



## Discover the Benefits of This Truly Unique Certified Pre-Owned Program

Most franchise dealers only offer CPO Certification on Used Vehicles matching their dealership franchises. The NAMAD CPO Program gives your dealership the ability to sell off-brand Used Vehicles with a CPO program that closely mirrors your OEM program.

### The NAMAD CPO Difference

The NAMAD CPO Program

- Is designed for flexibility
- Closely mirrors the manufacturer program that matches your franchise
- Eliminates the need to sell two completely different CPO programs
- Provides a convenient sales approach for your dealership associates

### Dealer Benefits of Selling NAMAD Certified Pre-Owned

The NAMAD logo carries a level of respect that builds trust and confidence in its branded program

- Distinguishes CPO off-brand inventory from other Used Cars
- Provides 3rd Party endorsement that CPO vehicles meet high quality standards
- Is backed by the reputation of a well-respected National Association
- Reassures customers that the dealership is held to a set of standards established by an outside organization

### Opportunities for Additional Profit per Sale

- Available Wraps and Vehicle Service Contract options with CPO discount applied
- Ancillary F&I product sales opportunities
- Increased F&I product lines per vehicle sale
- Increased back end gross profit on upsells

### CPO Vehicle Sales are Trending Up *(reference articles on next page)*

- A gap exists between New and Used Vehicles in price and as perception – CPO fills that gap
- CPO vehicles tend to be newer and have similar technology to New Vehicles
- Warranty coverage provides reassurance of financial protection
- Certification conveys an intangible benefit to customer that they made the “smart” choice
- CPO buyers are willing to pay more for a vehicle than non-CPO buyers
- CPO vehicles sell faster than non-CPO vehicles
- Idea of CPO resonates with younger buyers who can afford to “buy up” without paying “new” prices



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## Selling Points for Dealers to Customers

- Certification requires that the CPO Vehicle has passed a rigorous Multi-Point Inspection
- CPO Vehicles typically have lower mileage than non-CPO Used Vehicles
- Vehicle history report included with CPO provides evidence of positive history
- Reassurance from Limited Warranty and ability to purchase additional coverage not frequently available on Used Vehicles
- 3-Month Trial Subscription of SiriusXM® All Access, if applicable\*

## Need More Information about Why You Should Consider NAMAD Certified Pre-Owned at Your Dealership?

Search for these online articles related to CPO Sales

*"Used Vehicle Market Poised for Record Sales in 2019"* (March 20, 2019). [www.edmunds.com](http://www.edmunds.com)

*"Millennials May Be Fertile Market for CPO"* (April 22, 2017) [www.autonews.com](http://www.autonews.com)

*"CPOs Sell Better than Non-Certified Vehicles"* (November 26, 2018) [www.autonews.com](http://www.autonews.com)

*"These Are the Good Things you Get with a CPO Vehicle"* (April 30, 2019) [www.caranddriver.com](http://www.caranddriver.com)

*"JD Power Predicts CPO Vehicle Market Will Keep Thriving in 2019"* (April 22, 2019) [thenewswheel.com](http://thenewswheel.com)

*"December CPO Sales End Year at Record Level"* (January 16, 2020) [www.coxautoinc.com](http://www.coxautoinc.com)

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\* NAMAD dealer must be active in the SiriusXM Pre-Owned Program.

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