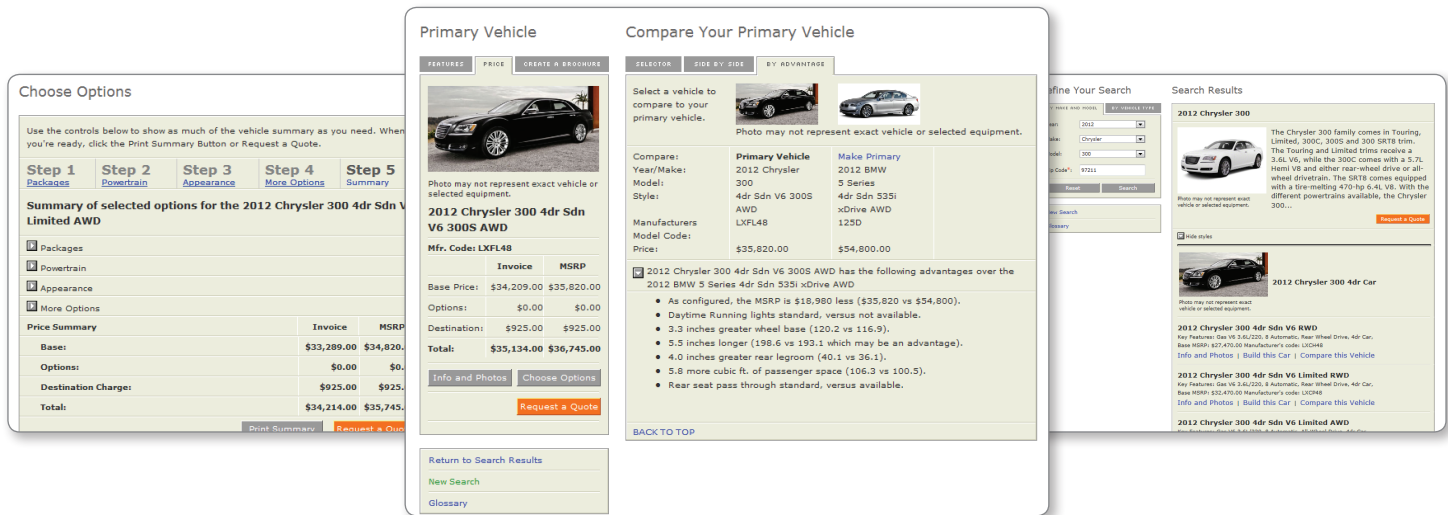


The enhancement that adds first-class configuration and research tools to any auto web site



In an age where consumers are information hungry, having the right information gets you the lead. Carbook Showroom is the way to insure that your web site - whether dealership, credit union, or affinity group - has the best automotive content available, and generates the most leads as a result.

Carbook Showroom is the latest revision of the famous Carbook offering: a web-based vehicle configuration, research and pricing tool that's easy to add to any web site. It will enhance your web presence, answer automotive questions for your site visitors, and generate quality leads. It combines the best vehicle data and configuration logic with leading-edge design and a user-friendly environment.

Features:

- Instant set-up within your existing web site
- Side-by-Side and Advantage-based comparisons
- "Request a Quote" feature on every page
- Visual color selections are eye-catching and appealing
- Automatic configuration makes it easy for your visitors to build and price accurately
- Data accuracy

Benefits:

- Framed-in configurator maintains your own brand
- Leads go to you, and ONLY to you
- Keeps traffic on your site, without jumping out to an OEM or auto site configurator
- Easy-to-follow workflow funnels your site visitors to a purchase
- Creates more ups by showing your inventory to its best advantage