



360.AGENCY

INFINITI CANADA CERTIFICATION PROGRAM

Offer your customers an engaging website experience with 360.Agency.



SOLUTIONS INCLUDED IN ALL PACKAGES

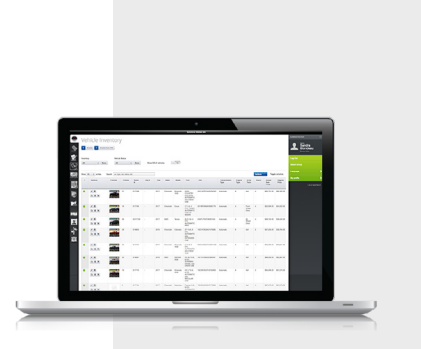
XMS Pro 360

Your CMS for managing your promotions, articles, coupons, landing pages, departments and user rights.



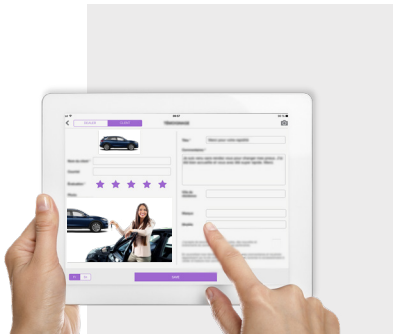
XMS 360

- New and pre-owned cars inventory management software (Includes syndication).
- New Inventory Car Configurator



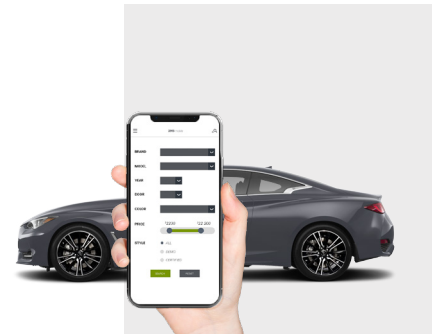
XMS Review 360

App that allows you to collect testimonials at point of sale to broadcast on your website and social media (Available on iPad and iPhone).



XMS Mobile 360

Mobile version of our inventory management tool, adapted to your field team: VIN scan, data management, pictures and videos (Available on Android and iPhone).



Pre-Owned, New and Certified Cars

Inventory syndication management for pre-owned and new vehicles including certified vehicles. (Import & export.)



DASH 360 - INFINITI Canada Analytics pack

Reporting package accessible through XMS Pro 360 to access critical data about website and CRM activities.



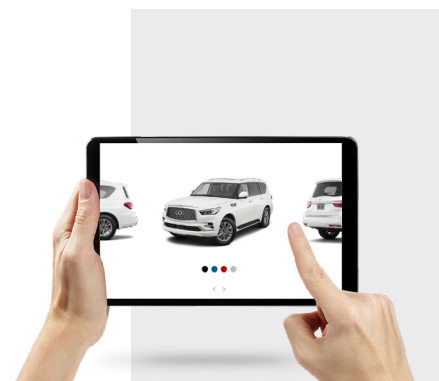
SSL Certificate

Includes HTTPS protocol to provide a high data transmission security.



New Virtual Vehicle Lineup

- Specific VDP landing page for every trim level.
- 3 interior & exterior pictures for each colour. (Canadian make, model, year, trim.)
- Complete collection of new vehicles with an image gallery of your inventory.



SOLUTIONS AVAILABLE DEPENDING ON PACKAGE

PACKAGE LEGEND:

● Included in the Base package
 ● Included in the Preferred package
 ● Included in the Premium package
 ◐ Included with conditions
 ○ Available as a paid option

Design & Programming* ● ● ●

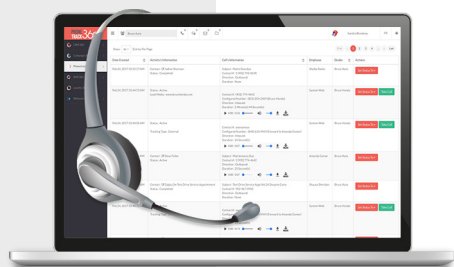
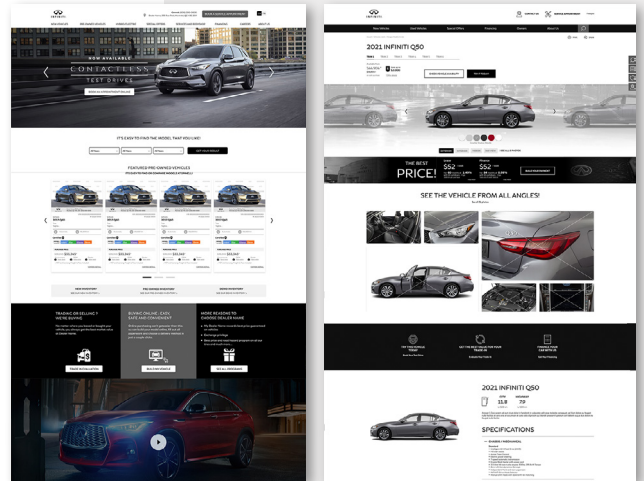
Certain conditions apply

Base: Generic template incorporating the brand requirements.

Preferred: High-end template created specifically to meet the brand requirements.

Premium: Design created for a dealership or group of dealerships offering personalization to their image by including INFINITI Canada's requirements.

**Personalization at launch with no additional charges in the Premium package.*

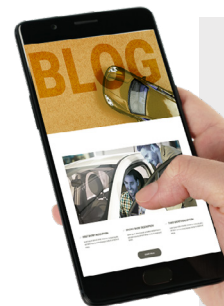


PHONETRACK 360 LITE ● ● ●

1 or 6 local or (1-800) phone numbers with PHONETRACK 360 LITE access.
(250 or 500 minutes, tracking & recording included + \$25 for each additional 500 minutes.)

Blog Starting Package ● ● ●

3 articles for activating the news section of your website.
(Exclusive articles available with the Premium offer.)



Dedicated Account Manager ● ● ●

Your personal advisor for the support of your website and your offensive marketing projects. *(Charges may apply).*

Base package: Help Desk

Preferred and Premium packages: Dedicated Account Manager

INCLUDED IN PREMIUM

POSSIBILITY OF À LA CARTE ADD-ONS WITH OTHER PACKAGES

PACKAGE LEGEND:

● Included in the Base package ● Included in the Preferred package ● Included in the Premium package ☒ Included with conditions ○ Available as a paid option

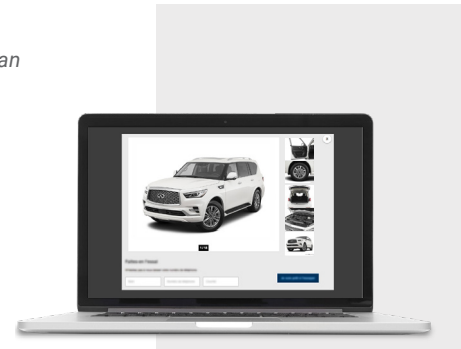
Custom Content ○ ● ●

News, Pre-owned, After-sales, About us, Team, News, Videos, Testimonials, etc.



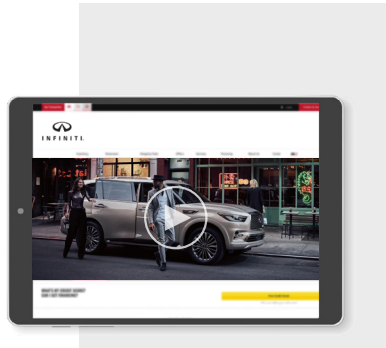
High-End Photo Gallery ○ ● ●

New vehicles: High-end and exclusive photo gallery. (Canadian make, model, year and trim.)



Video Slideshow ●

Option of including video in carousel section of homepage design.



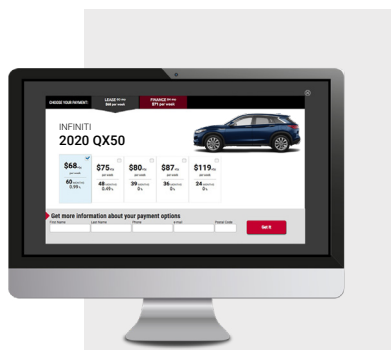
360 Spin Tour ●

New vehicles: 360 virtual tour of exterior and interior.



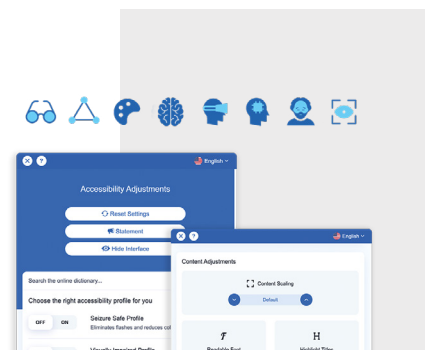
SHOWROOM 360 ○ ● ● Lease and finance calculation

A payment calculator as well as lease or finance options, including manufacturer rebates for new cars.



ACCESS 360 ○ ● ●

Enhanced WCAG 2.1 Level AA Compliance Widget allowing those with visual or motor disabilities/limitations to customize their user interface.



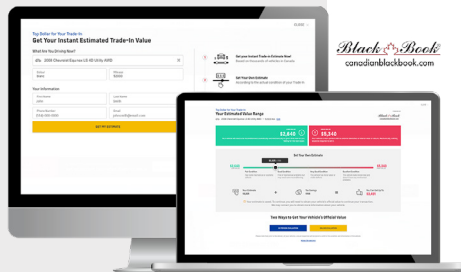
AVAILABLE OPTIONS (ADD-ONS):



SHOWROOM 360-V2

Digital Retailing platform for new vehicles (including Build & Buy and new inventory) and pre-owned vehicles in inventory.

Not available with Base package.



TRADE 360

Online Trade-In Estimator with Canadian Black Book integration..
(available with or without SHOWROOM 360-V2)

+ Creative Website Services

Coupon, Header, Promos...

+ Additional Content

News, testimonials...

+ Email Hosting

Per 25 addresses bundle

+ LiveChat plug-in

+ Third Party Digital Retailing Integration and Support

+ Google Review and Dynamic Google Map Integration

+ Third Party Digital Integration

+ PBS Integration

+ EasyDeal Integration











DIGITAL ADVERTISING





PERSONA360

Contact your Media Director to complete our persona test and define the personalized strategy for your dealership according to your objectives. *(Standard banner creation included.)*



| SERVICES | | BASE \$1 049 | PREFERRED \$1 299 | PREMIUM \$1 799 |
|---|----------------------------------|---|---|---------------------------------|
| Solutions included in all packages: | | | | |
| XMS PRO 360 XMS 360 XMS MOBILE 360 XMS REVIEW 360 DASH 360 New Virtual Vehicle Lineup Pre-Owned, New and Certified Cars SSL Protocol | | ✓ | ✓ | ✓ |
|  | Design and Programming | Generic template | High-end templates | Personalized design |
|  | PHONETRACK 360 LITE | 1 number 250 minutes | 6 numbers 500 minutes | 6 numbers 500 minutes |
|  | Blog Starting Package | 3 Generic Articles | 3 Generic Articles | 3 Exclusive Articles |
|  | Dedicated Account Manager | Help Desk | ✓ | ✓ |
|  | High-End Photo Gallery | \$199 per site/per month (Add-on) | \$199 per site/per month (Add-on) | ✓ |
|  | 360 Spin Tour | - | - | |
|  | Custom Content | À la carte | À la carte | ✓ |
|  | Video Slideshow | - | - | ✓ |
|  | ACCESS 360 | \$39 per site/per month +\$250 Installation fee | | ✓ |
|  | SHOWROOM 360 | \$150 per site/per month No Upfront Investment | \$150 per site/per month No Upfront Investment | ✓ |

OTHER AVAILABLE OPTIONS (À la carte)

| | | | | | |
|--|--|--|---|--|--|
|  | TRADE 360 (Stand alone) | \$399 per site/per month (Add-on) +\$500 Upfront Investment |  | SHOWROOM 360-V2 New Cars | \$675 per site/per month +\$1,500 Upfront Investment Not available with Base package. |
| | TRADE 360 (with SHOWROOM 360-V2) | \$300 per site/per month +\$500 Upfront Investment Not available with Base package. | | SHOWROOM 360-V2 Pre-Owned Cars | \$350 per site/per month +\$1,500 Upfront Investment Not available with Base package. |
| Digital Advertising | | Per Budget (Minimum budget: \$1,000/month) | Additional Content | | À la carte |
| Creative Website Services | | À la carte | Third Party Digital Integration | | À la carte |
| Email Hosting | | \$35 per month +\$250 Upfront Investment | PBS Integration | | \$50 per site/per month |
| Google Review and Dynamic Google Map Integration | | \$89 per site/per month | EasyDeal Integration | | \$50 per site/per month |
| Third Party Digital Retailing Integration and Support | | \$99 per site/per month No Upfront Investment | LiveChat plug-in | | \$50 per site/per month |