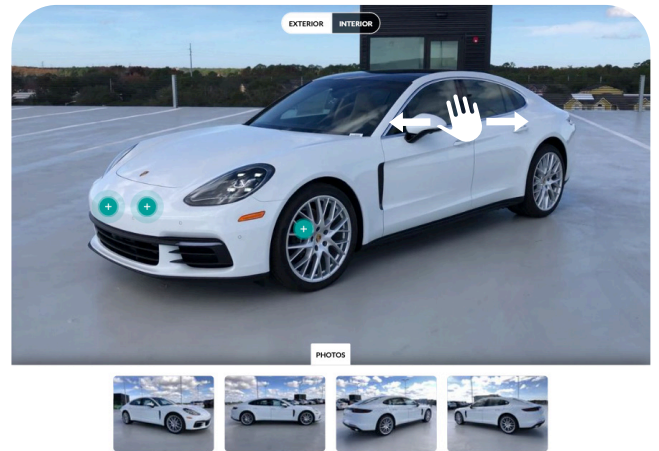


Enabling Porsche Dealers to Turn Online Shoppers Into Buyers

Buyers have come to expect greater levels of transparency and personalization in every interaction, and vehicle shopping is no exception. Give them the showroom experience they demand, every time. Online. With Impel.

| | | |
|--|--|---|
| <p>+23%</p> <p>Increase in time on VDPs</p> | <p>+29%</p> <p>Lift in VDP conversion rates</p> | <p>+36%</p> <p>Inventory turn increase</p> |
|--|--|---|

Source: in-market national performance analyses by major OEM franchise networks



Why Auto Retailers Choose Impel

Onboarding and Training

Our implementation specialists will ensure a successful launch, working with your team to get you up and running in no time.

Customer Success

Your dedicated customer success manager will be with you every step of the way, ensuring that your digital merchandising efforts drive meaningful business results.

Technical Support

Our experienced product and technical specialists are available to handle any issues or questions that arise so that your merchandising never skips a beat.

Monitoring and Reporting

With Impel's automated monitoring and reporting, you'll have the information you need to drive true accountability and higher performance.

Pricing

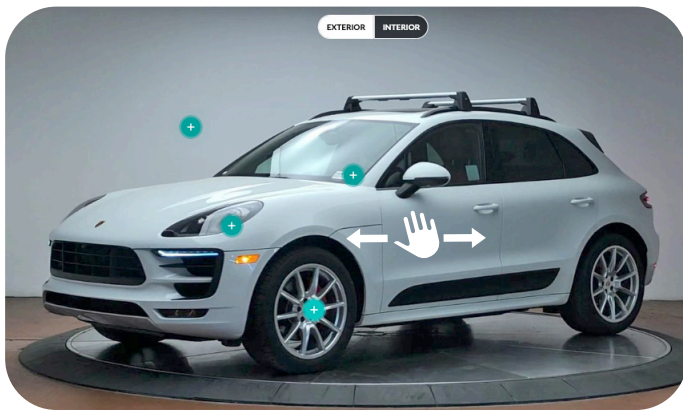
| | Tier A <150 cars on lot | Tier B 151-300 cars on lot | Tier C 301-600 cars on lot | Tier D 601+ cars on lot |
|--------------------|-----------------------------------|--------------------------------------|--------------------------------------|-----------------------------------|
| 360 WalkArounds | \$379 | \$479 | \$579 | \$749 |
| Background Removal | \$99 | \$199 | \$299 | \$399 |
| Total Price | \$478 | \$678 | \$878 | \$1,148 |

Bring The Showroom Experience to Consumers on Your Website

360 WalkArounds

Help consumers fall in love with your vehicles.

Transform static VDPs into immersive, interactive experiences that build shopper trust and enable shoppers to explore a vehicle from any angle. Bring key vehicle features to life to demonstrate value and encourage exploration. It's the competitive advantage that thousands of dealers use to keep shoppers on their site longer.

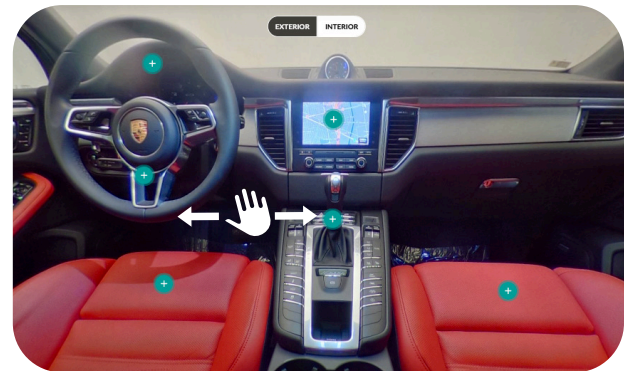


An Immersive Shopper Experience

- Empower shoppers with a fully self-controlled, interactive experience
- Enable personalized exploration of every aspect of a vehicle, from every angle
- Provide complete transparency with close-up zooming and panning of interior and exterior environments

Transform Your Digital Showroom

- Replicate the physical walkaround experience online
- Deliver a multimedia virtual exterior and interior walkaround of every vehicle
- Carfax integration for greater transparency and education
- Optimized mobile experience and virtual reality mode



An Effective and Cost-Efficient Imaging Solution

- Enable any user to capture 360 exterior walkarounds and interior panoramic images in 5 minutes
- Exterior and interior spins upload wirelessly in 15 minutes
- No dedicated space or equipment installation needed
- Integrates with existing DMS, CRM and website providers

Automated Background Removal

Imaging technology that transforms your SRPs

Impel's automated background removal technology enables vehicle retailers to showcase their inventory with clean, consistent, professional-looking SRP images. Powered by an adaptive computer vision algorithm, Impel's solution offers a quick and easy way for dealers to remove background clutter and comply with OEM-mandated imaging requirements.

Upgrade Your Digital Front Door

- Establish visual consistency across your SRPs
- Maintain authenticity in SRP vehicle images
- Eliminate photo clutter and distractions
- Comply with OEM-mandated photo standards



Built For Speed and Efficiency

- CV algorithm automatically updates all SRP images
- Background edits instantly applied upon photo upload
- Technology live on site within 24 hours
- Ability to restore individual vehicle backgrounds

Designed for flexibility

- Choose between partial or full background removal for increased flexibility
- Add vehicle shadows to establish image authenticity with full removal backgrounds

