Photo / Imaging / Data Services

PHOTOS | VIDEOS

Regular Photo

Photo with Overlay **$1** per car

Photo with Backdrop **$4** per car

2009 Toyota Corolla

By now you must know about this digital video craze that's going on. We don't think it's ever going to stop, so we'll do videos for you too. Advertise your cars individually, or even your whole dealership. People like to know where they're going to be buying a car from, and if you have something that makes your dealership stand out more than the guys down the road, then you should make sure your prospective buyers know that. Have a guy there that's sold more cars than anyone else in the area? Make sure you mention that. Free cupcakes and slushees? Definitely mention that.

Pre-Owned Picture Packages

3 picture package	**$8** per car	15 picture package	**$14** per car
9 picture package	**$11** per car	22 picture package	**$17** per car
12 picture package	**$12** per car	30 picture package	**$20** per car

New Car Picture Packages

6 pictures	**$6** per car	9 pictures	**$9** per car	15 pictures	**$12** per car

Live 2:00 walk-around **$7** per car

INVENTORY DATA | STICKERS & BUYERS GUIDES

Data Only — 5 feeds, to your choice of vendors — **$99** per month

Data Plus — Unlimited feeds and Craig's List tool — **$149** per month

Data Plus URL — Framed-in Inventory URL — **$199** per month

Data Plus Video — Add video to your inventory feeds — **$299** per month

Set of Window Sticker and Buyers Guide

$2 per car

Trim Specific Vin Data - Gives you the option to re-explode for factory options if needed.

Comments Library - Manage the library and let it do the over and over. Take time to add just a little instead of the whole comment.

Individual Lead–In / Lead Out - Can be used by vendor; have a different message or phone number for tracking.

Price Automation - Let our system help with bulk or aged inventory pricing.

3rd Party Feeds - Take advantage of the free feeds and don't pay for extras ever again.

eBay Feeds - Build eBay auctions and track those auctions in Chroma Cars. Extra costs involved over basic system.

Craig's Listings - Post webpage style listings to Craig's List.

Market Average Tool - Let us show you what's out there. Up to a 250 mile radius, and up to 50 cars, we give you Year / Make / Model / Mileage / Trim, and PRICE!

Custom Window Stickers / Buyers Guides - All in the same tool; don't use separate tools, easy to setup and print.

Windows Mobile Compatible - View your inventory from your PDA. Great for sales staff or for easy vehicle updating car side. Extra costs involved over basic system.

Adopt a Car Program - Assign cars to sales staff to help merchandise; get input and involve the sales staff in the Internet department.

Full or Self Service - Take the photos yourself and take advantage of one of the multiple ways to load photos or let one of our lot techs keep your inventory up to date with weekly visits.

Photo Enhancement - Take advantage of one of our photo enhancement programs. See the examples attached. Each dealership can have their own unique design.

Chroma CARS™