purchase quickly, with security, accuracy and transparency. Our goal with the dealer website enhancements is to make the car buying experience easier by providing useful, integrated tools which simplify the process and provide consumers peace of mind."

"Dealertrack Canada is very excited by this partnership and together, with the goal to facilitate a more efficient and satisfactory buying experience for both consumers and FCA dealers in Canada," said Richard Evans, Vice President and General Manager, Dealertrack Canada. "There is a rapid shift in consumer demand for a digital assisted buying process and additionally our Digital Retailing technology will support buyers while helping drive added volume sales for FCA retailers nationally."

This marks the first time that Dealertrack Canada has partnered with an OEM since revealing its digital retailing technology to the Canadian market earlier in January. The enhanced websites will be offered by participating dealers (roughly 90 percent of FCA dealerships in Canada).

About Dealertrack

Dealertrack Canada is headquartered in Mississauga, Ontario, Canada, and provides products and services to dealers, manufacturers and lenders that are fully integrated. From robust desking tools that enrich the in-store experience to the largest lender network in Canada connecting 8,000 dealers to 60+ lenders, imaging documents and

data insights, our solutions make workflows more efficient, transparent and profitable. Dealertrack is a member of the Cox Automotive Canada group.

FCA Canada

Founded as the Chrysler Corporation in 1925, FCA Canada Inc. is based in Windsor, Ontario, and celebrates its 97th anniversary in 2022. FCA Canada is a wholly owned subsidiary of FCA, a North American automaker based in Auburn Hills, Michigan and member of the Fiat Chrysler Automobiles N.V. (FCA) family of companies. FCA Canada has approximately 440 dealers that sell Chrysler, Dodge, Jeep®, Ram, FIAT and Alfa Romeo products, as well as SRT performance products. The company also distributes Mopar and Alfa Romeo parts and accessories. In addition to its assembly facilities, which produce the Chrysler Pacifica, Chrysler Pacifica Hybrid, Chrysler Voyager and Chrysler Grand Caravan (Windsor) and Chrysler 300, Dodge Charger and Dodge Challenger (Brampton), FCA Canada operates an aluminum casting plant in Etobicoke, a research and development centre in Windsor, and has sales offices and parts distribution centers throughout the country.

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