

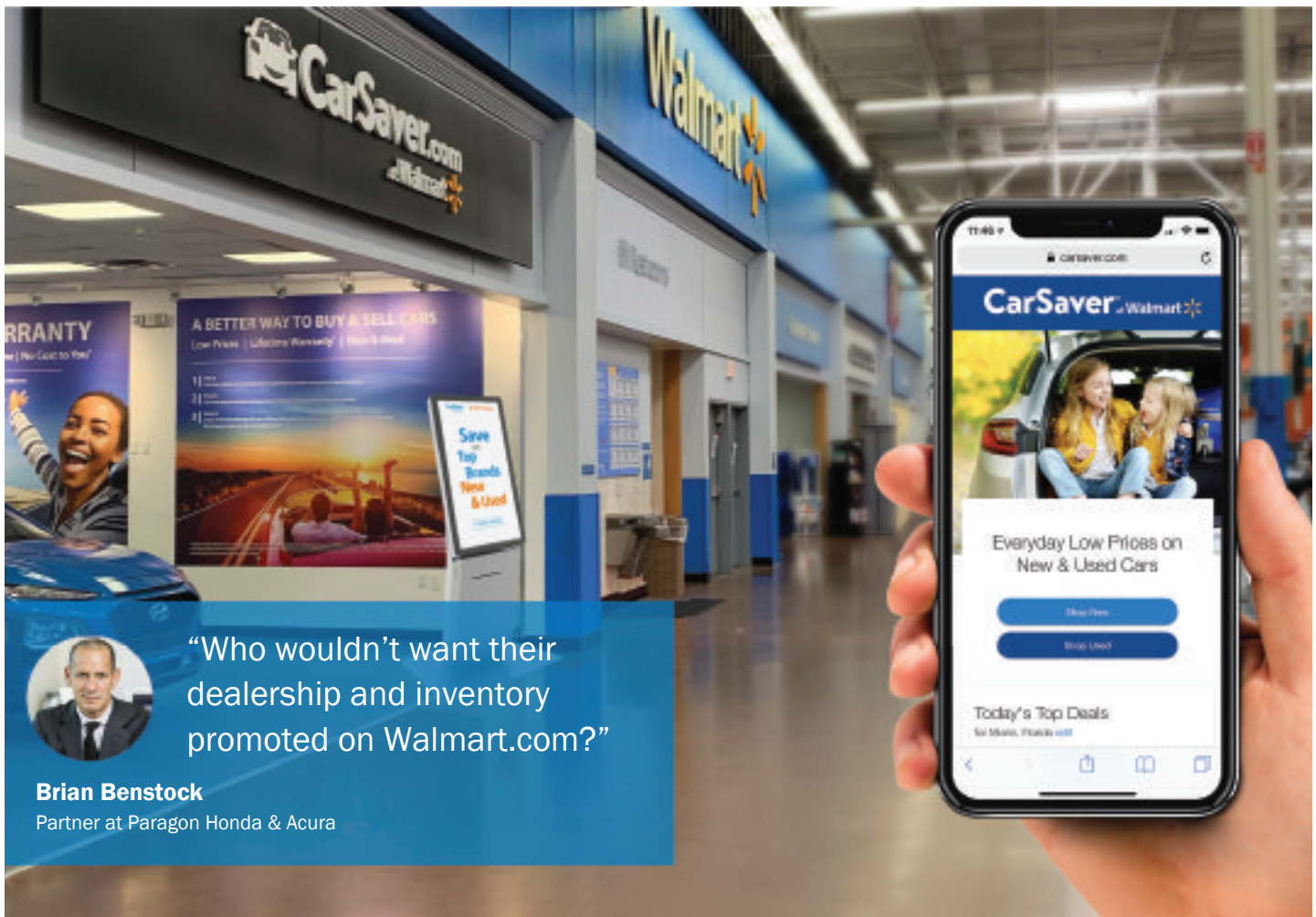
# WALMART HELPS DEALERS SELL CARS

Walmart's Auto Program Helps Dealers Sell Cars to their 250 Million Customers

By Susan Givens

Walmart, the largest retailer in the world, is partnering with dealers to offer an auto buying program to their 250 million customers. Participating dealers and their inventory are on the CarSaver program site, which is promoted on Walmart.com, on Walmart's app and in Walmart superstores across the

country. 140 million consumers visit Walmart superstores each and every week, and Walmart.com is the 4th largest search engine in the U.S. with 127 million unique visitors per month.



"Who wouldn't want their dealership and inventory promoted on Walmart.com?"

**Brian Benstock**  
Partner at Paragon Honda & Acura

Walmart is partnering with dealers to offer an auto buying program to their 250 million customers. Participating dealers' inventory is on the CarSaver program site, which is promoted on Walmart.com and in Walmart superstores across the country. Dealers get unlimited impressions on CarSaver.com, unlimited leads, appointments and sales for a flat monthly fee.

“We’re constantly looking for innovative services that help us save busy families money and time,” said Daniel Eckert, Senior Vice President, Walmart Services and Digital Acceleration. “CarSaver’s unique platform helps our customers understand the true cost of ownership, while also helping them save money with buying, financing, leasing and insuring a new or used vehicle.”

According to Automotive News, Marc Cannon, AutoNation’s CMO, said the program offers the right balance for the dealer and the consumer. “I think it’s going to be successful, and we’re ready to get going.”

After the retail giant piloted the CarSaver program successfully in multiple markets with dealers, including Autonation, the #1 group in the U.S., they began building a network of certified dealers to service Walmart’s 250 million customers and 1.5 million employees across the country.

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Marc Cannon  
CMO of AutoNation

To become certified, dealers must agree to provide upfront pricing and the highest level of customer service to Walmart customers and employees. In exchange, dealers and their inventory are promoted on the CarSaver platform, which is on Walmart.com, in the Walmart App and in the retail giant’s super stores.

Participating dealers receive unlimited impressions for their vehicles on CarSaver’s website, and they receive unlimited leads, appointments and sales. One of the things that make CarSaver at Walmart’s model different from most platforms is that consumers are exclusively connected with only one dealer so they don’t get bombarded with emails from multiple dealerships.

“The biggest advantage to us is that they aren’t sending the same lead to multiple dealers, because that kills the customer experience and our closing ratio.”

Brian Benstock  
Partner at Paragon Honda & Acura

## CarSaver Certified Dealer Program Overview

- 1 | Certified Dealer inventory is displayed on the CarSaver program site, which is promoted on Walmart.com and in the Walmart App. Walmart.com is the 4th largest search engine in the US., which attracts approximately 127 million unique visitors a month and the Walmart app has over 100 million active users.
- 2 | CarSaver and their certified dealers are promoted through point of purchase materials in Walmart superstores across the country.
- 3 | Certified dealers receive unlimited impressions for their inventory on the website and unlimited leads, appointments and sales in exchange for a flat monthly fee.
- 4 | CarSaver’s exclusive leads & appointments convert higher because exclusive appointments are only sent to one dealer.
- 5 | Customers are happier and more loyal to the dealership service department because they appreciate a faster, easier purchase experience.

*To apply to become a CarSaver Certified Dealer, visit [CarSaverDealers.com](http://CarSaverDealers.com).*

# CarSaver<sup>™</sup> at Walmart Auto Buying



CarSaver is promoted on Walmart.com, in Walmart supercenters, and has physical showrooms, called CarSaver centers, in the front of some of Walmart's larger stores across the country. (see CarSaver center above)

"They follow up with all the leads to schedule appointments for us, and since the appointments are exclusive they close at a higher rate than leads that are shot-gunned to all our competitors," said Brian Benstock, partner at Paragon Honda & Acura, the top selling Honda/Acura store in the country.

CarSaver certified dealers also get exclusive access to help Walmart's 1.5 million U.S. employees through their employee purchase program.

Certified dealers receive point of purchase merchandising materials that showcase their endorsement from CarSaver at Walmart. Walmart is the number one most trusted brand in retail, and in particular is trusted for delivering everyday low prices and great customer service, so participating dealers will likely benefit from the trust that consumers place in their brand.

**"CarSaver is one of the reasons we have been able to grow our sales 35-40% over the last 6 months."**

Tim Branch  
GM of Bob Howard Chevrolet

To build the national network fast, CarSaver is offering an "all you can sell" model that delivers unlimited impressions on the website, and unlimited leads, appointments and sales to certified dealers in exchange for a flat monthly fee.

CarSaver is accepting applications for dealers interested in becoming a certified dealer at CarSaverDealers.com. If a territory is not available, the company says there is a wait list that gives priority to applications that come in on a first come, first serve basis.



Participating dealers and their inventory are on the CarSaver program site, which is promoted on Walmart.com. Walmart.com receives 127 million unique visitors a month, making it the 4th largest search engine in the U.S..

**250 million**   
Walmart has 250 million customers

**140 million**   
Americans visit Walmart weekly

**127 million**   
Unique visitors on Walmart.com each month

**95% of Americans**   
Visited a Walmart last year