



Leading the industry in Automotive Software since 1994



Automotive software solutions to **SELL MORE CARS**

Fast, flexible and easy-to-use CRM that helps you build strong, long-lasting relationships and generate more profit



INDUSTRY LEADER FOR OVER 25 YEARS

ProMax has lead the industry in automotive software for over 25 years, and offers the only complete solution for your dealership. From our award-winning CRM/ILM and Desking/Leasing modules, to our industry first Compliance solutions and Pre-screen products, to Lead Generation, Inventory, Dealer Websites, BDC Services and more. ProMax has all the tools you need to succeed.



Mike Komander
General Manager

I've been using ProMax as my CRM for the last four years. Great technology and the customer service exceeds my expectations every time.

CARite

#WHY ProMax™

FIND OUT WHY DEALERS LOVE PROMAX



Matt Molton

Sales Manager
Mansfield Buick GMC

I have used them as a salesman and sales manager for the last 13 or so years and it is by far the BEST CRM out. Customer for life!



Marisa Centano

BDC Manager
Ford Groves

Everything is in one place. You can do everything so easily and see everything so easily! I have used 4 different CRM's and this is by far the best and easiest



John Caudell

Dealer Principal
Preowned Motore Cars

Their culture is to solve the issue right away, train now , not later. Try that with one of the corporate giants that charge 3-4 times as much.

Serving thousands of dealer nationwide, no other software is as flexible and dealer-friendly as ours is, and no other customer support team is more dedicated. We offer a combination of technology and human resources that no vendor can match. Our #1 goal is your dealership's success.

SIMPLIFY YOUR SALES PROCESS WITH ONE EASY-TO-USE SYSTEM

ProMax automotive CRM is a streamlined, all-in-one system that simplifies your dealership software and processes so you can manage every aspect of your operation with ease; from tracking and following up on leads, desking deals, managing inventory, marketing to your customers, and more.



We provide the tools needed for your sales staff to easily manage and follow up with their prospects and customers for new and repeat sales. ProMax Automotive CRM and ILM Solutions provide the technology to build and maintain happy and loyal customers.

Manages Customers & Prospects

ProMax automotive CRM and lead generation products are designed to help your dealership increase efficiencies, improve operations, manage inventory, analyze data, and optimize dealership performance.

CRM, ILM and Desking Solution

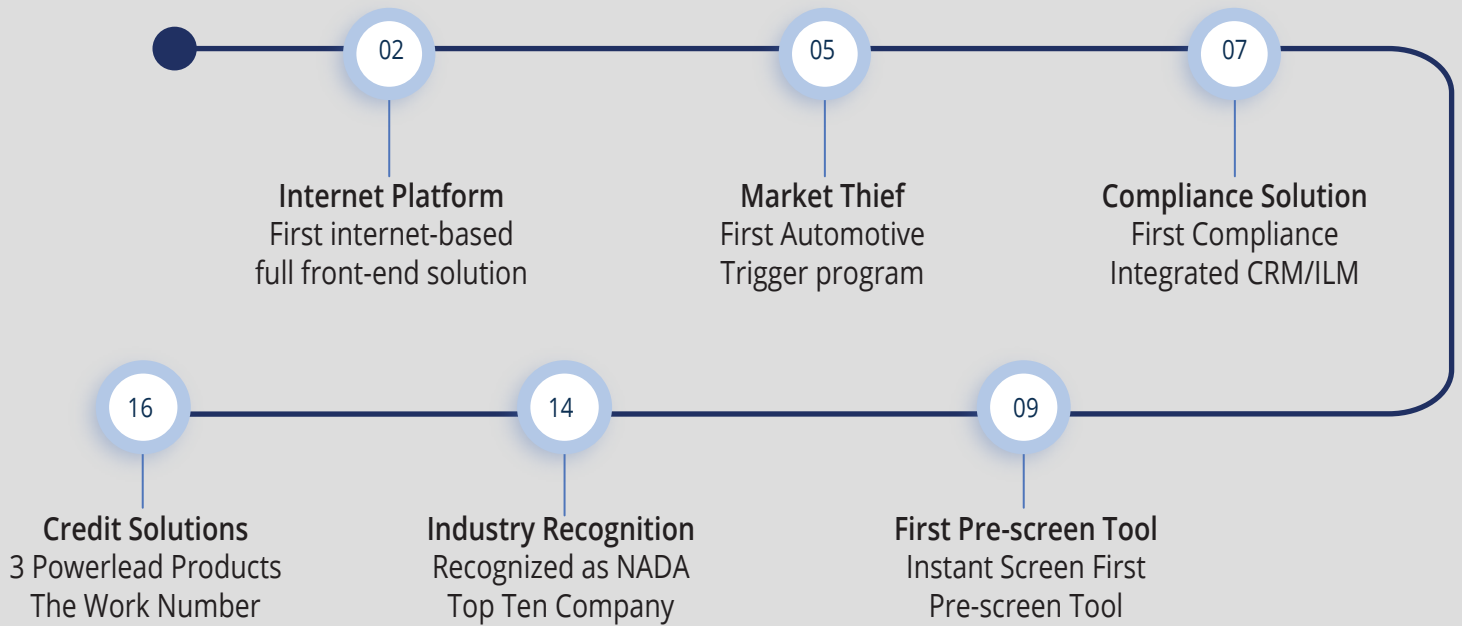
Never let a prospect or customer slip through the cracks with the best status driven follow up system on the market today.

Integrates with your existing platforms

ProMax has integrated and partnered with the industry's top vendors to make sure your dealership is running at its highest efficiency. By providing you the tools necessary to excel, we can help you provide better service and increase closed deals.

ADAPTING TO AN EVER-CHANGING MARKET AND CUSTOMER NEEDS

ProMax is continuously improving to help dealers succeed. From the first Desking Solution in 1995 to the first Search by Payment Website in 1998, ProMax has been leading the automotive software industry. Here are some of our milestones and industry firsts over the years.

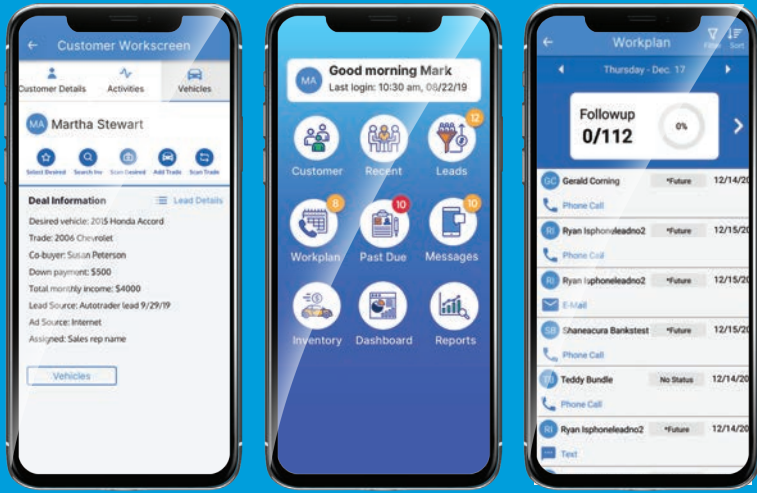


AUTO DEALER TODAY DEALERS' CHOICE AWARDS



These awards are voted on by dealers and dealership personnel, the awards cover all major categories of automotive retailing. We are deeply grateful for our customers and the recognition that comes with these awards.

NEW PRODUCT DEVELOPMENTS IN 2020



Everything your sales team needs to do their jobs from any smartphone or tablet!

The All New ProMax App

EZ Up and Driver's License Scan - New & Improved interface! Log ups from anywhere

Message Center - see new leads and stop the clock immediately with New & Improved texting and email functionality

Workscreen - New & Improved interface! Access all the customer info you need

VIN Scan - New & Improved! scan the VIN from your device and view all Inventory

Workplan - manage all of your work from anywhere; complete tasks and make notes, it's easier than ever.

The ProMax App also features a robust set of manager tools!

Management Reports - Store Traffic Report, Appointment Log, SMS History Report, and more. Get the data you need no matter where you are

Past Due Follow-up- All New! View opportunities so nothing slips through the cracks; drill down to individual employees

Daily Workplan - see everyone's workplan; track tasks while you're out on the lot

Inventory - access the Unbooked Inventory Report and add or edit vehicles

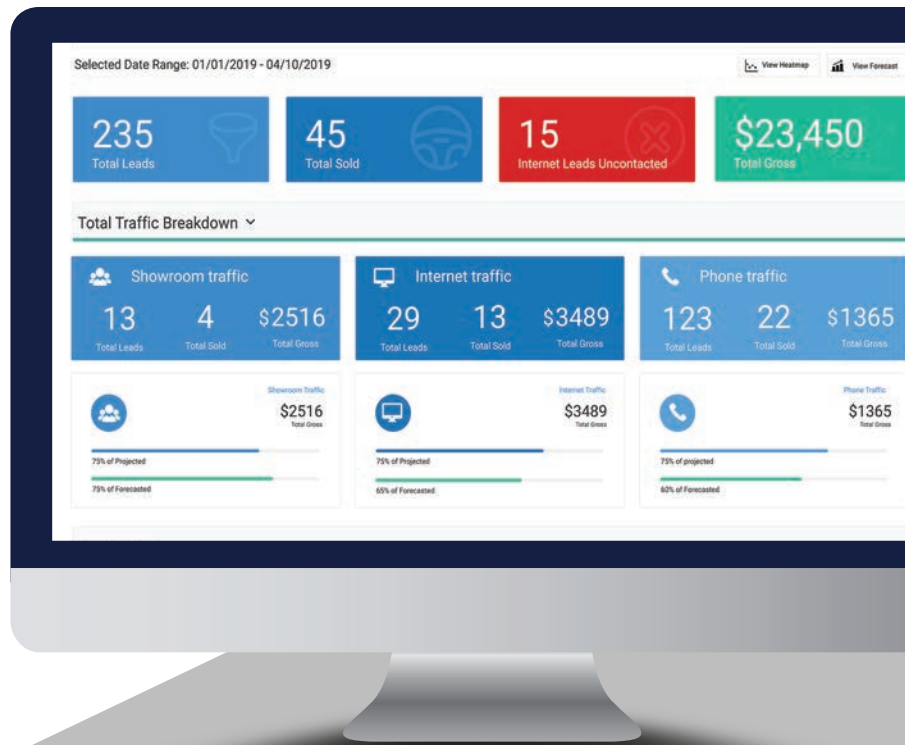
Working Deals - check in on deals in progress and monitor gross, payment, and price.



ANALYTICS AND REPORTING

The Store Traffic Report

Our new Store Traffic Report is at the top of the list of new features that will benefit your dealership. This report lets you see how your store is performing over time and compares it to previous performance. Reporting data is broken down into total customers, internet submissions, showroom visits and phone traffic.



Understand your data and make better decisions

The Store Traffic Report gives managers the ability to measure progress and manage expectations. View, sort, and evaluate every opportunity at the dealership: internet leads, phone calls, and showroom traffic. Sort and filter the information you need and get closing ratios and other KPIs.



ProMax Automotive Software Solutions

ProMax software is designed to give your dealership the competitive edge in a demanding marketplace. As a leader in the industry for the last 25 years, ProMax provides dealers groundbreaking and innovative features by integrating our award winning CRM, Desking and Compliance solution.



CRM

Customer Relationship Management for your salespeople is an integrated module of ProMax that is extremely easy to use. This CRM tool is streamlined for salespersons to easily manage and follow up with their prospects and customers for new and repeat sales with no additional advertising expense.



ILM

Maximize your ability to find, attract, and sell new prospects, nurture and retain your current customers, and entice previous customers back in. The ProMax ILM module enables you to manage all your leads in one system.



I want you and the entire ProMax Team to know what a great help you have been in growing our business and pointing out practices that we were not aware of or lax in using. The entire staff has been very helpful, forthright and knowledgeable to all of our team. The tools that ProMax provide are now a more valuable asset than ever before.

Patrick Allen, Sales Manager
- Warner Kia -



Soft Pull

The automotive industry's first pre-screen solution. Now available through TransUnion and Equifax. Start every deal right, every time!



Credit Bureaus

Pulling credit and staying compliant is seamlessly woven into your sales process making it simple to review and manage.



Compliance

We offer a Compliance Solution that protects your dealership, but doesn't disrupt the sales process or require hours of management.



Desking

Leverage the industry's top desking solution to simultaneously desk all available lease and retail options before selecting the best choices for your customer.



Inventory

The ProMax Inventory module makes it easy for auto dealers to professionally and accurately manage, analyze, optimize, and market your inventory.



Call Tracking

AI powered analytics that identifies & measures key metrics on both inbound & outbound calls, integrated directly into ProMax.

DIGITAL RETAILING PRODUCTS

Improve the car buying experience for your customers



WEBSITES

Blackhawk Digital - Powered by ProMax - can create you a responsive website proven to produce qualified leads that will help your business sell more cars. We specialize in creating independent dealership websites, OEM dealer sites, dealer group sites, special finance websites, Spanish dealership sites and more. Tell us your vision and let us build you a state-of-the-art website.



INSTANT APP

Our Blackhawk Instant App plug-in can be placed anywhere on a dealership's website or used as a stand-alone microsite. This form enables website visitors to instantly get pre-approved/pre-qualified and also see their exact credit score. It is quick and easy and doesn't require the customer to provide their Social Security Number. All the customer has to provide is name, address, and email and they will instantly see their pre-approval/pre-qualification status.



APPRAISAL EXPRESS

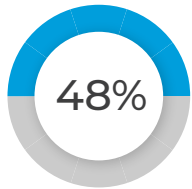
Allow car buyers to complete more of the car buying process online by utilizing Appraisal Express or Appraisal Express Plus. Provide an instant trade value for your website visitors. With our Plus option you can take it a step further and offer an instant pre-approval, collecting more information about your website visitors and saving your customers time at the dealership.

DIGITAL RETAIL TOOLS THAT EDUCATE AND ENGAGE ONLINE BUYERS

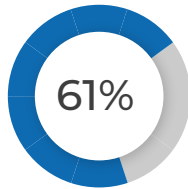
Website-to-CRM integration is critical to delivering the kind of experience the modern car buyer expects. Customers assume that they will be able to complete the initial steps of the car buying process online. Appraisal Express Plus enables consumers to get a trade appraisal PLUS get instantly pre-approved and see their credit score. Your customers get what they're looking for and you get a high-quality lead delivered to your CRM!

Now this proven online lead generator is even better, integrating with your website's inventory so customers can use their AE+ projected credit score and equity to see realistic estimated payments before setting foot on the lot.

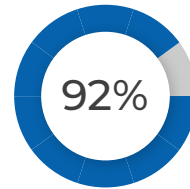
To sell more cars, it helps to know how today's consumer discovers, learns about, and purchases vehicles.



48% of consumers want to handle price negotiations online. (Cars.com)



61.4% of car buyers prefer to buy from a dealership (TheZebra)



92% of auto purchasers research online. (ThinkWithGoogle)



We have had ProMax host and maintain our KIA Dealer Website since 2013. In March of 2016 we redesigned our website to remain ahead of the pack, we now have a modern looking fully responsive website that rivals any website the "Big Box" companies could provide. They also make sure I stay compliant with KIA for all my graphics and specials. Previously we have used Dealer.com, we now pay half the cost of what we were paying them. I have increased my monthly website traffic from 2000 visitors to an average of 3800 per month now! The dynamic SEO platform they use will help any dealer in any size of market achieve success.



Kyle Hager
General Sales Manager
KIA of Lincoln

LEAD GENERATION

Target the right prospects and convert more leads

TRIGGER LEADS

Maximize your marketing dollars by targeting consumers that are actively pursuing an auto loan and actually have the intention of buying a car today. Automotive Trigger Leads are a highly effective way to capture in-market car buyers that are looking to purchase now.

BANKRUPTCY LEADS

2020 was unusual for bankruptcy filings, which can be directly attributed to the effects of the pandemic and the federal government's stimulus response. Use our extremely effective and automated system to convert all the bankruptcy sales opportunities in your market area.

FINANCE LEADS

Compliment your advertising with real time Internet Finance Leads generated for your dealership. All leads are verified and sent directly into your ProMax system. These leads are consumers who have applied for credit towards a vehicle purchase via the internet.

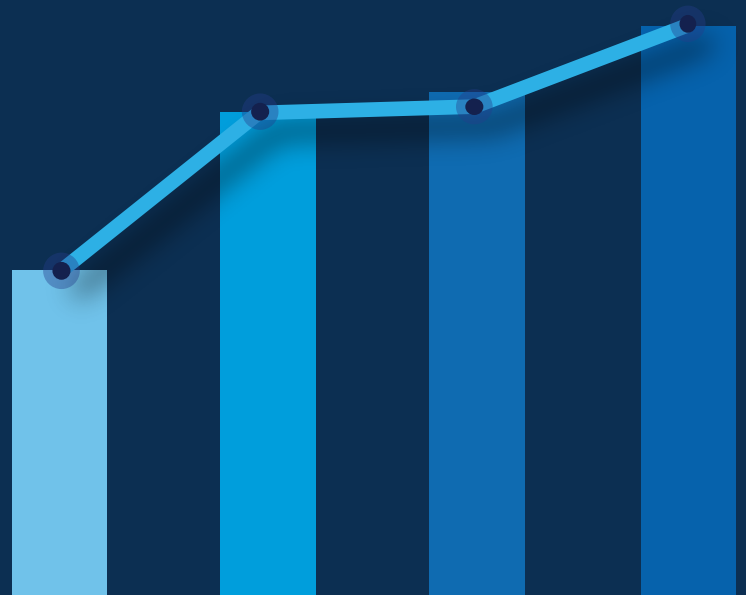
DIRECT MAIL

Supercharge your lead generation efforts with ProMax's award-winning Direct Mail solution. Everything from no score to 800+; we do it all. Our commitment to quality and customer service simply cannot be matched.

Get More Leads

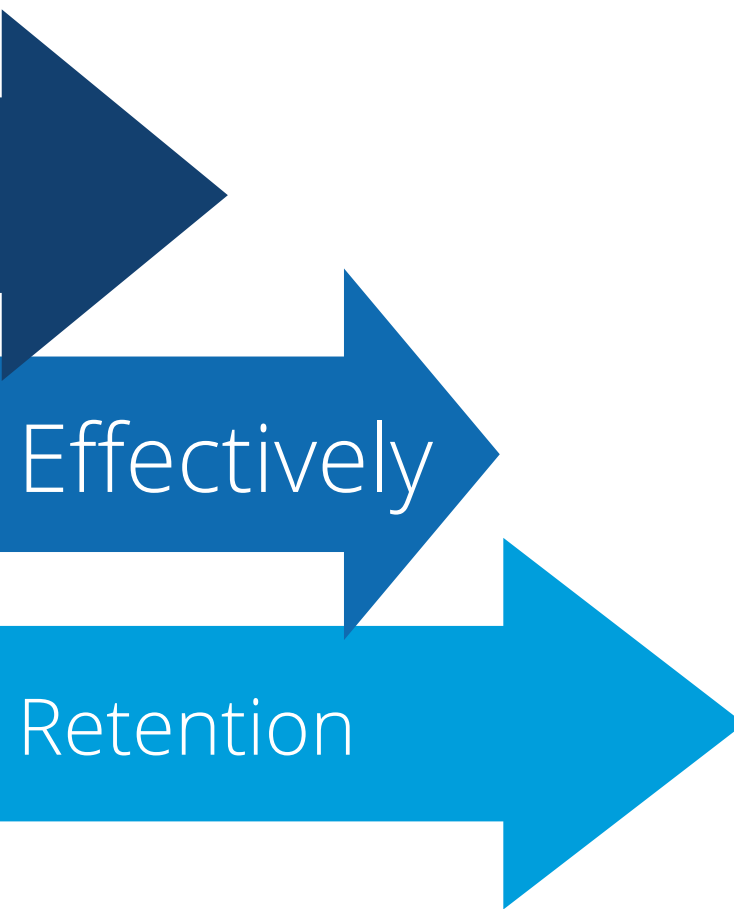
Manage Them

Drive Customer



SEAMLESS INTEGRATION

Digital Retailing has never been more important to your dealership. Make sure your systems work seamlessly so that no one slips through the cracks.



SALES

A CRM needs to be easy for your sales team to use and work into your sales process.



MANAGEMENT

Accurate reporting helps you make decisions to increase sales and profits.



BDC SERVICES

SALES CAMPAIGNS

Whether you need a full engagement program or specific campaign follow up, we can handle your BDC needs. We provide cost effective solutions that can be scaled to meet most any budget a dealer has. No set up fees and no monthly minimums.

SERVICE CAMPAIGNS

A valuable extension of the dealer's service lane. Let the experienced, professionally trained BDC Team at ProMax drive more traffic to the service and parts departments through carefully crafted campaigns and streamlined follow up. Reasonably priced service with a partner motivated to expand their customer loyalty and increase profitability of the store.

AFTER-HOURS

ProMax BDC After-Hours Response System will send a professionally designed email template to a consumer who inquires when the dealership is closed. The email is sent within minutes of the lead coming into the system and will stop the response clock for the OEM.

ProMax is easy to use and the best software around for CRM product systems that I have ever used. Affordable and highly recommendable.

Joseph Hunter, Sales Associate
Budget Car & Truck
Sales of Columbus



ProMax is extremely user-friendly. I love how easy it is to submit deals to the bank.

Ron Smith, F&I Director
Oxendale Hyundai



ProMax helps us sell more cars and effectively follow up with our customers.

Kevin Brown, Salesperson
Kurt Johnson Auto Sales



POWERFUL TECHNOLOGY WITH A PERSONAL TOUCH

Our greatest asset is our relationship with you

Sales

Your sales rep will go above and beyond to meet your needs. They don't treat you like a sale – they treat you like a friend. That's the ProMax difference.

Dealer Support

Your dedicated support specialist is assigned directly to you and wants you to succeed as much as you do. You have direct, one-on-one access when you need it.

Training

Think of your trainer as your own personal guru. Get the absolute most out of your ProMax system by learning from the best in the business.

Tech Support

Your tech support team is standing by to answer your technical questions with care and precision. You call, they answer, and issues are resolved.

PROMAX CONSISTENCY & STABILITY

Performance and stability is built into our technology and people. Serving thousand of dealers nationwide, no other customer support team is more dedicated. We take pride in going above and beyond to solve issues and keep our community happy.



Dependable

99.95% Up Time
over the last 4
years



Certified

Certified by all
major OEMs



Preferred

Award-winning
products voted
on by dealers



Tenured

Industry-leading
Executive Tenure &
Employee Tenure

COMMUNICATING OUR VISION

Ways we are creating and delivering value to our customers:


- ⦿ Keep it simple
- ⦿ Help customers save money
- ⦿ Help customers save time and hassle
- ⦿ Keep customers and data secure
- ⦿ Train customers to be more efficient and effective
- ⦿ Move fast and stay agile as technology evolves
- ⦿ Stay client-focused and obsessed with their changing needs and goals
- ⦿ Actively seek ways to add value to dealerships and make their lives easier

At ProMax our success depends on keeping our customer needs at the center of all decisions. If you are tired of not being listened to and fighting with the big companies, look into ProMax and find out why dealers are loving ProMax as a total front-end solution.

**#WHY
ProMax™**



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