

HOW DO YOU BREAK INTO A NEW MARKET AS SIMPLY AS POSSIBLE?

DEALERSHIPS ARE UNDER SIEGE



53% OF ALL CAR SALES WILL BE EVS BY 2030.¹



DURING THE SAME PERIOD, ONLINE SALES WILL TRIPLE.²



At the same time, gross sales have been extremely high, so some dealerships are **staying the course**.



The rest are doubling down on things like vehicle volume, turn-and-earn, and easy upsells.

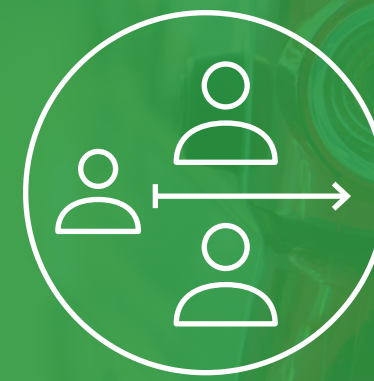
But the reality is, dealers who don't find other ways to add value for their customers and generate new sources of revenue will **lose market share**. *Why?*



INCREASING COMPETITION WILL MAKE IT HARDER FOR BUYERS TO FIND THEM.



THEIR MARGINS WILL ERODE.



OR THEY'LL GET LEFT BEHIND.

A HUGE OPPORTUNITY YOU CAN'T IGNORE

You have another option:

commercial sales and upfitting.

In fact,

commercial vehicle sales will grow at a CAGR of 10.6% over the coming years.³



Commercial sales and upfitting opens opportunities for your salespeople to **sell even more units** and **increase per unit revenue**. The problem is they don't want to deal with customizations, catalogues, and tricky pricing.

THAT'S WHY YOU NEED TO CONTROL THE COMPLEXITY TO SEIZE COMMERCIAL SALES AND UPFITTING OPPORTUNITIES

To get there, you have to be able to:



SELL UPFITS AS EASILY AND AS QUICKLY AS YOU SELL F&I OR WARRANTIES



SOURCE UPFIT PARTS IN DAYS, NOT WEEKS



AND EXPOSE YOUR INVENTORY TO THE LARGEST AUDIENCE POSSIBLE

THE RESULT?

YOU'LL BLOW OPEN A WHOLE NEW AND CRITICAL REVENUE STREAM.

Visit km.holman.com to learn more about how you can **control the complexity and seize the opportunity** through our partnership with Holman.