



Tek Auto Incentives Lifecycle management

Overview of Auto Incentives

- Incentives and Rebates are programs offered to consumers or dealers to stimulate new car sales. The four most common programs are Cash Rebates, Low Interest Financing, Special Leases and Marketing Support.
 - Goal of incentives is to achieve maximum targeted sales
 - Incentives are offered through credit companies and in cases directly as cash rebates
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Process Flow

- Planners offers lower interest rates based on Planned sales volume, Inventory and market conditions
- Based on the targeted penetration spend will be calculated
- Upon approval incentives are packaged and released to dealers as bulletins
- After sales actuals will be blended seamlessly for easy reconciliation

Plan

Approve

Publish

Actuals

Adjustments

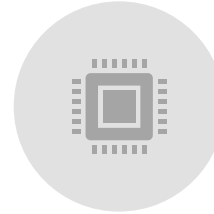
Product Features



OFFER LOWER
FINANCE, LEASE AND
CASH REBATES



CREATE NEW
PROGRAMS



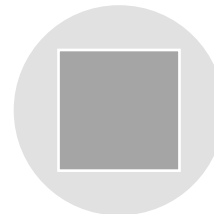
SIMULATE



PUBLISH BULLETINS



AI/ML BASED
PREDICTIONS



DEALER PORTAL



Product Features



Lease
Planning

Sign and Drive
Planning

APR planning

Balloon
Planning

Multiple Tiers
and Terms

Cash Planning

New Program
creation

Publishing
Programs

Financial
Planning and
adjustments