

| Lincoln D3 Websites | D3 Premium Website | D3 Base Website |
|--|--------------------|-----------------|
| Setup Fee for non-DealerConnection migration | \$380 | \$380 |
| Monthly Service Fee | \$1,250 | \$500 |
| Available Themes | 4 | 2 |
| Phone Tracking Numbers (Uptracs) | 4 | 2 |
| OEM Approved Navigation | ✓ | ✓ |
| OEM-Approved Banners | ✓ | ✓ |
| Standard OEM Logo | ✓ | ✓ |
| Delivery Allowance Incentive (from D3 Feed) | ✓ | ✓ |
| Employee Pricing Incentive (from D3 Feed) | ✓ | ✓ |
| Build & Price Lincoln Integration – Framed in Solution | ✓ | ✓ |
| Vehicle Showroom | ✓ | ✓ |
| CPO Program Overview | ✓ | ✓ |
| Accessories Portal | ✓ | ✓ |
| Testimonials Page (SMRM) | ✓ | ✓ |
| Body Shop/Parts Department | ✓ | ✓ |
| Lincoln Credit Integration | ✓ | ✓ |
| Owner Advantage Rewards Integration (if applicable) | ✓ | ✓ |
| Form Lead Integration | ✓ | ✓ |
| About Us & Staff Page | ✓ | ✓ |
| Contact Us Page | ✓ | ✓ |
| Vehicle Specials Page | ✓ | ✓ |
| Dealer-added Video Inventory URLs | ✓ | ✓ |
| Schedule Test Drive Page | ✓ | ✓ |
| Trade in Value Page | ✓ | ✓ |
| Ad Choices (Ghostery Integration) | ✓ | ✓ |

| Inventory | D3 Premium Website | D3 Base Website |
|---|--|-----------------|
| New Vehicle Inventory (from D3 Feed) | ✓ | ✓ |
| Used Vehicle Inventory (from D3 Feed) | ✓ | ✓ |
| Certified Vehicle Inventory (from D3 Feed) | ✓ | ✓ |
| New Vehicle Inventory (from DMS feed) | \$133 (Unless enrolled or live prior to March 2) | N/A |
| Used Vehicle Inventory (from DMS or approved 3 rd party Feed) | \$86 (Unless enrolled or live prior to March 2) | N/A |
| Certified Vehicle Inventory (from DMS or approved 3 rd party Feed) | \$86 (Unless enrolled or live prior to March 2 or participating in the used vehicle inventory feature) | N/A |
| Vehicle Listing Page Customization | N/A | N/A |
| Vehicle Detail Page Customization | N/A | N/A |
| Personalization | D3 Premium Website | D3 Base Website |
| Migrated Content Pages | 20 | 5 |
| Home Banners (designed and uploaded) | 3/mo. | 1/mo. |
| Personalized Navigation | ✓ | |
| Personalized OEM-approved Banners | ✓ | |
| Dealer-Optimized Logo | ✓ | |
| Website Style Personalization | ✓ | |
| Form Personalization (field changes/additions) | ✓ | |
| Alternate Form Lead Integration | ✓ | |
| Personalized Specials Layout | ✓ | |
| Personalized Inventory Filter | ✓ | |
| Personalized Lead Forms | ✓ | |
| Monthly Support | D3 Premium Website | D3 Base Website |
| Customer Care Phone & Email Support (M-F from 8-8 EST) | ✓ | ✓ |
| Monthly Website Performance Report | ✓ | ✓ |
| White Glove Service from Designated Client Manager | ✓ | |
| Website Strategy Call (1 hour per month) | ✓ | |
| Website Personalization (Client Manager Hours) | 10 hours/mo. Included (Then an additional \$133/hr.) | \$133/hr. |
| Website Customization (Developer Hours) | \$165/hr. | N/A |

| Conversion Optimization | D3 Premium Website | D3 Base Website |
|---|---------------------------------------|---------------------------------------|
| Promotional Landing Page Integration | ✓ | |
| A/B Testing (1 per quarter) | ✓ | |
| Dynamic Campaign Tools | ✓ | |
| Third Party Integrations & iFrames | D3 Premium Website | D3 Base Website |
| Payment Calculator | ✓ | |
| Parts Store – Framed in Solution | ✓ | |
| Social Media Feed Integration | ✓ | |
| Service Scheduler – Framed in Solution | ✓ | |
| Additional Products/Services | D3 Premium Website | D3 Base Website |
| Inventory Video Showroom | ✓ | |
| Blog Activation | ✓ | |
| Save a Vehicle | ✓ | |
| Video Home Banner | ✓ | |
| Video Gallery Page Integration | \$132 one-time set up fee | |
| Inventory Syndication | \$235/mo. + \$235 one-time set up fee | \$235/mo. + \$235 one-time set up fee |
| Dealer Managed Chat | \$60/mo. | \$60/mo. |
| Fully Managed Chat | \$995/mo. + \$500 one-time set up fee | \$995/mo. + \$500 one-time set up fee |