

MORE VALUE FROM THE DEAL YOU'RE ALREADY WRITING.

Exit Ramp is designed to fit into your existing deal structure. It sits in the vehicle cost rather than the F&I back end, so it doesn't compete for advance cap or require a new system, additional headcount or a change to how your team sells.

For the customer, it provides an answer to a common objection: What happens if my situation changes? For the dealership, it creates incremental margin while giving you another opportunity to sell to that customer down the road.



Exit Ramp is backed by Old Republic Insurance Company with First Dollar CLIP coverage, with the benefit amount defined and capped before the contract is written.



*EXIT RAMP IS A
DEALER-CONTROLLED
RETENTION PROGRAM
THAT SHORTENS YOUR
TRADE CYCLE, LOCKS
REPEAT DEALS TO
YOUR STORE, AND
COVERS THE NEGATIVE
EQUITY GAP TO MAKE
IT HAPPEN.*

See how Exit Ramp can work for your dealership.



SCAN TO
LEARN MORE



**EXIT
RAMP**

*YOUR NEXT DEAL
STARTS WITH THIS
ONE.*

LONGER LOANS SHOULDN'T MEAN LONGER TRADE CYCLES.

The average new-vehicle loan now runs close to six years. That can leave customers stuck in vehicles long after they're ready for something different. When they're underwater, your BDC can't simply call them into their next vehicle. Exit Ramp removes that barrier.

By putting a prepaid negative-equity benefit in place at the time of purchase, you give customers a way to trade after 12 payments—even when they owe more than their vehicle is worth.

Instead of waiting years for equity to catch up, your dealership gets another opportunity to sell sooner.



BUILT INTO THE DEAL. NOT ON TOP OF IT.

Exit Ramp helps your dealership turn today's customers into tomorrow's opportunities by shortening the trade cycle, addressing negative equity, and giving customers a financial reason to return to your store.

YOUR NEXT DEAL STARTS WITH THIS ONE.

Exit Ramp is built into the vehicle purchase from the start. When a customer purchases a vehicle with an Exit Ramp contract, they become eligible to return to your dealership or ownership group after making at least 12 payments over a minimum of 12 months.

They can trade for another vehicle before the end of their original loan or lease term, even if they still owe more than the vehicle is worth.



YOUR CUSTOMER BASE IS ALREADY YOUR BEST PIPELINE.

The hardest part of winning the next deal is finding the customer. Exit Ramp changes that.

Every Exit Ramp contract creates a future sales opportunity tied directly to your store. You know who the customer is, when they purchased, when they become eligible, and why they have a reason to return.

When that time comes, your BDC isn't making a generic equity-mining call or hoping they're in the market. They're calling with a specific reason to reconnect.

Because the benefit can only be used at your dealership or ownership group, the customer has a financial reason to come back to you for their next vehicle—before a competitor gets the first call.

**EXIT RAMP TURNS THE CUSTOMER YOU'VE
ALREADY SOLD INTO YOUR NEXT SALE.**