



Base Package

Engage more clients on your Volkswagen website with 360.Agency.

Multi-Templated dealer website with Content and CSS customization (includes access to XMS Pro)*.

*3rd party integration required as per VW certification program.

\$ 1,099
per site / per month



XMS Pro

CMS access for promo management, articles, coupons, landing pages, sections, departments and users.



XMS 360

New and pre-owned cars inventory management software (includes syndication).



XMS Mobile

Mobile version of our inventory management tool, adapted to your field team: VIN scan, data management, pictures and videos (available for Android and iPhone).



XMS Review 360

App that allows you to collect testimonials at point of sale to broadcast on your website and social media. (Available for iPhone and iPad).



Design & Programming

Premium template created specifically to meet Volkswagen Canada branding standards.



Custom content

New, Pre-owned, After-sales, About us, Team, News, Videos, Testimonials, etc...



Phonetrack 360

6 local or (1-800) phone numbers with Phonetrack 360 Lite access. (500 minutes, tracking & recording included + \$25 for each additional 500 minutes).



SSL protocol (option)

Includes HTTPS protocol to provide a high data transmission security.

\$250* + \$35 / month

*No charge if contracted with website



New Cars

- Specific VDP landing page for every trim level.
- 3 interior & exterior pictures for each colour. (Matching Canadian make, model, year, trim).
- Complete collection of new vehicles with an image gallery of your inventory.



Pre-owned, new and certified cars

Inventory syndication management for pre-owned and new vehicles including certified vehicles. (Import & export).

AVAILABLE OPTIONS

DIGITAL ADVERTISING

Set up your complete and customized media plan with your dedicated media directors. (banner creation included)

\$1,000
per month

Minimum budget per month

SHOWROOM 360*

LEASE AND FINANCE CALCULATION

Our Showroom application provides a payment calculator as well as lease or finance options, including manufacturer rebates for new cars.

\$150

per site / per month

* Optional product for Base Package. (Included in the Premium version).

DIGITAL RETAILING

ONLINE SALES FOR AUTOMOTIVE RETAILERS

Showroom 360
New Cars

\$600
per site / per month
\$1,500 upfront

Showroom 360
Pre-owned Car

\$250
per site / per month
\$1,500 upfront

Canadian
Black Book
Integration

\$300
per site / per month
\$500 upfront



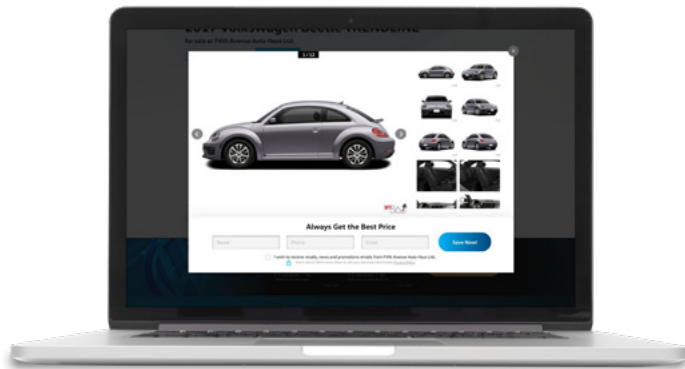
Premium Package

Improve your client's online experience with 360.Agency.
Custom designed dealer website *(with VW brand guidelines).*

*3rd party integration required as per VW certification program.

\$ 1,699
per site / per month

The Premium Package includes all items from the Base Package, plus:



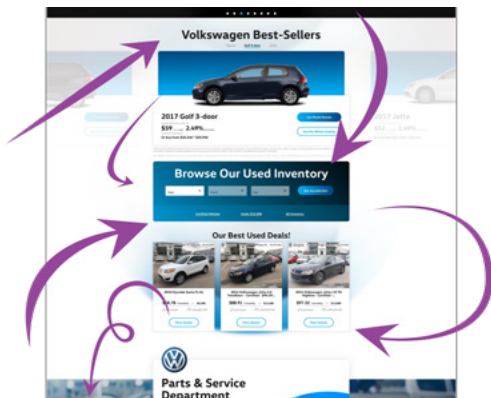
High-end photo gallery

High-end and exclusive photo gallery
(Canadian Make, Model, Year and Trim).



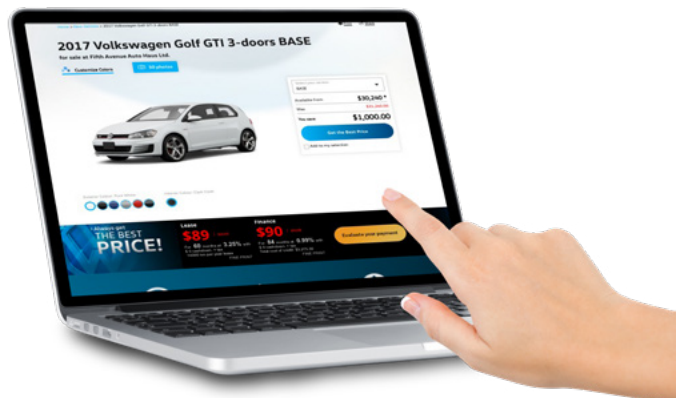
360 Spin tour

New vehicles: 360 Spin exterior and interior.



Customized design and programming*

Design created for a dealership or group of dealerships offering customization to their image by including Volkswagen Canada requirements.
* Customization at launch with no additional charges



Showroom 360

Payment calculation app integrated with your website.

AVAILABLE OPTIONS

DIGITAL ADVERTISING

Set up your complete and customized media plan with your dedicated media directors. *(banner creation included)*

\$1,000
per month

Minimum budget per month

SHOWROOM 360*

LEASE AND FINANCE CALCULATION

Our Showroom application provides a payment calculator as well as lease or finance options, including manufacturer rebates for new cars.

***Included**

* Optional product for Base Package.
(Included in the Premium version).

DIGITAL RETAILING

ONLINE SALES FOR
AUTOMOTIVE RETAILERS

Showroom 360
New Cars

\$600
per site / per month
\$1,500 upfront

Showroom 360
Pre-owned Car

\$250
per site / per month
\$1,500 upfront

Canadian
Black Book
Integration

\$300
per site / per month
\$500 upfront

SERVICES		BASE \$1 099 per site / per month	PREMIUM \$1 699 per site / per month
	XMS PRO CMS access for promo management, articles, coupons, landing pages, sections, departments and users.	✓	✓
	XMS 360 New and pre-owned cars inventory management software. <i>(Includes syndication)</i>	✓	✓
	XMS Mobile 360 Mobile version of our inventory management tool, adapted to your field team: VIN scan, data management, pictures and videos. <i>(Available for Android and iPhone).</i>	✓	✓
	XMS Review 360 App that allows you to collect testimonials at point of sale to broadcast on your website and social media. <i>(Available for iPhone and iPad).</i>	✓	✓
	NEW CARS : • Specific VDP landing page for every trim level. • 3 interior & exterior pictures for each colour. <i>(Matching Canadian make, model, year, trim)</i> • Complete collection of new vehicles with an image gallery of your inventory.	✓	✓
	PRE-OWNED, NEW AND CERTIFIED CARS Inventory syndication management for pre-owned and new vehicles including certified vehicles. <i>(Import & export).</i>	✓	✓
	PHONETRACK 360 6 local or (1-800) phone number with Phonetrack 360 Lite access. <i>(500 minutes, tracking & recording included + \$25 for each additional 500 minutes).</i>	✓	✓
	CUSTOM CONTENT New, Pre-owned, After-sales, About us, Team, News, Videos, Testimonials, etc...	✓	✓
	SSL PROTOCOL Includes HTTPS protocol to provide a high data transmission security. <i>(*No charge if contracted with website)</i>	\$35 per site/per month <i>(+ \$250 upfront)</i>	✓
	HIGH-END PHOTO GALLERY New vehicles: High-end and exclusive photo gallery. <i>(Canadian make, model, year and trim).</i>	-	✓
	DESIGN AND PROGRAMMING Meets Volkswagen Canada's branding requirements	Premium templates	Custom Design
	360 SPIN TOUR New vehicles: 360 virtual tour of exterior and interior.	-	✓
	SHOWROOM 360 (V1) Lease and finance calculation A payment calculator as well as lease or finance options, including manufacturer rebates for new cars	\$150 per site/per month	✓
AVAILABLE OPTIONS			
	SHOWROOM 360 NEW CARS (V2) Online sales for automotive retailers	\$600 per site/per month <i>(+ \$1,500 upfront)</i>	
	SHOWROOM 360 PRE-OWNED CAR (V2) Online sales for automotive retailers	\$250 per site/per month <i>(+ \$1,500 upfront)</i>	
	TRADE 360 - (without SHOWROOM V2) Canadian Black Book Integration	\$399 per site/per month <i>(+ \$500 upfront)</i>	
	TRADE 360 - (with SHOWROOM V2) Canadian Black Book Integration	\$300 per site/per month <i>(+ \$500 upfront)</i>	
	DIGITAL ADVERTISING Set up your complete and customized media plan with your dedicated media directors. <i>(Banner creation included).</i>	\$1,000 per month <i>(Minimum budget per month)</i>	