



Effective June 26, 2025, Kelley Automotive Group is introducing a new partnership with CarNow. CarNow's primary objective is to convert unknown visitors to our website into known visitors by introducing a new chat function manned by CarNow's 24/7/365 online web agents. To funnel customers into chats, we have updated our "Live Chat" and CTA's (Call to Action Buttons) on our website to redirect into this chat function. Once there, the customer will converse with CarNow Agents and depending on the context of the conversation, a lead will be produced. The following guide will help Kelley users navigate these types of leads based on the sub-source provided in DriveCentric:

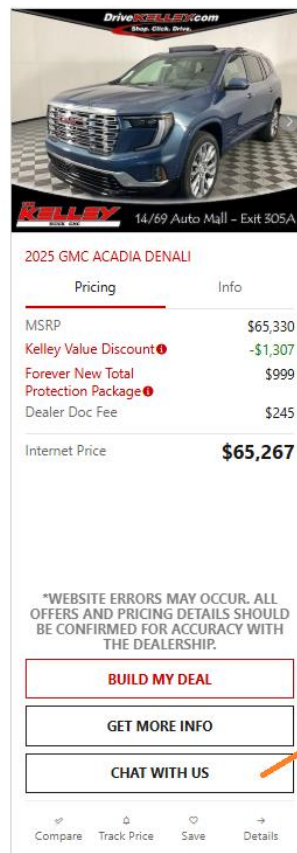
Conversational Leads

These leads originate when a website visitor selects one of conversational buttons (see image).

- "Chat With Us" CTA Button
- "Live Chat"

These leads are routed into DriveCentric with standard internet lead business rules and assignments

- BDC/SLC Automatically assigned
- Retention Rules Apply



Conversational Leads

Sell Us Your Car

Live Chat

Sub-Sources

- Chat only, no VOI - ILM/CarNow - Messaging
- New VOI, GM Make - ILM / Dealer Chat - CarNow - MessageNow - New
- Pre-Owned VOI, GM Make - ILM / Dealer Chat - CarNow - MessageNow - Used
- Pre-Owned VOI, Non-GM VOI - ILM / CarNow - Messaging
- ALL leads containing Trade (Does not go through GM) - ILM / CarNow - Messaging

CTA (Call to Action Buttons) Leads

These leads originate when a customer selects one of our traditional “Form Fill” CTA’s including “Get More Info” and “Build My Deal”. Instead of presenting visitors with a lengthy form, they will be redirected into the live chat where the agent will facilitate the gathering of this information through organic conversation. The goal of these conversations is to gain as much information as possible and to begin the online buying process. Depending on the amount of data gathered, the leads will be placed into one of two categories, each being handled differently in DriveCentric:

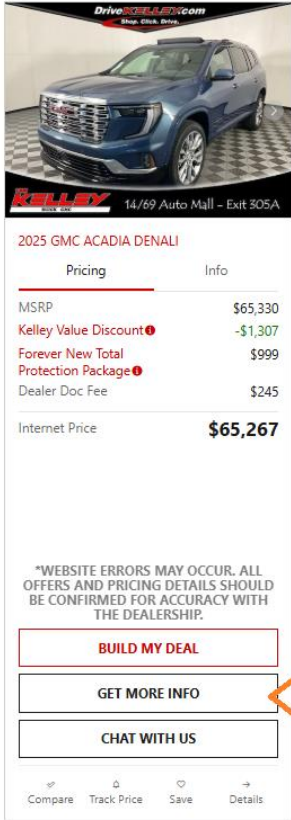
Get More Info

These leads originate when a website visitor selects “Get More Info”. The information provided by the customer must include the following (at minimum) to produce a lead in DriveCentric:

- First Name
- Email or Telephone Number

These leads will not include “Digital Retailing” deal data (see below) and will be routed into DriveCentric with standard internet lead business rules and assignments

- BDC/SLC Automatically assigned
- Retention Rules Apply



DriveCENTRIC.com
Buy. Sell. Price.

Relay 14/69 Auto Mall - Exit 305A

2025 GMC ACADIA DENALI

Pricing	Info
MSRP	\$65,330
Kelley Value Discount	-\$1,307
Forever New Total	\$999
Protection Package	
Dealer Doc Fee	\$245
Internet Price	\$65,267

*WEBSITE ERRORS MAY OCCUR. ALL OFFERS AND PRICING DETAILS SHOULD BE CONFIRMED FOR ACCURACY WITH THE DEALERSHIP.

BUILD MY DEAL

GET MORE INFO

CHAT WITH US

Compare Track Price Save Details

Sub-Sources

- New VOI, GM Make - ILM / Dealer Chat - CarNow - MessageNow – New
- Pre-Owned VOI, GM Make - ILM / Dealer Chat - CarNow - MessageNow – Used
- Pre-Owned VOI, Non-GM Make - ILM / Dealer Chat - CarNow - MessageNow – Used
- ALL leads containing Trade (Does not go through GM) - ILM / CarNow - Messaging

Digital Retailing

These leads represent the most data heavy and highest priority deals in our system. These leads originate when:

- A website visitor selects “Build My Deal”
 - Previously “Darwin” Leads
 - CTA now redirects to chat instead of form
- Or, a chat originating from any source crosses over into “Digital Retailing” context

The information provided by the customer must include the standard minimum qualifying data (outlined above) along with a combination of any of the following:

- Deal Terms
 - Purchase Type (Cash, Finance, Lease)
 - Deal Structure
- Appointments
- Trade Info
- Credit Application
- Documents
- F&I Insights
- Forms
- Accessories

DriveCentric.com
Shop. Click. Drive.

14/69 Auto Mall – Exit 305A

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BUILD MY DEAL

GET MORE INFO

CHAT WITH US

Compare Track Price Save Details

Due to their importance and priority, we will employ a newly introduced process in DriveCentric:

- BDC and Managers will be alerted via email of new Digital Retailing Lead
- BDC will manually add themselves to these deals
- Managers will be assigned based on “Up For Grabs”
- Managers can decide to either work the lead themselves or assign an SLC
- If Manager/SLC does not reach out within 15 minutes, the BDC will call the Manager Call Queue to ensure timely response to the customer
- Retention Rules Apply

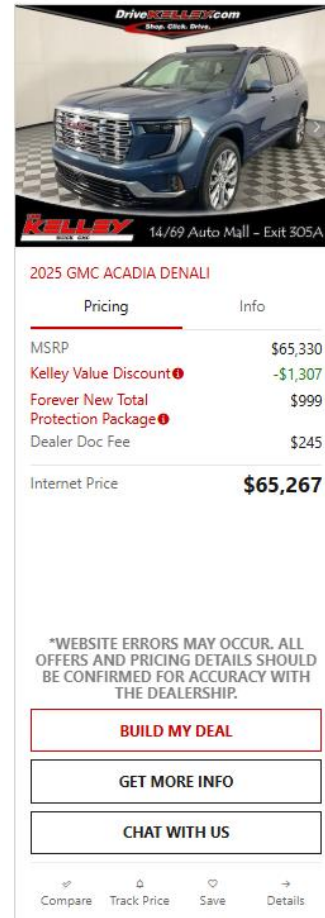
Sub-Sources

- All Digital Retailing Leads, regardless of Make, Model, Trade - **ILM / BuyNow – BuyNow**

Value Your Trade

CarNow directly integrates with VinCue to provide a seamless appraisal tool consistent with all KAG sites. Similar to other CarNow buttons and CTA's, the “Sell Us Your Car” button (see image) redirects visitors into a chat. Once there, chat agents will attempt to gain trade vehicle data while presenting the option to purchase. If the customer expresses interest in a purchase, the lead will continue down the “get more info” > “digital retailing” path. For those visitors that are only looking to sell their vehicle, a lead will be produced:

- BDC/SLC Automatically assigned
 - Please make one final attempt to position the sale of a vehicle
 - If no sale is possible, the deal needs to be transferred into “Sell to Kelley” – Please tag Kevin Flinn
- Retention Rules Apply



Drive **KELLEY** Blue Book.com
Shop. Click. Drive.

14/69 Auto Mall - Exit 305A

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BUILD MY DEAL

GET MORE INFO

CHAT WITH US

Compare Track Price Save Details

Value Trade

Sell Us Your Car

Live Chat

Sub-Sources

- All “Trade Only” Deals - ILM / CarNow - CarNow Value Trade Lead