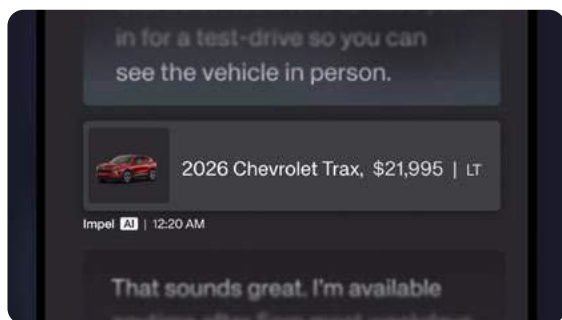




Impel is driving the future of automotive AI with a fully connected AI Operating System that gives every department visibility while delivering a genuinely personal experience at every touchpoint. Impel AI demonstrates real emotional intelligence, picking up on tone and urgency so that every interaction feels considered and authentic. Across sales, service, and voice, nothing goes unanswered, and proactive outreach happens when it matters most.

iMR Approved for co-op Reimbursement

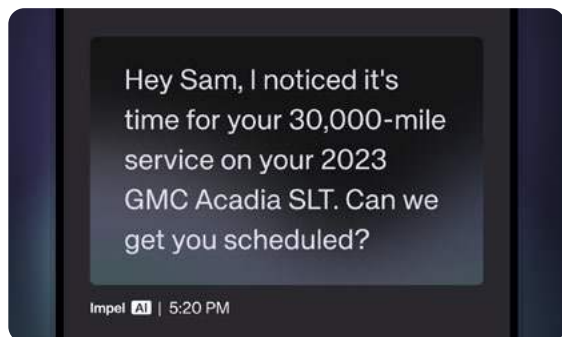


SALES AI

GM iMR Approved \$1,699.00

Conversational AI that turns shoppers into customers

Hyper-personalized conversations that connect with prospective buyers on their terms—increasing appointment set and show rates, lead conversion, and speed to sale. When engagement matters most, this is how you win.

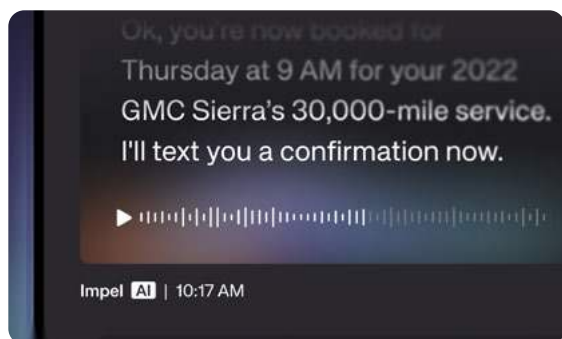


SERVICE AI

GM iMR Approved \$2,399.00

Personalized outreach that turns customers into lifelong loyalists

The most advanced agentic AI solution for fixed operations—unifying intelligent marketing automation with humanlike conversational AI. VIN-specific outreach, seamless appointment scheduling, and data-driven lifecycle marketing that drives customer retention, service revenue, and concierge-level experiences customers can't forget.



VOICE AI

GM iMR Approved \$1,999.00

Answers every service call and saves missed opportunities.

Answers every call, 24/7, resolving routine questions and booking appointments in real time. Routes intelligently when a person's needed, and follows up by SMS on any voicemail, drop, or disconnect. No call goes unaccounted for, freeing your team to focus on the work in front of them instead of worrying about the ones they missed.

Bundles

SALES AI & SERVICE AI

GM iMR Approved \$3,688.00

From first inquiry to lifelong loyalist

Sales AI turns shoppers into buyers with hyper-personalized outreach that drives greater customer engagement and lead conversion rates. Service AI keeps them coming back with VIN-specific outreach and lifecycle marketing that creates lasting customer retention. Together, they carry one continuous conversation across the entire customer journey, from first inquiry to lifelong loyalist.

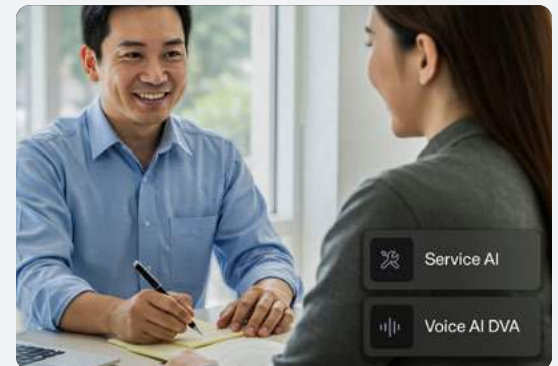


SERVICE AI &
VOICE AI DVA

GM iMR Approved \$3,958.00

Every fixed ops conversation, inbound and outbound

Service AI creates new service opportunities with proactive, VIN-specific outreach and automated appointment scheduling. Voice AI covers every inbound call, booking appointments even when your team isn't available. Together, they cover every fixed ops conversation, inbound and outbound, so no touchpoint or revenue opportunity is ever missed.



SALES AI & SERVICE AI
& VOICE AI DVA

GM iMR Approved \$5,183.00

The entire customer journey, covered

Sales AI turns shoppers into buyers with hyper-personalized outreach and intelligent engagement that converts more leads. Service AI and Voice AI keep customers coming back, capturing more service opportunities, inbound and outbound, with no additional headcount. Together, they cover the entire customer journey, driving higher levels of performance for your teams and your business.

