

EXIT RAMP



Early Loan or Lease Exit

**SELL THE CAR *TWICE*
WITHOUT PAYING
TO FIND THE CUSTOMER
AGAIN**

Exit Ramp helps your dealership close more deals by paying the negative equity on your customer's trade-in when they purchase their next vehicle from you.

12 / 12

MONTHS AND
PAYMENTS BEFORE
BENEFIT ACTIVATES

1X

TRADE-IN LOCKED TO
YOUR STORE OR
OWNERSHIP GROUP

\$0

MARKETING SPEND
TO BRING THEM
BACK.

THE **EXIT RAMP** RETENTION ADVANTAGE

EXIT RAMP ALLOWS YOUR CUSTOMERS TO TRADE IN THEIR VEHICLE EXCLUSIVELY TO YOUR DEALERSHIP AFTER 12 MONTHS & 12 PAYMENTS HAVE OCCURRED, BUT BEFORE THE END OF THEIR FINANCE/LEASE CONTRACT TERM.

ELIGIBILITY & PARAMETERS

- Current plus 7 model years
- Less than 80,000 miles
- Up to \$125,000 MSRP/NADA
- Loan term up to 84 months
- Lease term 24 to 48 months
- Line 5 products will be cancelled and applied to loan balance, but you control next deal
- Benefit can be used throughout common ownership groups
- Benefit paid to dealership on trade-in / new purchase
- To be used like equity mining (even with negative equity) for faster trade cycle
- BDC calendared leads / appointments
- Re-insurable AND retro eligible if production minimums are maintained
- Save money on marketing
- First dollar fully insured by Old Republic Insurance Company

HOW IT WORKS ON THE DESK

- 1** Customer purchases a vehicle and an Exit Ramp Contract.
- 2** Customer drives the vehicle for a minimum of 12 months and makes a minimum of 12 payments.
- 3** Anytime before the end of their loan or lease term, they return to your dealership and trade for another vehicle.
- 4** Exit Ramp pays your dealership the negative amount up to the maximum benefit stated on their contract.

EXIT RAMP
From ProfitLiNK



Old Republic
Insurance Group

