



# GM Shop-Click-Drive Program

## Secure more customer leads with the GM Shop-Click-Drive program

Obtain higher quality leads and reach online customers with the new Shop-Click-Drive tool from General Motors. Offer your customers the latest internet shopping tools directly from your dealership's website!

Shop-Click-Drive is customizable to your preferences and will provide your customers with a convenient, online shopping process with the personalized service of your dealership. Capture credit apps, provide trade-in estimates, and close more deals with this innovative tool.

## Benefits

- Customer convenience: the application is always available, so customers can provide vehicle information at any time, day or night
- Receive the highest quality leads from customers that are ready to buy
- Reach incremental customers who may prefer to conduct business outside the dealership
- Combines the convenience of online shopping with the personal service of your neighborhood dealership

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## Shop-Click-Drive customers can perform the following:

- Select a specific VIN
- Obtain estimated pricing
- Review regional rebates & incentives
- Receive an estimate on their trade-in vehicle
- Learn more about and choose their F&I products and vehicle accessories
- Apply for financing

## Sign up today - your next step

You must complete the enrollment process, which begins at [www.gmglobalconnect.com](http://www.gmglobalconnect.com). Visit the Sales Workbench or Business Administration Workbench (*under Dealership Operations*), and then click on Shop-Click-Drive, or email [shopclickdrive@aquent.com](mailto:shopclickdrive@aquent.com).

Contact the RouteOne Help Desk at 866.768.8301, extension 4, for more information.



Phone: 866.768.8301

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Web: [www.RouteOne.com](http://www.RouteOne.com)