

ACCESSORY SELLING IN THE NEW LANDSCAPE

Tips and tricks to navigate the online selling environment

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AUTOMOTIVE LEATHER

THE DEALERSHIP'S FRONT DOOR HAS MOVED...

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THIS IS THE NEW FRONT DOOR . . .

Your customers are spending hours researching the car or truck they want **HERE**, before ever contacting you.



“While buying a vehicle is a complicated transaction, with financing required, trade-in valuations to consider and plenty of research required, it does not have to be frustrating for the consumer. With the right digital tools and systems in place, car buying can be a highly satisfying activity, and as efficient and streamlined as consumers want it to be.”

CONSUMERS ARE MOVING ONLINE, BUT SEE A CLEAR ROLE FOR THE IN-DEALERSHIP EXPERIENCE

- Dealers see online car purchases increasing through 2030 and are expecting to ramp up digital and online offerings – especially in financing, pricing and other sales processes – to accommodate that trend.
- While a hybrid (online/in-person) buying experience is nothing new, dealerships remain highly relevant, with test-driving, negotiating financing and pricing still key reasons cited for in-person visits.
- Given the prevalence of both online and in-person buying experiences, OEMs and dealerships will likely need to enhance their online offerings and tools, while maintaining high-level in-person experiences to satisfy all types of customer buying demands and preferences.

*PwC 2022 Car Consumer and Dealer Survey

THE WAY VEHICLES ARE SOLD HAS CHANGED! SO...

- How do we **help** customers find and purchase the vehicle they want?
- How do we meet the **price/monthly payment demands** of buyers as vehicle prices rise, while growing profitability?
- How do we **capture sales** with large variations in available model and trim inventory?
- How to create **exceptional dealership value** to potential customers?

Making meaningful changes can mean big profits!

**CAN'T FIND THE PERFECT VEHICLE AT THE PERFECT PRICE?
CREATE IT!**

If your buyer requests a trim package with remote start, the tow package and a new leather interior, they can have all three, and you can still meet their monthly payment goal.

Order the cloth truck and add custom leather;
problem solved.



TRIM LEVEL ECONOMICS

CREATE A MID-RANGE
TRIM LEVEL WITH **CUSTOM** LEATHER!

Toyota Tundra
CrewMax SR5
MSRP \$47,520
Factory Cloth Standard



Toyota Tundra
CrewMax Platinum
MSRP \$61,775
Factory Leather Standard



**MAKE MONEY & SAVE THE
CUSTOMER THOUSANDS!**

STX



- Remote Keyless Entry System
- Cruise Control
- 2 Smart-Charging USB Ports
- 20" Machined Aluminum Wheels and 275/55R20 All-Season Tires
- SYNC 3 with 8" LCD Touchscreen
- Apple CarPlay™ and Android Auto™ Capability
- Black Honeycomb Grille with Body - Color Surround
- Body-Color Front Fascia and Bumpers

MSRP Starting at **\$39,385**

STX - AUTOGEAR EDITION



- AutoGear** EQUIPPED
- **Katzkin Leather Interior**
 - **Tonno Pro UltraFold™ Tri-Fold Tonneau Cover**
 - **WeatherTech FloorLiners, 2-Row**
 - Remote Keyless Entry System
 - Cruise Control
 - 2 Smart-Charging USB Ports
 - 20" Machined Aluminum Wheels and 275/55R20 All-Season Tires
 - SYNC 3 with 8" LCD Touchscreen
 - Apple CarPlay™ and Android Auto™ Capability
 - Black Honeycomb Grille with Body - Color Surround
 - Body-Color Front Fascia and Bumpers

MSRP Starting at **\$42,128**

LARIAT



- Remote Keyless Entry System
- Cruise Control
- 2 Smart-Charging USB Ports
- 20" Machined Aluminum Wheels and 275/55R20 All-Season Tires
- SYNC 3 with 8" LCD Touchscreen
- Apple CarPlay™ and Android Auto™ Capability
- Factory Leather Interior
- Push-Button Start
- Adjustable Heated & Ventilated Front Seats

MSRP Starting at **\$44,060**

COMPARE & SAVE

OFFERING LEATHER UPGRADES CREATES DEALERSHIP VALUE

THE BENEFITS OF LEATHER

97% of consumers don't know the leather interior option exists for cloth cars.

3 out of 5 would add leather interior as an option if offered during the purchase process.*

LEATHER AVAILABLE



COMFORT

Ease of flexibility and movement while driving.



MAINTENANCE

Easy to keep clean and doesn't absorb germs like cloth.



DURABILITY

Leather is a natural material made of densely-packed fibers.

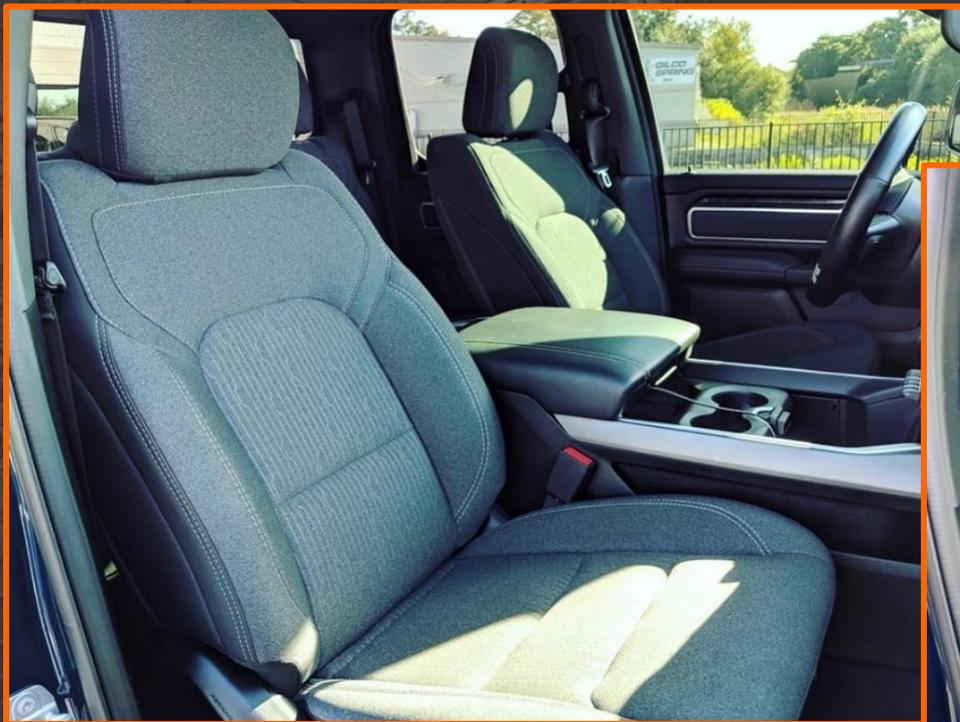


AFFORDABILITY

A brand new leather interior can be financed at the time of purchase.

katzkin[®]
AUTOMOTIVE LEATHER
Love Your Drive

LEATHER IS TRANSFORMATIONAL TO THE VEHICLE INTERIOR.



BEFORE



AFTER

DOWNLOAD the free Katzkin app for all of the digital tools you need to support your online customers!



Shoppers, buyers and dealers agree!
Digital solutions make the car buying journey better.

USE www.katzkintoolbox.com for PC based access.



CAPITALIZE ON THE LEATHER UPGRADE OPPORTUNITY

1. Install the Katzkin App on dealer personnel's mobile devices
2. Save www.katzkintoolbox.com on all computers
3. Hold a training session with all sales team members to explain the opportunity and the available tools.

TEST AND MEASURE THESE IMPLEMENTATION STRATEGIES

- Offer trim upgrades as an alternative option at initial customer inquiry.
- Offer Upgraded lower trim models as options in E-Replies and to re-engage warm/cool leads.
- Feature low/mid trims with leather to offer exceptional value to online shoppers.
- Manage inventory shortages on top-trim models by accessorizing mid-trim options with custom interiors and heated seats.
- Now more than ever, pre-owned inventory is crucial. Leather makes the old, new again inside.
- Create incentives for your team to capture the profit potential.
- Expand the successful practices to maximize your opportunity.

THANK YOU

For more helpful tools, talk to your regional manager!

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