

»»» The AI Operating System Powering MMNA Dealer Performance



100% CO-OP ELIGIBLE

Industry-leading Conversational AI and Digital Merchandising that enables Mitsubishi dealers to turn shoppers into buyers

Impel powers a connected retail journey that transforms every interaction from first click to final handshake. With AI purpose-built for automotive, our Sales AI, Chat AI, and AI-powered Merchandising solutions work in sync to engage shoppers, guide decisions, and accelerate purchases. Designed to align with OEM and retailer objectives, Impel delivers the scale, intelligence, and personalization dealers need to convert interest into sales—and sales into lifelong loyalty.

Conversational AI that continues the conversation

Say hello to the industry's most advanced automated communication platform. Working day and night, so you can always be there, even when you aren't.

Sales AI

Sales AI instantly engages every internet lead in true conversational dialogue that builds trust and drives conversions. Available 24/7, Sales AI handles VIN-specific, financing, and trade-in questions and automatically schedules appointments in your CRM. With consistent SMS and email follow-up maximizing engagement and conversation highlights guiding your team's next steps, Sales AI increases prequalified leads and showroom appointments while enhancing your team's productivity and effectiveness.

26% Higher internet lead appointment rates

27% Higher closing rate on internet leads

Source: 12-month analysis of 200+ dealers and 425,000+ leads comparing Sales AI users versus traditional sales methods.

Chat AI

Powered by state-of-the-art generative conversational AI technology and automotive-specific large language models, Chat AI is designed to turn vehicle shoppers into buyers. Chat AI's personalized, VIN-specific conversations and interactive content pre-qualify more customers without human intervention, lowering abandon rates and reducing the need to rescue chats. That means more appointments and more productive personnel. This is what next-generation chat looks like.

20-30% average increase in appointments set

2X leads sent to dealer CRMs by Impel engage at over twice the rate of other leading live chat solutions

Source: Analysis of dealers that switched to Chat AI.

Lindsay 5:13 PM
I'm interested in your New 2025 Mitsubishi Outlander ES, if still available. Please advise!

MICHELLE AI 5:14 PM
Hello Lindsay, it's Michelle Fielding from Newtown Mitsubishi.

Thank you for getting in touch. I do show that the New 2025 Mitsubishi Outlander ES is available. We'd love to arrange an appointment. Just let me know the exact date and time, and we'll get everything set up.

Do you currently own a vehicle that you are considering trading in?



2025 Mitsubishi Outlander ES
\$30,210 | ES 4WD CVT 2.5L

Lindsay 5:16 PM
Hi Michelle - Wow, that was fast, thanks! Let's set up an appointment for tomorrow. I could get there around 4:30pm, or anytime after that. This is not a trade-in - it's a birthday gift to myself! If you have any female sales agents I would be very pleased to work with one of them!

MICHELLE AI 5:17 PM
Perfect! I'm scheduling your appointment for 03/26/2024 at 4:30 PM. We appreciate your preference and will do our best to accommodate your request to work with a female sales agent.

We're excited to help you find the perfect birthday gift for yourself!

Showroom Appointment - Lindsay
Tuesday, March 26 - 4:30 pm

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Enabling Mitsubishi Dealers to Turn Online Shoppers Into Buyers

Buyers have come to expect greater levels of transparency and personalization in every interaction, and vehicle shopping is no exception. Give them the showroom experience they demand, every time. Online. With Impel.

71% Increase in goal conversions

186% Lift in average time on site

61% Increase in pages visited

Source: in-market aggregate data from dealers across the U.S.

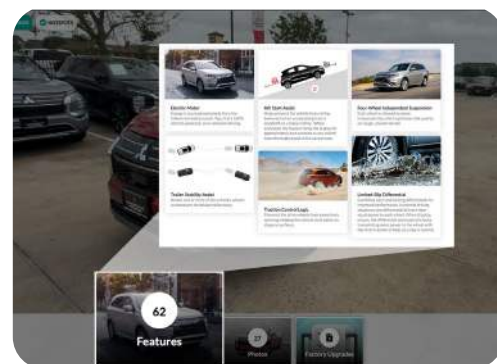
360° WalkArounds®

Help shoppers fall in love by enabling them to explore every aspect of a vehicle from any angle, anytime, anywhere. Put shoppers in complete control with interactive and immersive vehicle exploration. And with Impel's Capture App, dealers can capture 360° exterior walkarounds, interior panoramic video and 64 still images in five minutes. It's the competitive advantage that thousands of dealers use to keep shoppers on their site longer.



Feature Tour®

Feature Tour brings carefully crafted videos, images and explainer content to your VDPs, showcasing vehicle features in easy-to-understand ways based on each shopper's specific preferences. By educating consumers with rich, OEM-endorsed multimedia content, retailers can differentiate their inventory and increase margins. And because we track what features each user looks at, your sales team has the insights they need to provide truly personalized follow-ups.



AI Virtual Booth

Impel's AI Virtual Booth delivers an authentic photo booth experience without the need for expensive capital investments, additional hardware or dedicated physical space. Featuring a variety of adaptive 3-D backgrounds, automated denoising and resizing, and an array of customization options, AI Virtual Booth provides a realistic studio environment that increases interactivity and establishes visual consistency across your VDPs and vehicle spins.



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Video Tour™

Help shoppers fall in love by enabling them to explore every aspect of a vehicle from any angle, anytime, anywhere. Put shoppers in complete control with interactive and immersive vehicle exploration. And with Impel's Capture App, dealers can capture 360° exterior walkarounds, interior panoramic video and 64 still images in five minutes. It's the competitive advantage that thousands of dealers use to keep shoppers on their site longer.



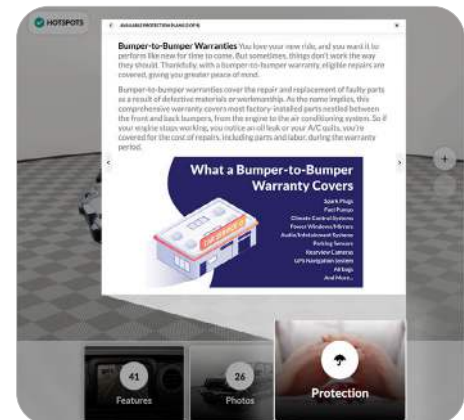
AI Image Enhancement

Impel's AI-powered solution delivers professional-quality images and backgrounds without the need for valuable real estate or equipment. Featuring a rich assortment of backgrounds, image enhancement options, and dealer customization, AI Image Enhancement delivers realistic environments that increases interactivity and establishes visual consistency across your SRPs.



F&I Advantage

A better way to merchandise protection and insurance products F&I Advantage builds interest and educates consumers before they ever arrive at the showroom, enabling personalized conversations and improving attachment rates. Showcase warranty and protection plans directly on your VDPs. Our Needs Assessment provides personalized recommendations to shoppers based on lifestyle needs. Additionally, F&I product offerings can be customized based on vehicle type, make and mileage.



Cars.com Syndication

Powered by Impel's 360 Spin Experience API, dealers using video-based walkarounds on their own websites can now syndicate those assets directly to their vehicle listings on Cars.com. With a more engaging shopping experience for consumers and better business results for dealers, it's a win-win partnership.

