

REPAIR SHOP

WEBSITES



Visual **Inspection** Plus

customer retention tool

- I. What is VIP?
- II. VIP Offerings
- III. Appendix





What is Visual Inspection Plus (“VIP”)?

✓ Real-time feed of vehicle photos on your web site

GET A QUICK QUOTE

First Name:

Last Name:

Phone Number:

Email:

Nissan Model: Model

Check Your Vehicle Photos Online!

Fontana Nissan is pleased to announce a new program offering visual explanations in our service department. During your visit, we may email digital photos of your vehicle or post photos to this web site to explain our recommendations.










Vehicle photos are taken by our certified technicians in real time. We also offer expert illustrations next to each photo to provide context on the vehicle part or system being shown.

Please click on your photo for additional information regarding your repair.

Get Pre-Approved In Seconds!

iSea Pre-aprobado en segundos!

What's your car worth?
Black Book

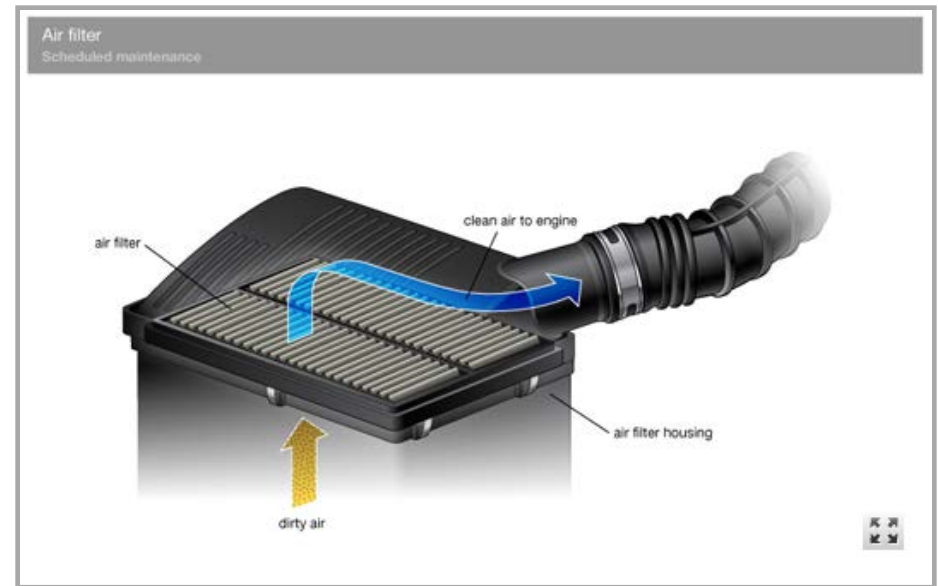
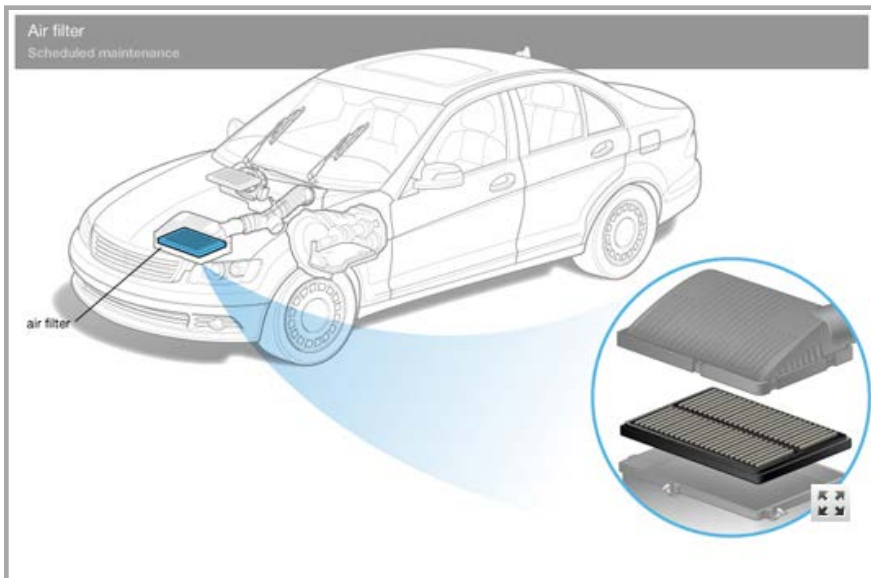
 <p>RO #27841 Axle</p>	 <p>RO #27836 Master Cylinder</p>	 <p>RO #27836 Transfer Case</p>
 <p>RO #27824 Drive Belt/Fan Belt</p>	 <p>RO #27821 Fuel Tank</p>	 <p>RO #27814 Brake Pad</p>
		



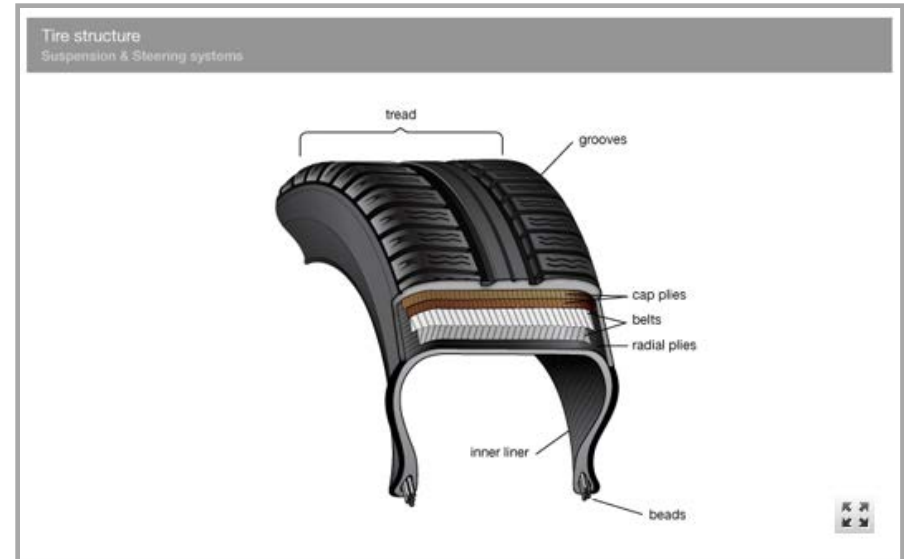
- ✓ VIP's custom mobile application allows photos to be captured and uploaded to your web site **instantly** from your Android device.



- ✓ VIP has the industry's best database of technician-approved, consumer-friendly illustrations

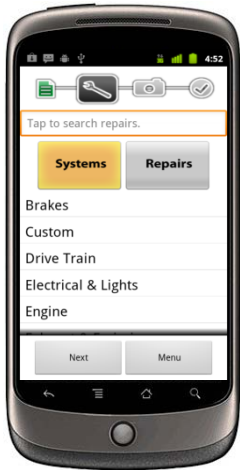


- ✓ VIP has the industry's best database of technician-approved, consumer-friendly illustrations



Step 1

Capture Photos with VIP Mobile App through your Android device



Technician or Advisor

Step 2

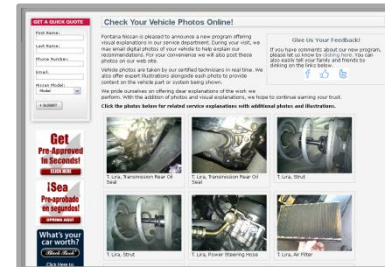
Wireless Image Transfer to VIP



Automated

Step 3

VIP Posts Images to Your Site Via I-Frame



VIP Data Analysts

Step 4

Consumer Sees Image and Can Share



Consumer

Your Logo Here

Brake Pad

YOUR CAR ILLUSTRATION TEXT IMAGE



send



Your Logo Here

Brake Pad

YOUR CAR ILLUSTRATION TEXT IMAGE

Brake pads
Brake system

The illustration shows a car with the following labeled parts: ABS control module, ABS pump, brake warning light, master cylinder, drum brakes, disc brakes, brake booster, brake pedal, and ABS differential sensor. A callout shows an outboard front brake pad. A right-pointing arrow is located to the right of the main illustration.

send

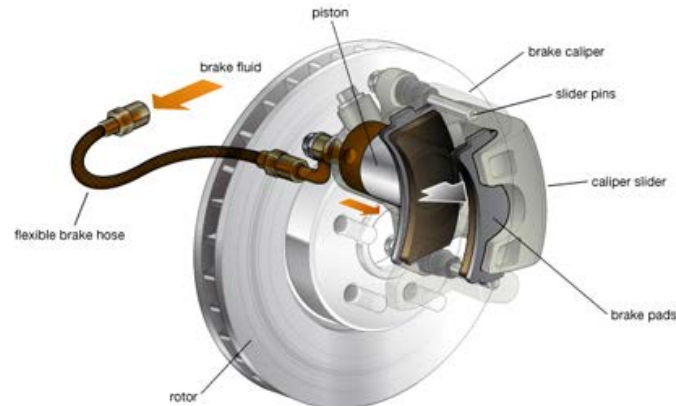


Your Logo Here

Brake Pad

YOUR CAR ILLUSTRATION TEXT IMAGE

Disc brake
Brake system



send



Your Logo Here

Brake Pad

YOUR CAR ILLUSTRATION TEXT IMAGE

About Brake Pad

Brake pads are located in the brake calipers at each wheel. Each time the brakes are applied, brake pad material wears down.

As the brakes are applied, brake pads come into contact with the brake rotor to slow the vehicle down. The brake rotor (or disc) is comparable to the rim of a bicycle tire. And as with a bicycle, the harder the brakes are applied, the quicker the vehicle stops.

Brake pad material wears out over time. Brake pads should be periodically inspected for wear, which is highly variable and depends on vehicle weight and driver habits. Brake pads must be replaced before the friction material is worn away completely. If it isn't, metal-to-metal contact will occur between the brake rotor and the worn-out brake pad. If metal-to-metal contact occurs, the brake rotor will be damaged. It will then need to be resurfaced or replaced.

To replace the brake pads, the wheel is removed to gain access to the brake calipers. The brake pads are withdrawn from the brake calipers, and the calipers, brake hardware, and brake rotors are inspected for damage and wear.

Recommendations

Shops will often refer to brake pad wear as a percentage of material remaining. Ask the shop to be specific

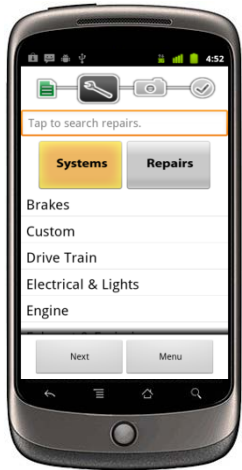
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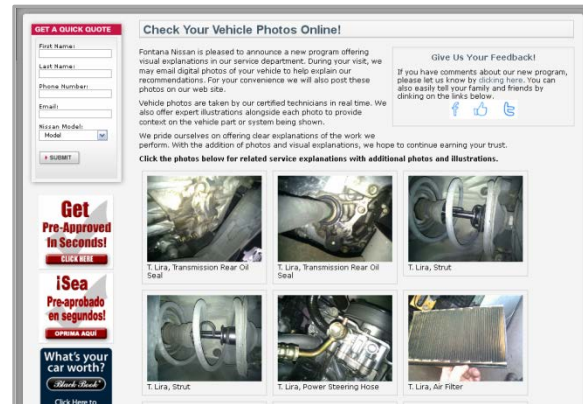
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VIP Offerings

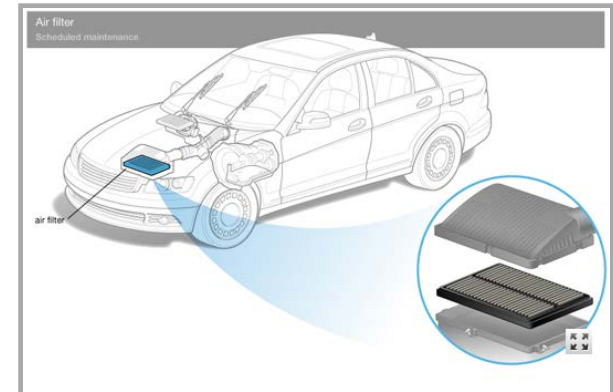
VIP Mobile Application for Android devices



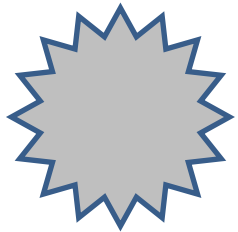
Live Photo Gallery on Web Site



Expert Illustration Database

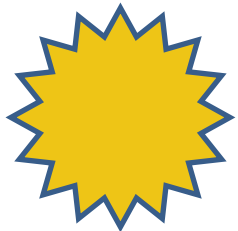


VIP Offerings include:



✓ Silver Package - \$30 per month (billed quarterly)

Includes the "share function" for quick email and text messages / also allows customers to send VIP information to others.



✓ Gold Package - \$60 per month (billed quarterly)

Includes the Share function plus an Analytics Dashboard and Complete Service Library of repairs with expert illustrations and text available in "Google-like" searchable format.



Recommended For: Shops who want to share photos and diagrams with customers by e-mail or text message.

“Share” Button Enables Instant E-mail and Text to Customers





Recommended For: Shops who want permanent, one-click access to all historical photos.

DASHBOARD

DASHBOARD MENU 2 MENU 3

Show: All Date From: 11/9/2011 Date To: 11/9/2011 RO#: Exclude Demo Shops Refresh

STATUS	REPAIR SHOP NAME	DATE/TIME	REPAIR DETAILS	RO#	PHOTOS	DECLINED
Loaded/ Posted	Dublin Toyota	11/16/11 7:05 PM	Timing Cover	780982	3	<input type="checkbox"/>
Loaded/ Posted	Toyota of Walnut Creek	11/16/11 7:05 PM	Cam shaft	780982	1	<input checked="" type="checkbox"/>
Sent SMS and Email	Cima Motors	11/16/11 7:05 PM	Timing Cover	780982	4	<input checked="" type="checkbox"/>
Loaded/ Posted	BMW Schererville	11/16/11 7:05 PM	Break Pads	780982	0	<input type="checkbox"/>
Loaded/ Posted	Central Valley Chrysler Jeep Dodge	11/16/11 7:05 PM	Timing Cover	780982	2	<input type="checkbox"/>
Loaded/ Posted	Dublin Toyota	11/16/11 7:05 PM	Timing Cover	780982	6	<input checked="" type="checkbox"/>
Loaded/ Posted	Dublin Toyota	11/16/11 7:05 PM	Timing Cover	780982	1	<input type="checkbox"/>
Loaded/ Posted	Dublin Toyota	11/16/11 7:05 PM	Timing Cover	780982	1	<input type="checkbox"/>

← 1 2 3 4 →

Search for any historical photo by Date or RO number



Premium Offering - GOLD: Private Analytics Dashboard



RO Number

First Name

Last Name

Consumer Email

Consumer Phone

Repair Type [View All](#)

Complaint Code


Uploaded: 11/28/2011 9:19:12 AM
RO Entered: Shop
Status: Loaded, Posted
 Override

Repair Order Photo

Repair Shop
Matt Davis Auto
jeff@mattdavisauto.com

Mobile Device
User: Chuck Bass
Device Id: 3k39fje-344-fd-98b4d-54ek9aaa4

Photos

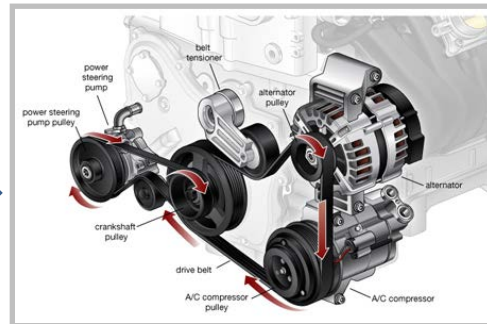


Click on any RO in the Dashboard to view details. Use this feature for customer follow-ups, liability protection and warranty.



Silver:

Expert Illustrations and
Text Available Only for
Photos Uploaded

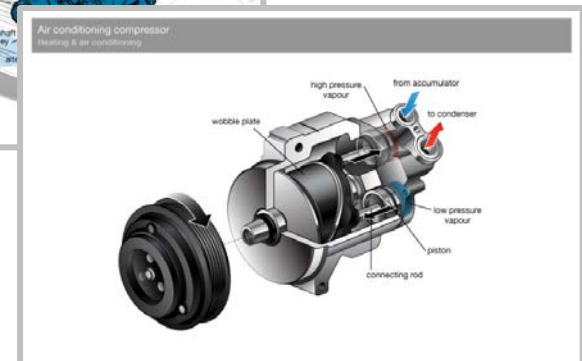
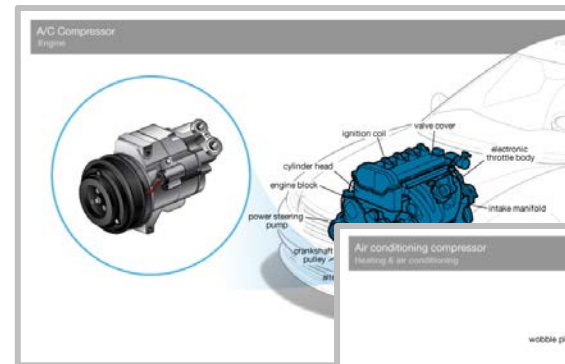
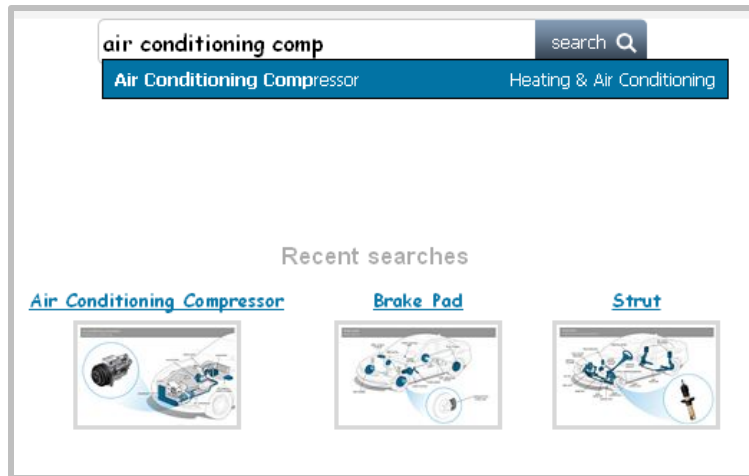


Premium GOLD Offering:
All Expert Illustrations and
Text Available in “Google-like”
Searchable Format





- ✓ VIP develops and owns the industry's most comprehensive library of expert parts and repair illustrations
 - 9 vehicle systems with approximately 1,000 unique illustrations
 - 3 illustration types: Location, Function and System
- ✓ VIP content allows service centers to “visually explain” service recommendations

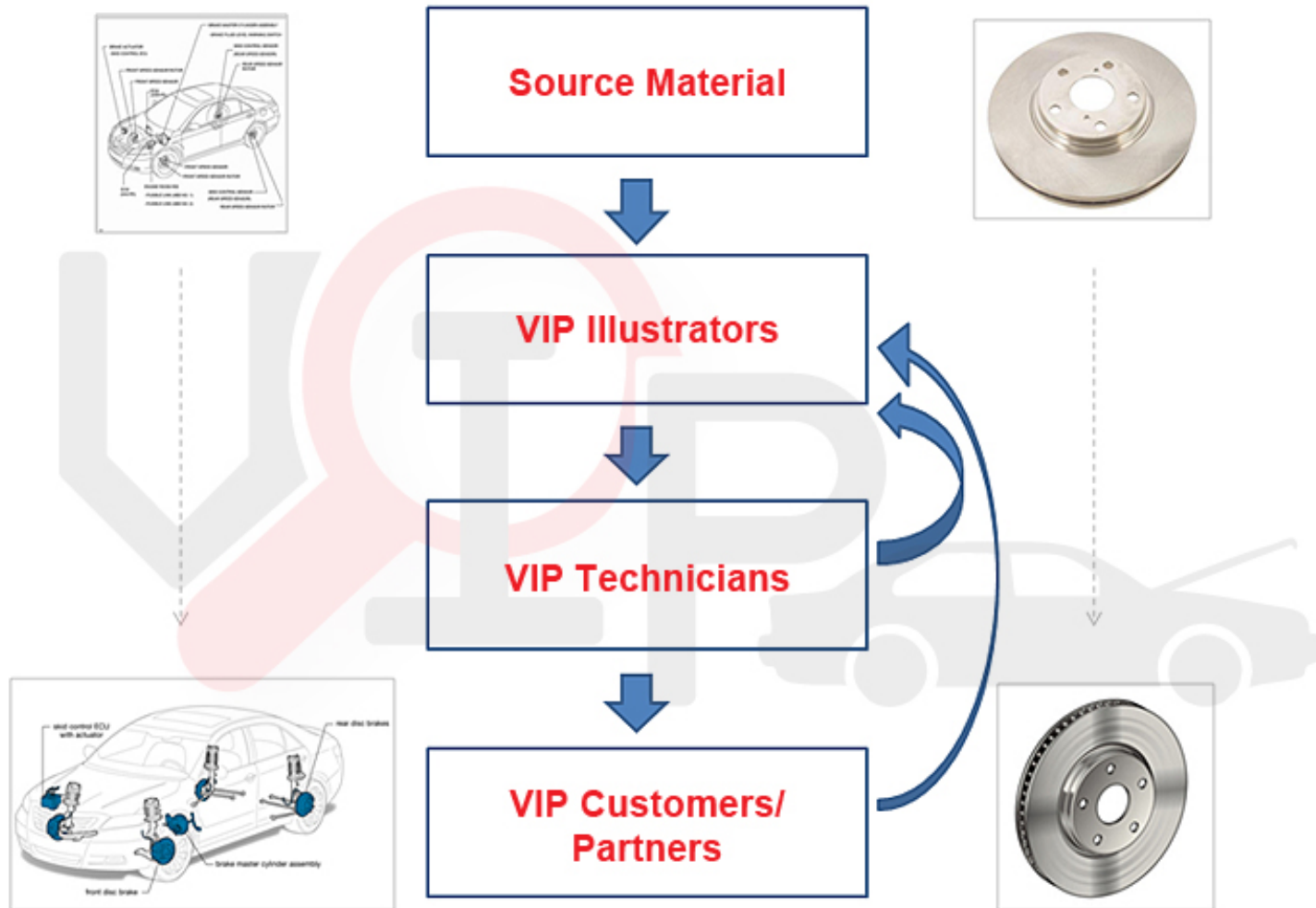


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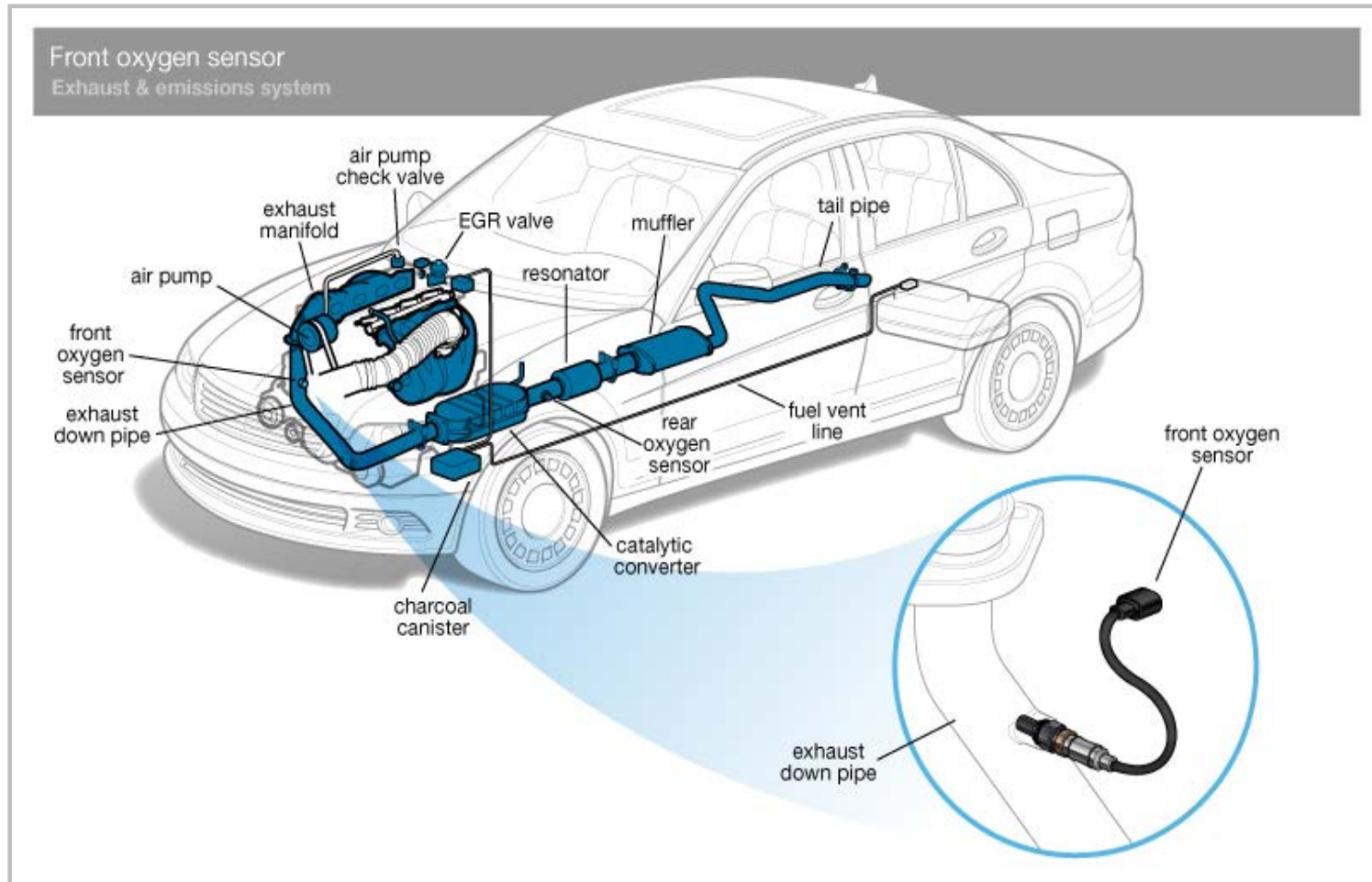
Appendix

Searchable Service Library: How VIP Creates It

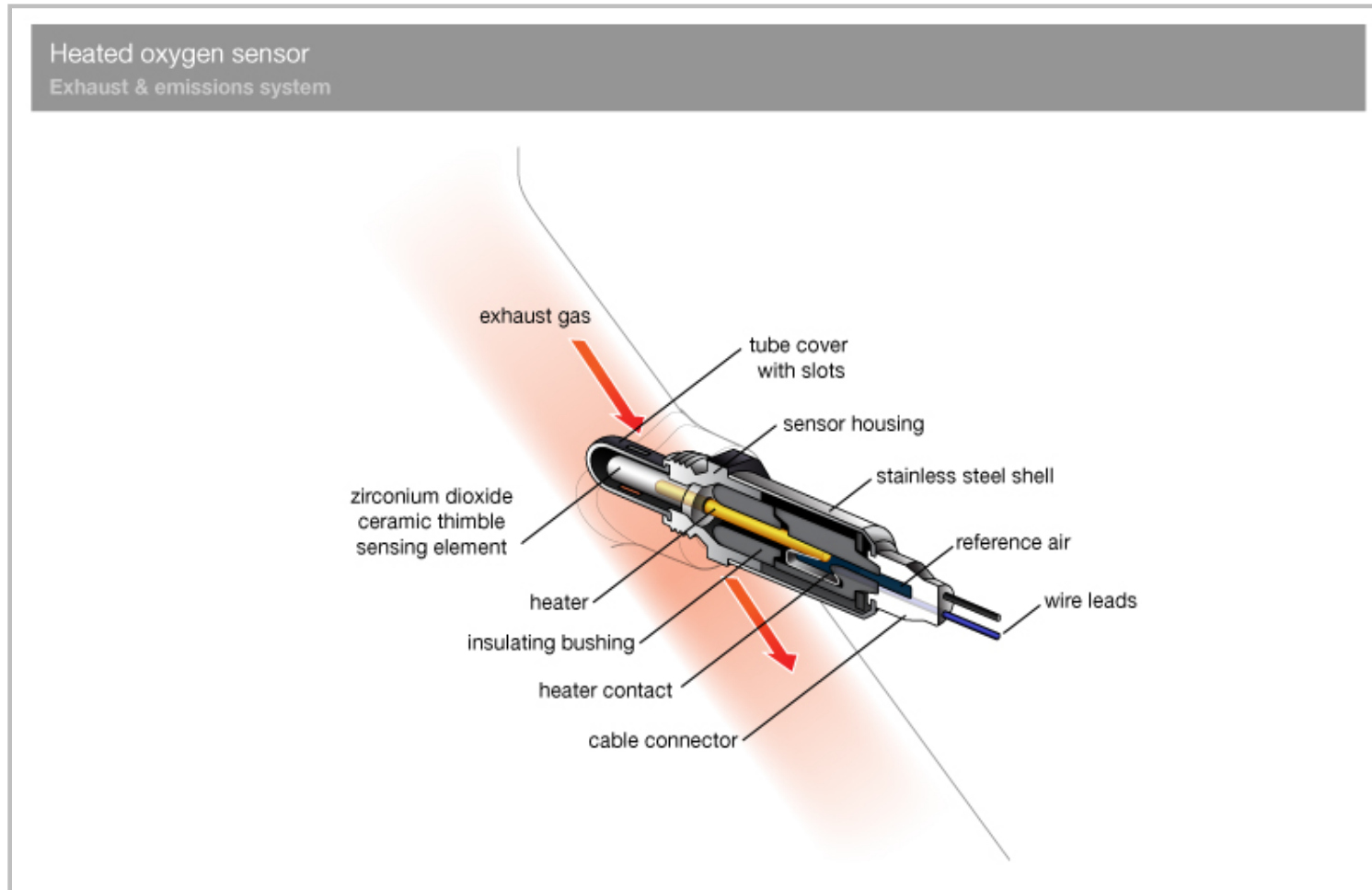
- ✓ VIP's process for in-house illustration development allows for rapid iteration and new content creation



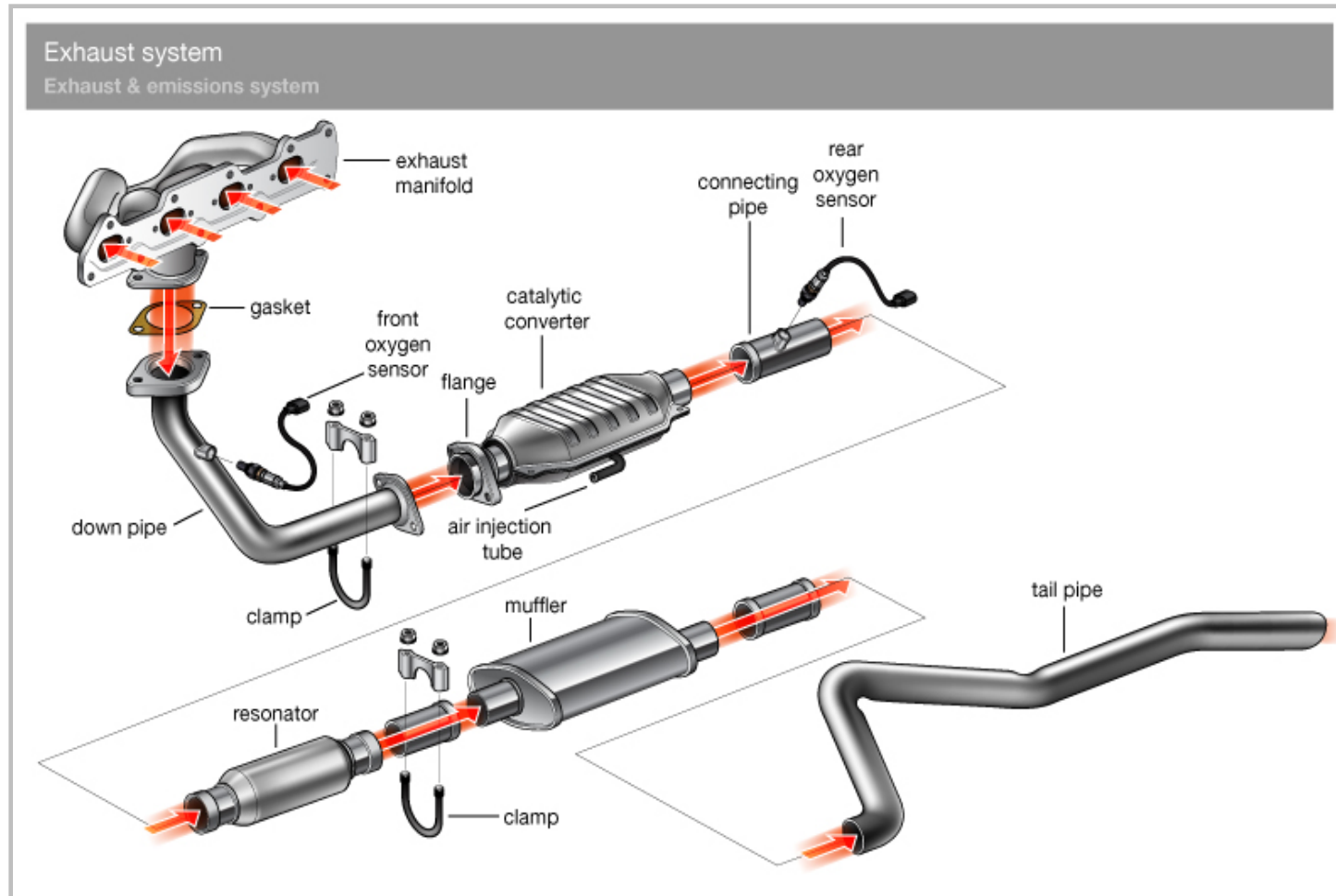
✓ Sample Location Illustration: Oxygen Sensor



✓ Sample Function Illustration: Oxygen Sensor



✓ Sample System Illustration: Oxygen Sensor





Visual **Inspection** Plus