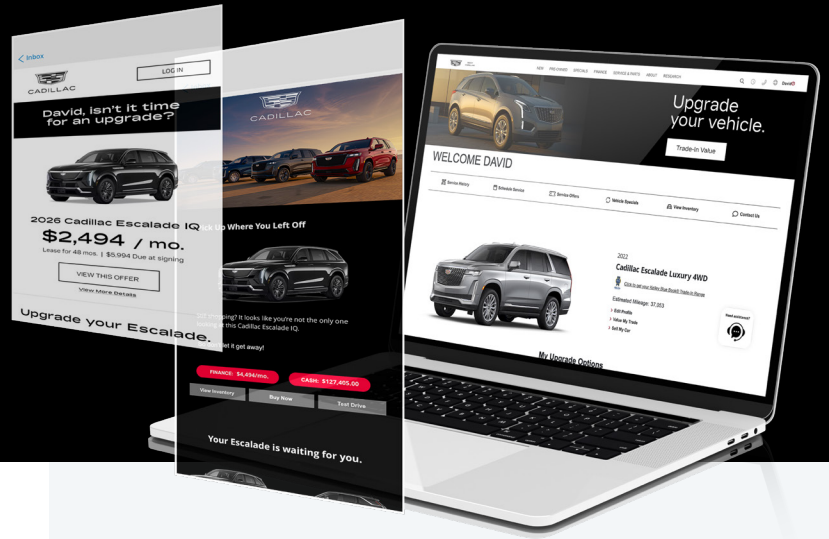




An all-inclusive customer experience platform with a digital-first approach to customer retention



"Team Velocity's marketing and digital advertising tools integrate seamlessly into our primary website, which creates a personalized experience for our customers and generates a high level of engagement. Their data-driven approach, coupled with a true understanding of the car business, puts them ahead of anyone out there. From concept to execution, Team Velocity stands apart from other agencies."

Greg Turchetta

Vice President & Partner | Tri-Star Auto Group



· Increase your return on investment & save money

14:1 Average ROI



"Team Velocity's Apollo platform is easy to use and gives us more control over our strategy. We're able to push out consistent messaging across the board that is relevant and unique to each customer. Because of this, we've seen great improvements in both our sales and service departments."

Hanley Dawson IV

President | Patrick Dealer Group



· Sell more cars & increase market share

26% Transaction Rate*



"Team Velocity delivers the very best marketing technology with their Apollo platform. Being able to visualize the entire customer journey, from which ads they engaged with to what emails they clicked to what car they bought, has been invaluable to our team. The technology, along with the support of their professional team, is a winning combination for our dealerships."

Mario Murgado Jr.

Marketing & Operations Director | Murgado Automotive Group



· Improve your online customer experience

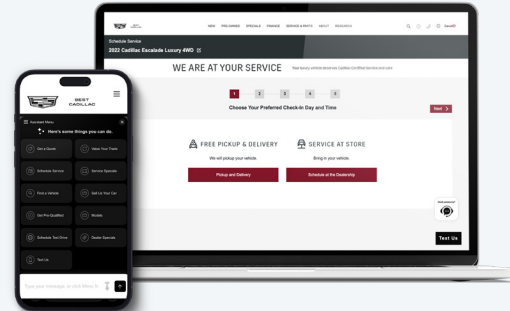
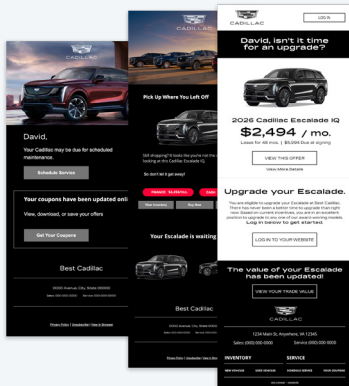
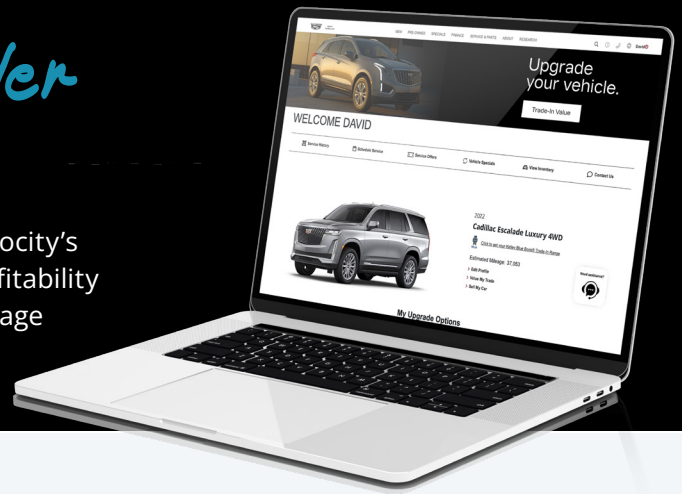
10.86% Engagement Rate

Team Velocity dealership portfolio statistics as measured from Q4 2025.

*Transaction Rate is defined as the percentage of website leads that convert to a sales or service transaction (completed sale or service RO) in a given month. Leads are defined in the Command Center (website leads, inbound calls, active shoppers, service appointments etc.)

Meet your newest provider for Customer Retention

Fueled by the Apollo Customer Experience Platform, Team Velocity's industry-leading retention solutions drive sales and service profitability through personalized, 1:1 communications designed to engage more customers throughout the ownership lifecycle.

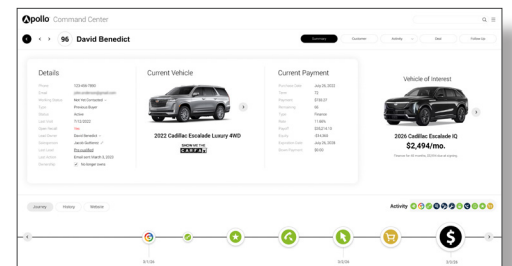
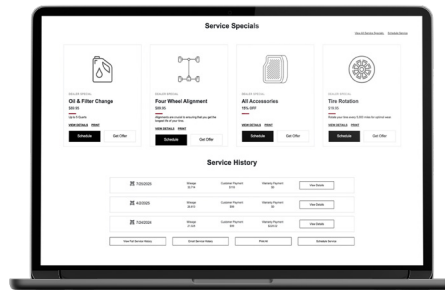
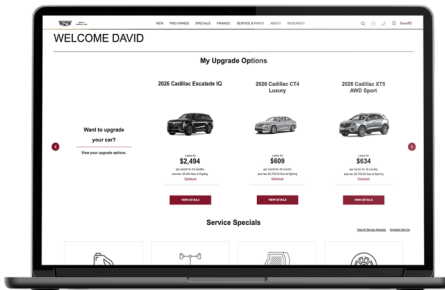


Intelligent 1:1 Communications

Designed to help you move more customers down the funnel, Apollo is equipped with intelligent, action-based email, text and direct mail communications for both sales and service. Personalized 1:1 messages based on time, mileage, equity and shopping activity engage your customers at the perfect time and connect them to their personal website through direct links and dynamic QR codes.

Integrated Service Scheduling

Apollo's integrated service scheduling application helps you generate 3x the service appointments. Customers can schedule service, apply a coupon and schedule pick-up and drop-off without having to fill out a single form. Apollo generates more service to sales opportunities by proactively offering an appraisal, trade value and even personalized upgrade offers.



Personalized Upgrades

Apollo's patented upgrade matrix algorithm creates personalized upgrade offers for every customer for the car they are most likely to buy, not just a newer model of their current vehicle. Complete with pre-calculated payments reflective of their equity and private offers, upgrading your customers has never been easier.

Service Retention

Apollo Service increases service revenue and retention while driving service to sales upgrades. Target customers with customized offers and coupons, send instant recall notifications and re-engage lost customers with data-driven campaigns.

Real-Time Customer Insights

The Apollo Command Center makes it easy to view the entire customer journey throughout the ownership lifecycle, providing actionable insights to help you close more deals. Here, you can view all your top prospects from a single dashboard, empowering your sales team to engage with shoppers in real-time.



Key Features

Offer Manager

Apollo Sites includes the Apollo CXP offer management system to calculate to-the-penny payments on all new and pre-owned inventory and instantly generates unique cash, lease and finance offers on every vehicle. All offers reflect current rebates, OEM and regional incentives, taxes and fees, applicable disclaimers, and your preferred pricing model. Offers can be applied to ads, VDPs, and more based on the Apollo CXP applications you activate, ensuring full integration and consistency across every customer touchpoint. Offer Manager ensures complete accuracy by recalculating payments daily, or whenever pricing settings are changed.

Pricing

CLM Package	\$1,249/mo.
Mail (Postcard)	\$1.69/Household
Mail (Letter)	\$1.89/Household
Mail (Bi-fold)	\$1.99/Household
Custom Creative	\$1,199/mo.

Service Scheduler with X-Time Integration

Service Accelerator is a fully-integrated service scheduling application proven to generate 4x the number of service appointments as the leading 3rd party providers*. It's the only service application with voice-activated technology, allowing customers to schedule service through devices like Google Home. It includes touchless pick-up and drop-off options through integrations with RedCap and Draiver, providing unrivaled convenience for the customer. Plus, because Apollo Service integrates with your DMS, all forms auto-populate with the customer's information for ease and accessibility. Even better, it knows the customer's current vehicle, mileage, active/lost status, service history, and equity to dynamically serve coupons and service offers tailored to the customer's specific needs. For dealers using X-Time, our service accelerator is fully-integrated free of charge to provide transparency into all appointments in both systems. The application also integrates with Apple Wallet to make saving coupons a breeze.

* Calculations based on total service appointments for a select group of dealers during a 3-month period.

Upgrade Matrix

Upgrade Matrix is a trade pattern prediction tool that analyzes consumer behavior to identify the most statistically probable upgrade options based on the customer's current vehicle and your dealership's historical trade patterns. Apollo Sites uses Upgrade Matrix to deliver personalized upgrade offers on vehicles they are the most likely to purchase at different points throughout the customer journey, like on their Customer Website.

Service Retention

Apollo Service increases service revenue and retention while driving service to sales upgrades. Customers that are due for service are identified and engaged with customized offers and coupons based on the services they are due for. It's built-in equity mining tool easily identifies service to sales upgrade opportunities, delivering relevant upgrade offers that drive conversions. Apollo Service includes a suite of integrated campaigns through mail, email, search and social media, leading customers to a personalized Customer Website fully-equipped with an integrated service scheduler, automated coupon management, real-time recall alerts, and a comprehensive parts and accessories catalogue. Scheduling service has never been easier with Google Voice integration and touchless pick-up and delivery options. Apollo Service is a part of Team Velocity's comprehensive customer experience platform, Apollo, and fully integrates with all Apollo products.