

Thank you Cox Automotive

Since our letter was sent to Cox Automotive we've had discussions with their leadership regarding the challenges dealers will face during these unprecedented times. As a result of our discussions, Cox has announced its Automotive Retail Solutions COVID-19 Assistance Program. Although, this is not a minority dealer only program, we applaud Cox coming to the table to provide a solution.

NAMAD members, if you have an extenuating circumstance as it relates to your dealership situation please contact your COX Automotive Representative and email Ernest Lattimer at ernest.lattimer@coxautoinc.com. Please mention that your are a NAMAD Member.

Cox Retail Solutions COVID-19 Assistance Program

Cox Automotive leaders came together last night to create the ***Cox Automotive Retail Solutions COVID-19 Assistance Program***. This is a targeted and generous program aimed at providing monthly subscription relief for Clients using the Retail Solutions products listed below.

WHAT IS COVERED:

For the months of April and May 2020, Cox Automotive will provide a 50% discount (before rebates) on our Retail Solutions Dealer Subscription Product fees on the following:

- Autotrader Subscription Listings
- Dealer.com Websites and Digital Retailing
- Dealertrack DMS
- Dealertrack F&I
- Dealertrack Registration & Titling Subscription Products
- HomeNet Automotive
- KBB Instant Cash Offer (ICO)
- vAuto
- VinSolutions
- Xtime

This reduction applies only to Cox Automotive Retail Solutions subscription fees. Associated fees from non- Cox Automotive entities remain the domain of those entities for their services. If any DMS provider lowers or waives their fees to Cox Automotive, we will pass the entire savings along to our dealer clients. As for our valued OEM partners, Cox Automotive will work to determine how to distribute the funds through respective programs.

HOW TO ACTIVATE FOR CLIENTS:

The good news - there is no action required. This discount will apply automatically and requires no additional action by our clients.

We all know how fluid this situation is and the uncertainty many of our clients are facing in the market. This relief program is a signal that Cox Automotive is in this together with our clients. We value their partnership and are working with them in support of their business.