



BMW Digital Retailing Certified Program

Capability	Cox (Dealer.com)	CarNow	Roadster	Darwin
Package Price	<p>Core Package \$1,099/mo On-Platform \$1,199/mo Off-Platform</p> <p>Elite Package \$1,799/mo On-Platform \$1,899/mo Off-Platform</p>	<p>BuyNow - \$999/mo</p> <p>BuyNow + UpNow Combo - \$1,799/mo</p>	<p>Express Store Online - \$995/mo</p> <p>Express Store Omnichannel - \$1,995/mo</p>	\$749/mo
One Time Setup Fee	No Setup Fee	\$600	Online - \$1,000 Omnichannel - \$2,000	\$495
Continuous In-Store Product Training	No – Available with Add-on of \$599/mo. With Core Package Included with Elite Package	Yes	Only Available with Omnichannel	Available for \$995/day
In-Store Application/Desking Capabilities	Yes	Only Available with UpNow	Only Available with Omnichannel	Yes
Payment Calculator	Yes	Yes	Yes	Yes
Trade-In Estimator	Yes	Yes	Yes	Yes
Credit Pre-Approval	Yes	Yes	Yes	Yes
Apply for Financing	Yes	Yes	Yes	Yes
Credit Lenders Included	DealerTrack RouteOne	DealerTrack RouteOne F&I Express 700 Credit	DealerTrack RouteOne	DealerTrack RouteOne
Credit Lenders Available at Additional Cost	Flexibility for Third-Party Finance Offerings	Other Integrations Available at Varying Costs	Other Integrations Available via DealerTrack or RouteOne at no cost	Hundreds of Lenders Available at \$99/mo
Credit App Auto-Routing or Auto-Decisioning	Yes – through DealerTrack	Yes – through DealerTrack & RouteOne	No – Auto-Decision from DealerTrack Finance Driver is Available for \$150/mo	Yes – through DealerTrack & RouteOne
F&I Menu	Yes	Yes	Yes	Yes
Appointment Scheduler	Yes	Yes	Yes	Yes
Delivery Scheduler	Yes	Yes	Yes	Yes
Car Reservation & Credit Card Capture/Deposit	No – Available with Add-on of \$149/mo or \$299/mo (Off-Platform) with Core Package Included with Elite Package	Yes	Yes	Yes
Document Upload	Currently in Beta – feature coming soon	Yes	Only Driver's License uploads available with Online All documents uploads available with Omnichannel	Yes
Electronic Signature	No – Available with DealerTrack Digital Contracting (signing and e-contracting) for \$399/mo plus any DMS integration costs.	Yes – for multiple documents which do not require wet signature (varies based on dealer)	Yes – final deal sheet for deal commitment	Yes – for F&I products and forms
Chat (Fully Managed or Self Managed)	Yes – Self Managed. Integration with LivePerson	Yes – Self Managed. Managed Option available if enrolled in MessageNow (\$1,299/mo add-on or \$1,799/mo to bundle with BuyNow)	Yes – Self Managed either through lead form or through integration of Dealer's existing website chat provider at no additional cost	Yes – Self Managed. Integration with ActivEngage Managed Option available through ActivEngage for \$249/mo
Video Chat	Yes	Yes	Yes – with Express Store Live Add-On for \$495-\$1,295/mo	Yes
Co-Browsing	Yes	No	Yes – with Express Store Live Add-On for \$495-\$1,295/mo	Yes