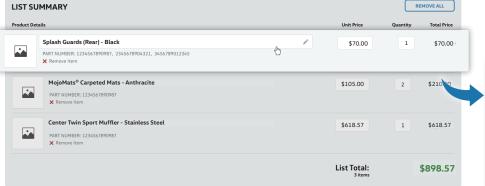


Sell Sheet

If you're in search of an easy and effective way to increase accessory sales in your dealership, you'll appreciate our newest Dealer Tool in the VW Online Store and Online Catalog. Sell Sheets are a one-stop-shop to promote and create coupons to push specific accessories for your selected vehicle.







Customizable Product Lists

Sell Sheets allow you to promote six products from the entire list of products in your catalog.

Specific Vehicle Selection

Sell Sheets allow you to select a specific vehicle to showcase accessories for, helping your sales personnel upsell accessories for popular or promoted vehicles on your showroom floor.

Promotion Slots

You can add up to two (2) promotions or coupons in Sell Sheets. These can either be VW promotions or uniquely customized for your dealership.

Easy Promotion Management

A convenient dropdown menu allows you to easily view and maintain promotions with customizable fields. These give you the ability to offer a discount based on dollar amount or a percentage.



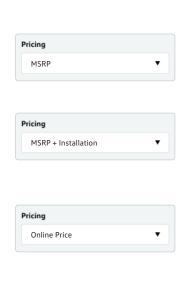


Pricing

Online Price Installed

Sell Sheet Pricing Options

Sell Sheets are a one-stop-shop to promote and create coupons to push specific accessories for your selected vehicle. There are five different pricing options to choose from, described below.



MSRP

This is the price advertised by VW for the product.

MSRP + Installation

This is the price above plus any additional installation fees based on the dealer's labor rate and VW's given labor time for the specific product's installation.

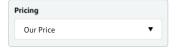
Online Price

This is the price that is shown on the online store where any mark-ups or mark-downs have been applied.

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Online Price Installed

This is the above price plus any added installation fees based on the dealer's labor rate and VW's given labor time for the specific product's installation.



Our Price

Depend on the user's role and authority, this price is set to either MSRP, Online Price, or be adjustable.