

Altierre Digital Automotive Tags



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altierre.com/auto-dealers



Vehicle specific content
on multiple screens

Transforming your dealership to
meet the demands of a digitally
connected and well-informed consumer



When customers know more
you sell more!

In-store digital marketing platform

More than 95% of car purchases take place at a dealership, yet dealers don't realize how significant their showroom floors and car lots are as a marketing asset. Altierre is changing all that with the industry's most advanced digital display and private in-store presence marketing platform.

A digital platform that brings the power to display vehicle specific product features, accurate price, incentives, purchase options, and in-store branding directly to a digital display 'Dynamic Billboard' on each vehicle. A real-time digital marketing platform that optimizes a vehicle's value; provide complete transparency and build trust at a customer's moment of decision.

Strategic advantage

- ✓ Price of vehicle and incentives always synchronized with online and offline media
- ✓ Personalize your dealership brand- special offers and services with a professional, sleek look at the point of decision
- ✓ Intelligent and Accurate pricing instantly updated - for all vehicles across the entire dealership, including multi-location inventories
- ✓ Perfect for “One Price” pricing strategies- centralized price controls and monitoring
- ✓ Instantly change any vehicle price to match competition
- ✓ Sales personnel effectiveness – accurate price and special incentive for each vehicle in the showroom and lot
- ✓ Creates a positive, pressure-free shopping experience that delivers consistent, relevant and specific vehicle information at all customer touch-points
- ✓ Improve Cash Flows- with the ability to reduce the price of excess inventory, slow-moving vehicles with one-push submission
- ✓ Redeployment of personal and reduction in printing costs – No more manual widow sticker printing or updating
- ✓ Integrated with third-party price optimization tools and software - i.e. V Auto, Conquest

Altierre cloud-based platform - how to purchase

The Altierre cloud-based platform is all inclusive-software, hardware, and support platform packaged in a simple monthly pricing model. It requires **no upfront costs** and low **36-month payments**. A typical dealer who installs **350 tags per store** for both new and used vehicles would have a low monthly payment of only **\$1,486**.

Join more than 130 dealerships that have already deployed Altierre’s platform to gain a competitive edge in customer satisfaction, speed to sale, and improved profitability.

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