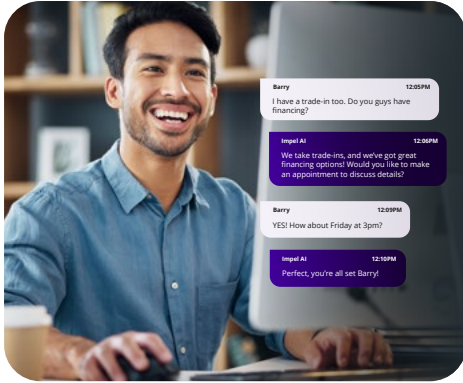


»» The Industry's Most Advanced AI Solutions

Now integrated with FordDirect's CJP

Powered by a direct integration with Impel AI, Ford Dealers and Lincoln Retailers can now leverage FordDirect's Customer Journey Platform to deliver hyper-personalized experiences at every stage of the customer lifecycle.

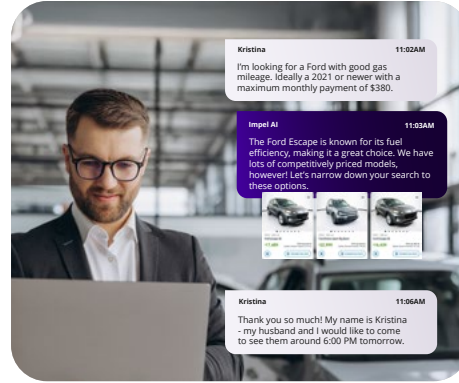
Chat AI



Human-like webchat for your digital showroom

A true conversational experience that drives more sales and service appointments.

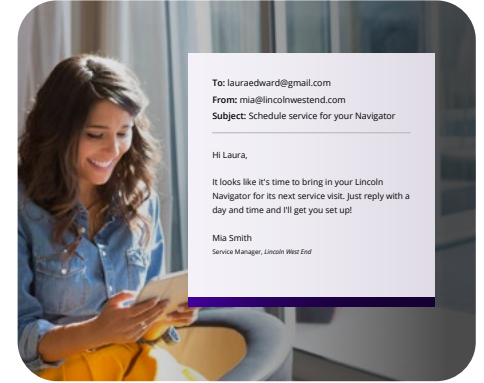
Sales AI Copilot



24/7 sales support for every online lead

Humanlike, hyper-personalised conversations that drive more conversions and showroom appointments.

Service AI



Intelligent service outreach and scheduling

Enhance customer loyalty and generate more appointments and ROIs.

Actionable Insights That Drive Staff Performance



Buyer Detection Score:

Identify customers most likely to purchase or service a vehicle



Engagement Details:

Understand individual shopper and customer needs

The only AI solutions you need to grow your business.

Next-Generation Automotive AI

One unified, verticalized Automotive AI platform that delivers superior results for every area of your business.

Seamless Integration

Impel AI works smoothly with your existing systems for maximum operational efficiency, and staff adoption.

Immediate ROI

Your AI goes to work immediately, amplifying your teams' productivity and working with them to deliver white-glove experiences at every touchpoint.



We've been able to continue to scale growth while maintaining our staffing levels across service and sales departments. And we've been able to uncover more opportunities to sell and service more vehicles. It's just an incredible solution every dealership needs to have.



- Christopher Legg, Digital Marketing & Performance Manager, Ourisman Automotive Group

Product	Price	Ford and Lincoln Preferred Pricing
Sales AI Copilot <i>24/7 conversational sales support for every online lead</i>	\$2,500	\$1,949
Service AI <i>Intelligent service outreach and scheduling</i>	\$2,500	\$1,949
Chat AI <i>A humanlike chat experience for your digital showroom</i>	\$999	\$949
Sales AI Copilot & Chat AI Bundle	\$3,499	\$2,799
Sales AI Copilot & Service AI Bundle	\$5,000	\$3,749
Conversational AI Bundle <i>(Sales AI Copilot, Chat AI, and Service AI)</i>	\$5,999	\$4,449