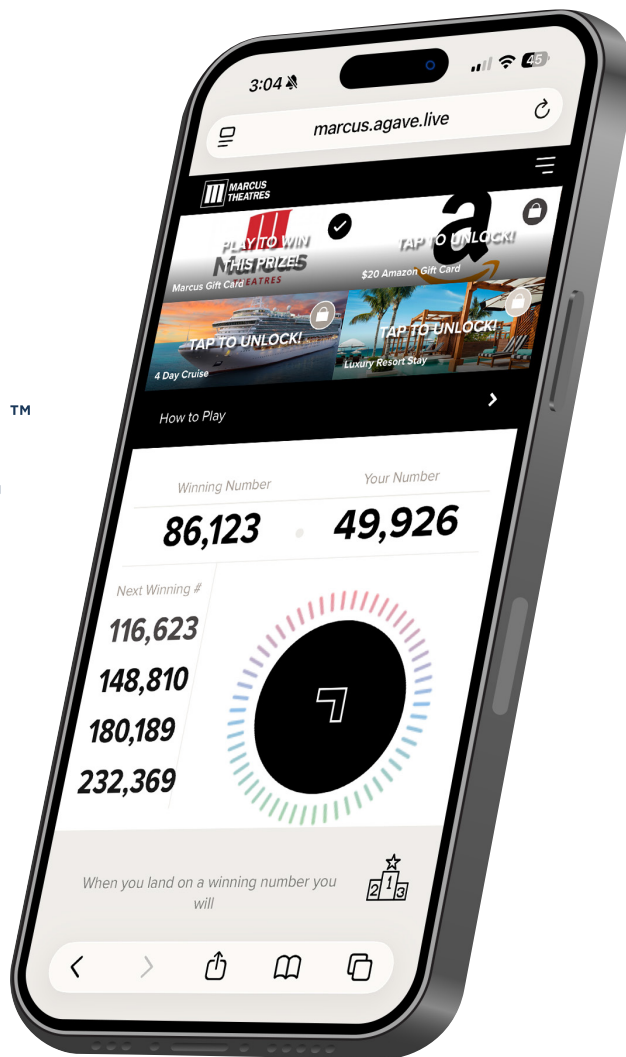


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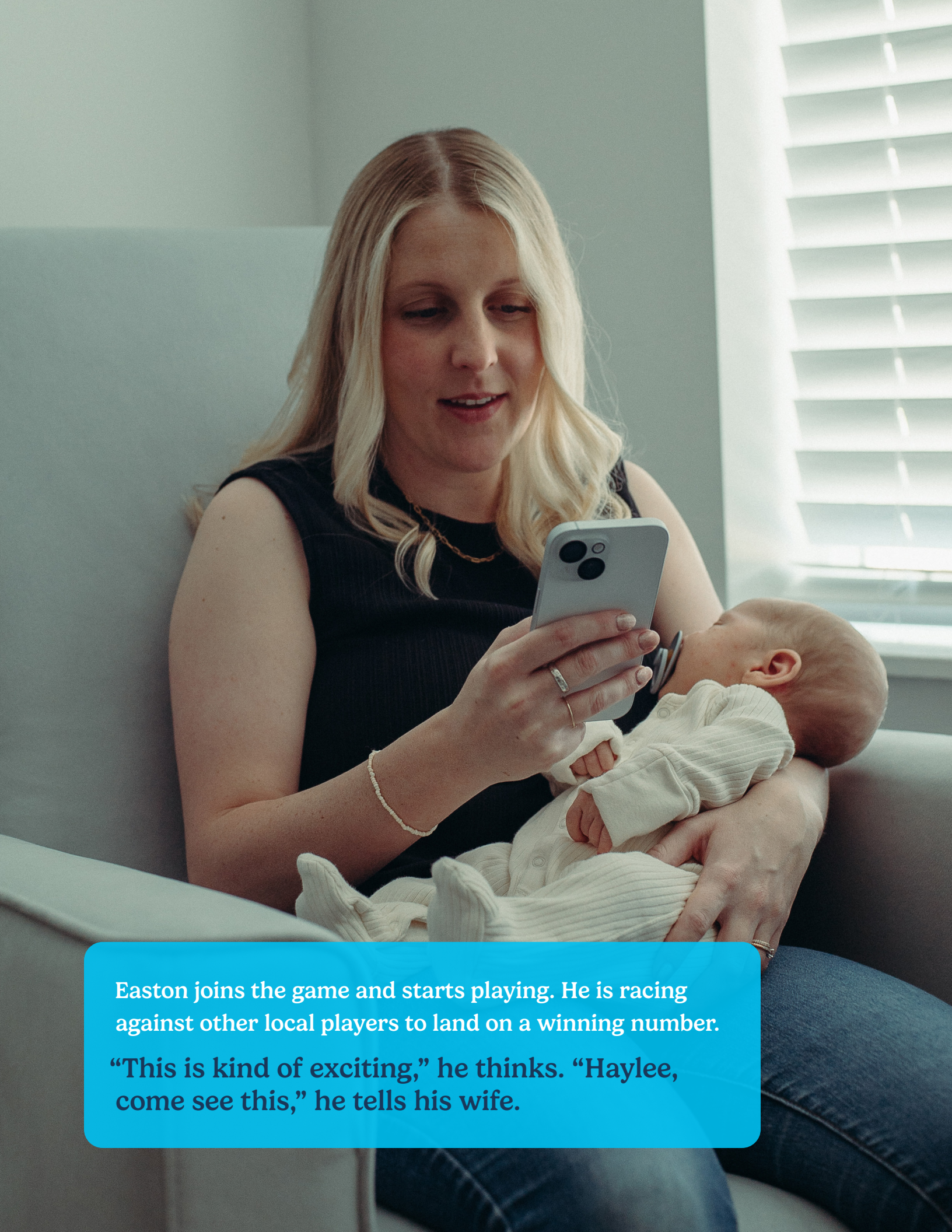


This is Easton.

Easton previously test drove a vehicle from the dealership. One morning, he gets an email from the dealership thanking him for his interest and inviting him to win a luxury resort stay.

“Why not? I could use a vacation,” he thinks.





Easton joins the game and starts playing. He is racing against other local players to land on a winning number.

“This is kind of exciting,” he thinks. “Haylee, come see this,” he tells his wife.

Haylee joins the game too. She keeps tapping, watching the number climb, and hoping to land on a prize.

“This is actually kind of fun” she thinks.



This is Sam

That same morning, Sam gets a text from the dealership inviting him to the giveaway.

“I might as well try,” Sam thinks.





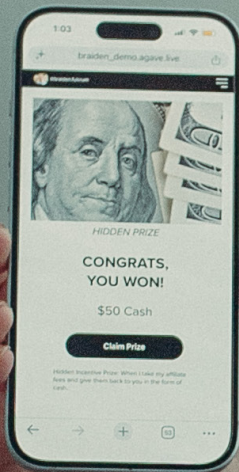
While in the game, Sam is asked if he or a loved one is in the market for a new car.

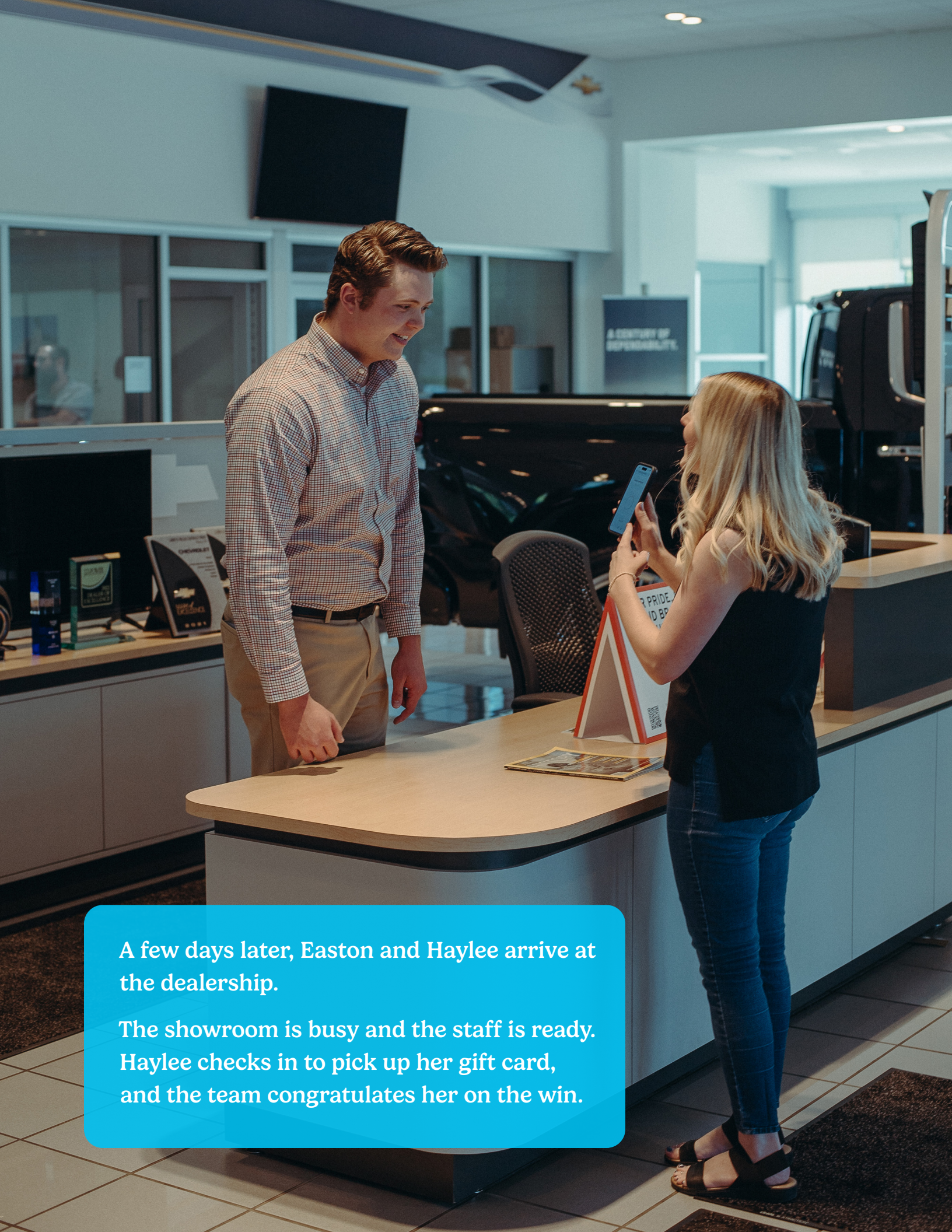
“I need a vehicle with a third row” he thinks, and agrees to receive more information about available vehicles and an incentive to come take a test drive.

Haylee keeps playing and wins a gift card.

“This is so easy!” she says.

A message pops up letting her know she can pick it up at the dealership.





A few days later, Easton and Haylee arrive at the dealership.

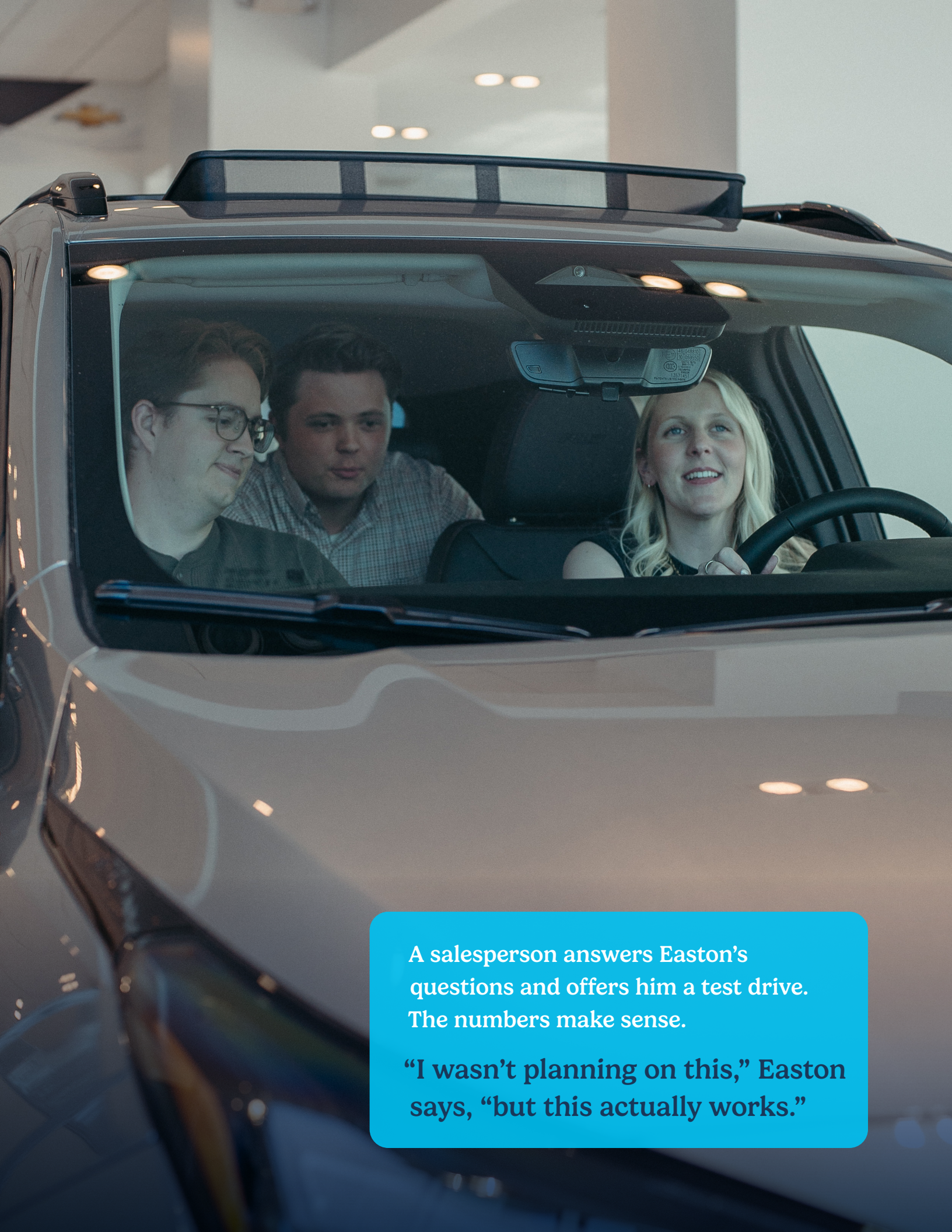
The showroom is busy and the staff is ready. Haylee checks in to pick up her gift card, and the team congratulates her on the win.



While Haylee gets her prize, Easton starts looking around the showroom. Vehicles are lined up outside, and one catches his eye.

“I remember liking this one last time,” Easton thinks.





A salesperson answers Easton's questions and offers him a test drive. The numbers make sense.

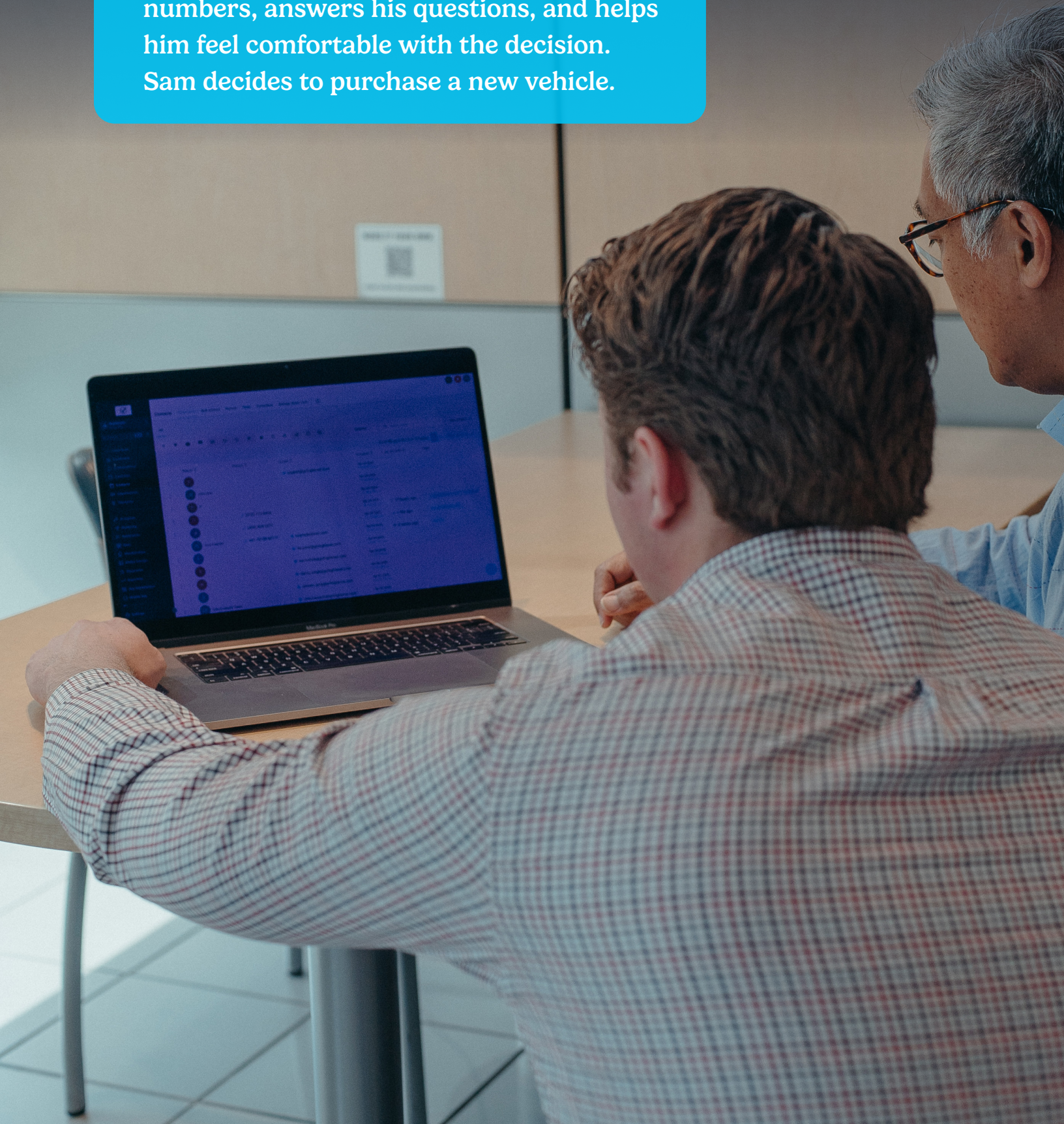
"I wasn't planning on this," Easton says, "but this actually works."

A week later, Sam arrives at the dealership for his test drive. He's a customer that's in the market. Now the dealership has him in the showroom as a real buying opportunity



After comparing a few options, Sam finds a vehicle that fits what he needs.

The salesperson walks him through the numbers, answers his questions, and helps him feel comfortable with the decision. Sam decides to purchase a new vehicle.





The game runs daily. Thousands of people repeatedly play and engage, even when they do not win.

Why? Because it is simple, fun, exciting, and every tap makes a small incremental donation to a charitable cause.



- ✓ People come back
- ✓ Leads are created
- ✓ Showroom traffic increases
- ✓ Revenue grows

