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# auto

## SUCCESS

# WALMART HELPS DEALERS SELL CARS

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



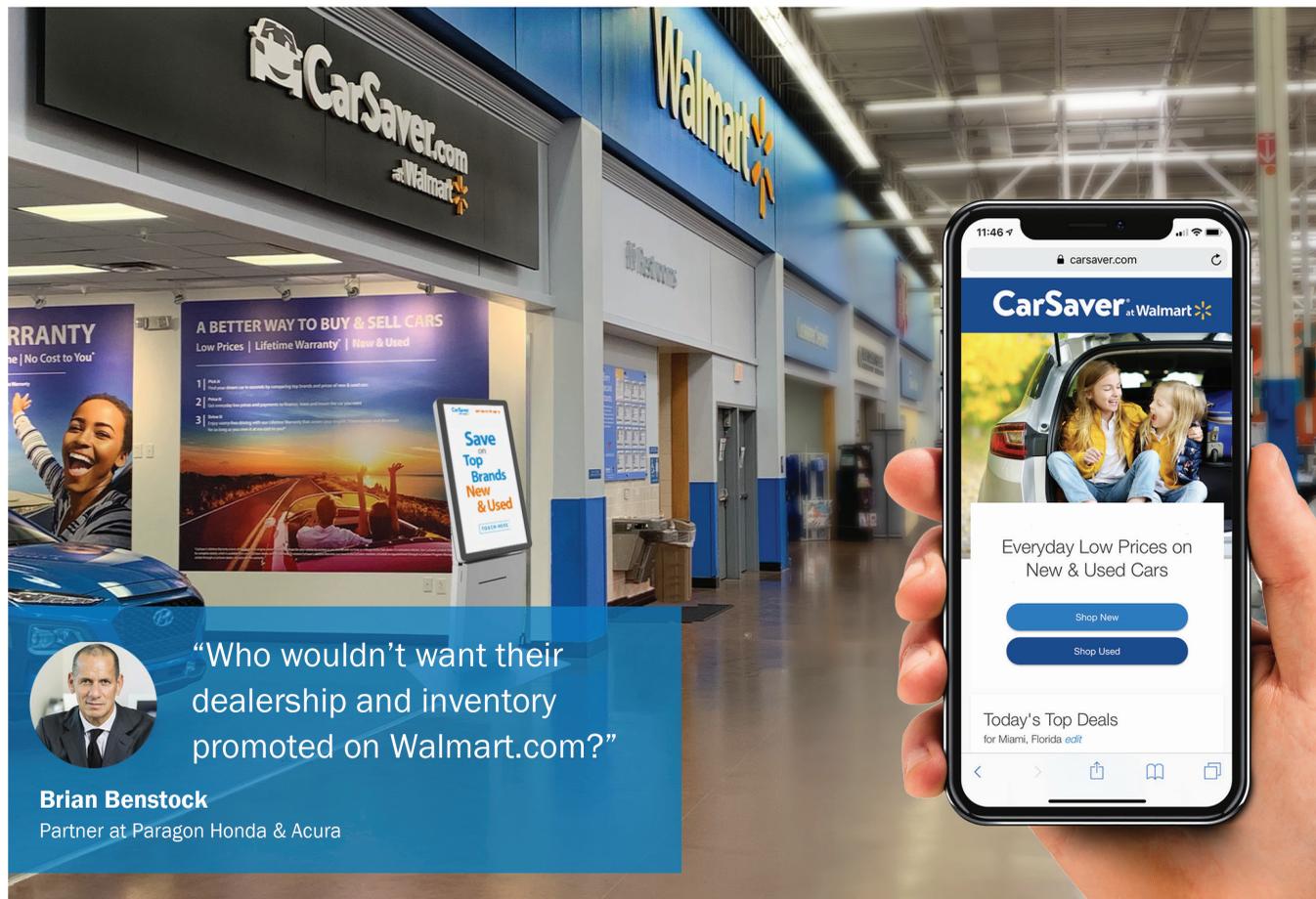
# WALMART HELPS DEALERS SELL CARS

## 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.



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.

“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.”

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 U.S., 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 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.

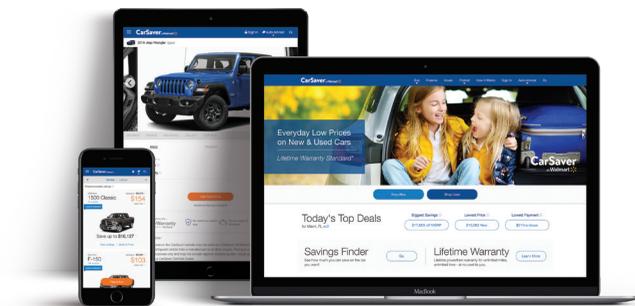
Certified dealers receive point of purchase merchandising materials that showcase their endorsement from CarSaver at Walmart. Walmart is the #1 most trusted brand in retail, and in particular is trusted for delivering everyday low prices and great customer service, so participating dealers will likely 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-served 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 fourth largest search engine in the U.S.

# THE BEST CAR BUYING SITES IN AMERICA

**Consumers have dramatically changed how they buy cars over the last decade, so automotive advertisers have changed how they market, by shifting a lot of their advertising online, where over 90% of consumers start their shopping experience.**

According to the 2016 IHS Automotive Car Buyer Study, online shoppers spend 60% of their time on third-party sites, 19% of their time on dealer sites, and 9% of their time on manufacturer sites. "Most car buyers are influenced by at least three online sources and in-market shoppers prefer independent research sites as their primary resource because consumers crave unbiased information on vehicles and dealerships to help them feel confident that they are making a sound decision," as described in the Digital Influence in Automotive Report by C+R Research. "In fact, when it comes to trust, shoppers find independent research sites to be among the most trustworthy of all sources, second only to their own previous experience with a vehicle and even more trustworthy than friends and family."

Consumers use independent research sites to start the car-buying journey and to validate the prices they receive from dealers later

in the process. Many successful dealers also utilize independent sites to buy leads and to acquire customers for less money than traditional mass marketing. In some cases, dealers are also using these sites to educate consumers when they are unrealistic about what they should pay for a car or what they should receive for their trade in. The credibility of third-party websites can build a bridge of trust with consumers when they validate the pricing the dealer provides.

To win with the modern car buyer, manufacturers and local retailers need a strong online presence, on their own websites and on the most influential third-party sites that consumers trust. In this article, we rate and review the top car buying websites that help consumers and dealers respectively. Two of the largest car buying websites, Autotrader and Cars.com, are early pioneers of online car buying. Both sites offer online classifieds where consumers receive price quotes from dealers who pay a monthly subscription fee to receive leads.

TrueCar, a newer site, goes a bit further by showing consumers what others paid for the car they want and by delivering

## Top Automotive 3rd Party Sites

The top 5 websites in America are listed below.

DESCRIPTION	CarSaver	TrueCar	Costco	AutoTrader	Cars.com
Promotion	4000 Walmart Stores and Univision	Ads & Affiliated Partners	474 Costco Stores	Ads	Ads
Consumer Offering	Buy, Finance & Insure (New CPO & Used)	Buy New & Used	Buy New & CPO	Shop Classifieds New & Used	Shop Classifieds New & Used
Dealer Offering	Delivers Appointments	Delivers Leads	Delivers Leads	Delivers Ads & Leads	Delivers Ads & Leads
Closing Ratio	50% Estimated	5-15% Estimated	25% Estimated	5-15% Estimated	5-15% Estimated
Pricing	Monthly Fee	Pay Per Sale -\$299 New -\$399 Used	n/a	Monthly Fee	Monthly Fee
Consumer Advantages	Walmart's trusted brand buy, finance, insure with help of advisor	See what others paid. Upfront pricing. Large dealer network	Costco's trusted brand. Fair pricing. Work with manager	Large Inventory & Dealer Network	Large Inventory & Dealer Network
Dealer Advantages	Walmart credibility builds trust. 50% close %	Pay for Performance	Costco Credibility Builds Trust	Most Leads Additional Ad Opportunities	Most Visitors Additional Ad Opportunities



The Top 5 Ways to Buy a Car: AutoTrader, Cars.com, CarSaver, Costco, TrueCar

**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

competitive prices from multiple dealers in their network who receive free leads and pay a fee if the customer buys a car. Two large retailers, Costco and Walmart, have influential auto buying sites that connect their customers with a network of certified dealers who provide fair prices that are validated by two or the most trusted brands in America. Costco's auto program sold more cars than AutoNation over the last 25 years and they sold over 500,000 cars last year through their stores.

The most successful dealers have a blended strategy that includes a strong presence online, with on their dealer website and on the most influential third-party car buying sites that consumers trust. Our top 5 rated websites represent only a fraction of the independent sites in the market today, but they are amongst the most influential.

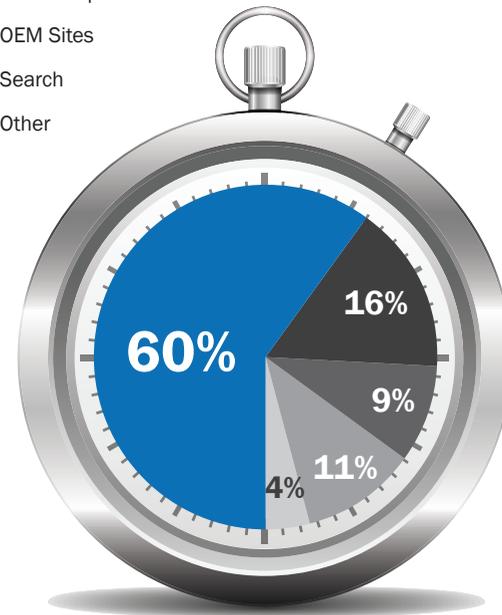
On the following page you will find a comparison of the top 5 auto sites in America for consumers and dealers.

**“Auto advertisers need to have a strong presence on their own website and on third-party websites that customers find both helpful and trustworthy.”**

2016 Car Buyer Journey Study, IHS Automotive

## Car Shoppers Spend 60% of Their Time on Independent Auto Sites

- 3rd Party Sites
- Dealership Sites
- OEM Sites
- Search
- Other

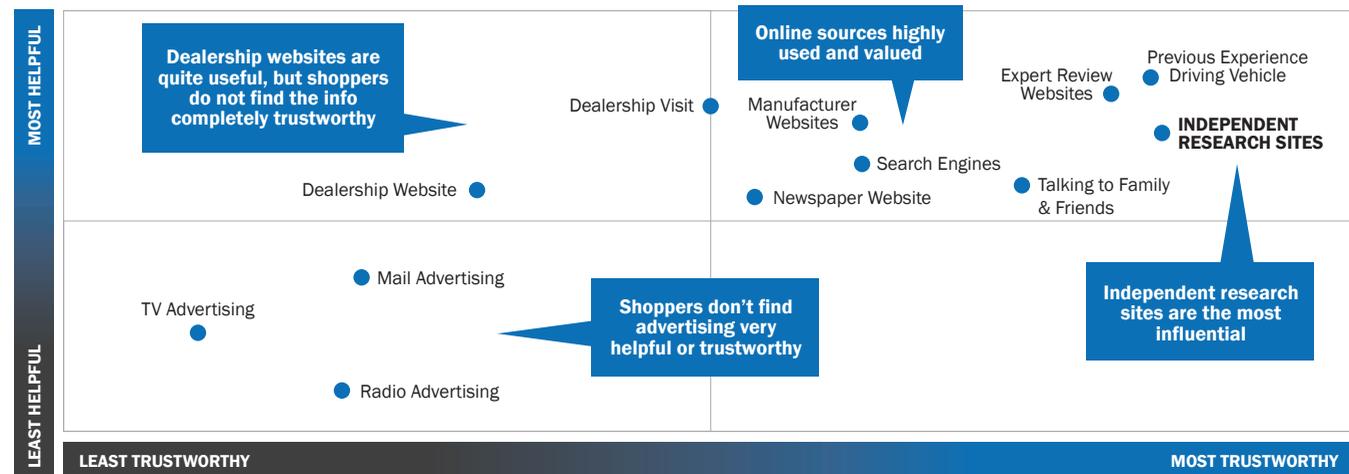


2016 Car Buyer Journey Study, IHS Automotive

*“In-market shoppers prefer independent research sites because consumers crave unbiased information on vehicles and dealerships to help them feel confident that they are making a sound decision.”*

Digital Influence in Automotive Report by C+R Research

## Consumers Rely on Sites That Are Most Helpful & Trustworthy



Digital Influence in Automotive 2014, C+R Research

According to the 2016 IHS Automotive Car Buyer Journey Study, “Shoppers find independent research sites to be among the most trustworthy of all sources, second only to their own previous experience with a vehicle and even more trustworthy than friends and family.” The study showed that online shoppers primarily rely on independent research sites, where they spend 60% of their time, dealer websites, where they spend 16% of their time, followed by manufacturer websites, where they spend 9% of their time.

# The Top 5 Auto Sites in America

The top 5 websites in America are listed below in alphabetical order.



## AUTOTRADER.COM

Autotrader.com is an online classified site that helps buyers research and shop for new and used vehicle inventory. Autotrader boasts having the largest inventory from 40,000 dealers and 250,000 private owners that are seen by approximately 14 million buyers each month. After choosing from one of their 3 million vehicle listings, consumers provide their contact information and receive quotes from sellers, who pay a monthly fee to receive leads. Dealers can upgrade their presence on the site to build and differentiate their brand while generating more exposure for their vehicles. Autotrader is owned by Cox Automotive, which also owns Kelley Blue Book, another trusted source for online car shoppers who want to know what they should expect to pay when they buy or sell their car.



## CARS.COM

With an average of more than 31 million visits each month, Cars.com is the most visited online classified site that helps consumers research, price and find new and used vehicles and quality service and repair providers through their partnership with RepairPal. After finding a car, consumers provide their contact information and receive quotes from dealers, who pay a monthly fee to receive leads. Dealers can upgrade their presence on the site to build and differentiate their brand while generating more exposure for their vehicles. Cars.com also connects customers with private sellers. Cars.com was launched in June 1998 and is owned by TEGNA Inc., which also operates Auto.com, NewCars.com® and PickupTrucks.com™.



## CARSAVER

CarSaver is an auto buying program that is exclusively marketed through Walmart and Univision. CarSaver helps consumers buy new and used cars with the help of a bilingual personal auto advisor who schedules exclusive appointments with certified dealers. CarSaver's exclusive appointments close above 50% because customers are only sent to 1 certified dealership. Dealers pay a success fee for each transaction or a monthly subscription fee depending on the state. CarSaver is promoted through Walmart, the #1 retailer in the world, and Univision, the #1 Hispanic media company in the U.S. Walmart has 250 million customers, 140 million of which visit their store every week. Univision promotes CarSaver through their TV, radio and online networks that reach 93% of the 56 million Hispanics in the U.S.



## COSTCO

Costco has sold more vehicles over the last 25 years than any dealer even though they don't own a dealership. Costco's auto buying program gives their members pre-discounted prices to buy new and certified pre-owned cars (not used) from their network of dealers that pay them a monthly fee. Customers save time and their average savings is \$1,000, according to Forbes. To get the Costco price, consumers only need to drive down to the dealership and the Costco program manager provides a pre-discounted price on the vehicle they select, and this price is validated by Costco, one of the most trusted brands in America. Costco has the only program, other than Walmart's CarSaver, that offers this type of validation from a trusted retailer.



## TRUECAR

TrueCar helps consumers obtain market-based pricing data on new and used cars, including the prices others have paid for the model they want to buy. TrueCar customers receive price quotes from participating dealers who pay TrueCar for each transaction. TrueCar customers receive upfront pricing before they visit the dealership so they avoid the hassles associated with the negotiation process, which saves them more time. TrueCar sold nearly 600,000 cars in 2015 and was recognized as one of the 50 best websites of 2014 by Time magazine. TrueCar's management team, led by Michael Darrow, enhances TrueCar's vision of being “dealer-friendly” by conducting ad campaigns that positively promote dealers, offering a subscription price model and providing a transparent view of how they utilize the data they gather from their dealers.

**CarSaver**<sup>®</sup>  
at Walmart 

# Sell More Cars

with Walmart's Auto Program For Dealers

Learn More at [CarSaverDealers.com](https://CarSaverDealers.com)

**Walmart** 

**CarSaver**<sup>®</sup>  
at Walmart 

-  Access to Walmart's 250M customers and 1.5M employees
-  Inventory promoted on Walmart.com  
127M unique monthly users
-  Unlimited impressions & leads
-  Exclusive appointments that convert higher

**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

To apply to become a Certified CarSaver Dealer, call **800-282-7960** or visit **CarSaverDealers.com**.

\* Availability is limited. If your territory is not available you will be added to the wait list.