

Cobalt Nitra™ NADA®-endorsed e-business packages

High-octane fuel to boost your dealership's
performance.



Nitra is for dealers who want increased control, security and flexibility from their e-business program. Change your website's look and content in real time, anytime. Assign and control who can make changes to specific sections of your site. Access, manage and share image and text libraries. And keep pace with the speed of change in your unique market. Nitra makes it all possible. Welcome to the new standard for automotive e-business.

“Nitra represents a quantum leap for automotive retailing. It allows dealerships to easily edit their own websites anytime, and gives them increased flexibility in branding their websites through convenient access to OEM-provided images and text.”

– Don Gentry, Chief Information Officer, NADA®

Get down to business with the new technology standard for automotive e-business.

The old limits don't apply any more. With Nitra, you can change your dealership website content—including text, pictures, color and layout—anytime you want. Tasks that used to take hours or even days to perform can now be executed in a matter of minutes, flawlessly and painlessly.

In fact, Nitra allows you to make the vast majority of the changes that used to require outside assistance. Nitra literally puts hundreds of images and text options—many already compliant with manufacturer and dealer group guidelines—at your fingertips, all of it ready to display on your site the way you want it, when you want it. And with Nitra's flexible security model, you control who makes changes to your site and how much access they're allowed.

Nitra is a scalable, extensible technology that's adaptable enough to grow with your dealership. Nitra runs on a J2EE platform, which is rapidly emerging as the automotive industry standard. That means it provides long-term

protection for your e-business investment and “plug-and-play” flexibility that allows you to use the e-business tools you want for your site, regardless of who provides them.

Nitra is available in two NADA®-endorsed e-business packages, Nitra Basic and Nitra Professional. Both packages deliver unparalleled versatility, control and presentation options for your dealership's site. With two packages to choose from, plus optional add-ons, it's a snap to find the Nitra solution that works best for your dealership's unique e-business needs.

These two feature-rich, NADA®-endorsed packages are an extraordinary value, offering an unprecedented degree of functionality and flexibility. Once you've seen how a Nitra-powered website can accelerate your dealership's e-business performance, you'll never settle for the old limits again.

COBALT WEBSITE MANAGER FOR NITRA

Website Manager gives you the most comprehensive site management and publishing capabilities available in the industry. Edit text, change images, revise your site's look and publish the changes in real time from any Internet-enabled computer 24 hours a day, seven days a week. Website Manager goes beyond simple editing and publishing capabilities, giving you the power to change site navigation, set up and edit meta tags, and add link-outs from images on your site.

COBALT MARKETING LIBRARY MANAGER FOR NITRA

Marketing Library Manager provides a secure location to store, manage and share custom images and text for use on your dealership's website. Marketing Library Manager also enables the sharing of these images across multiple sites in a dealer group. Fresh marketing content and easy customization helps you create a compelling, user-friendly site, enabling promotional strategies, maximizing your dealership's branding, and boosting ROI.

NITRA USER ADMINISTRATION

It's not enough just to be able to customize your dealership's website; you want control over who can make those changes. Nitra User Administration's flexible security model lets you authorize multiple users to perform designated tasks. Having multiple, permissioned users helps to assure that your website content is easier to manage and update. And you can always review changes before they go live to your site.



Nitra Basic™ Package

- Set up fee: \$625**
Monthly fee: \$425
- Customizable site
 - Standard pages:
 - Home page
 - Welcome page
 - Customer Support page
 - Meet Our Departments page
 - Up to 3 flexible content pages
 - Email forms with AutoRespondersSM:
 - Service Appointment
 - Parts Order
 - Contact Us
 - Quick Quote
 - New Inventory
 - Pre-owned Inventory
 - Payment Calculator
 - Hours and Interactive Directions
 - NADA®guides Dealer WindowLink
 - New and pre-owned inventory search
 - Privacy policy and opt-out option
 - Secure Financing Pre-Qualification form with AutoResponderSM
 - Hosting of one domain name
 - Registration/renewal of one domain name annually (InterNIC fees)
 - Vanity email aliasing (10 aliases)
 - Unlimited link-outs
 - AutoShow™ inventory manager
 - AdWizard® Plus
 - TrafficReporter™
 - Inventory Exports
 - Website Manager
 - Marketing Library Manager
 - Site-specific text and image library
 - Sharable text and image library
 - 15MB media asset storage
 - User Administration

Nitra Professional™ Package

- Set up fee: \$1,300**
Monthly fee: \$899
- Includes everything in the Nitra Basic Package, plus:
- Customizable site*
 - Up to 7 flexible content pages
 - Hosting of up to 3 domain names
 - Registration/renewal of up to 3 domain names annually (InterNIC fees)
 - Optional splash page
 - PartsVoice® parts locator (one OEM)
 - Make & Match™ vehicle configurator
 - 50MB media asset storage
 - eDealer Academy (2 seats annually)
 - Lead ManagerSM (6 users)

Nitra Marketing Value Pack

- Set up fee: \$375**
Monthly fee: \$225
- Can be purchased as an add-on to the Nitra Basic Package:
- Make & Match™
 - Online vehicle hold (Credit Card Hold form)
 - Splash page
 - Hosting and registration for 2 additional domain names
 - Lease vs. Finance quiz
 - Accessories page
 - Employment Opportunities page
 - New Model Spotlight page

KEY FEATURES AND BENEFITS

- › Increased control, security and flexibility over your dealership's website content.
- › A flexible security model that lets you assign who gets to make changes to your website and control access accordingly.
- › Increased access to manufacturer-approved images and text that facilitates website updating and nameplate branding.
- › Investment protection provided by Nitra's extensible, cutting-edge technology that accommodates growth and change of dealership websites.
- › Cobalt's e-business tools and packages are backed by the industry's best customer support team. Cobalt eCare is always a toll-free call away, with consultants specifically assigned to service your dealership.

From The Cobalt Group,
the automotive e-business experts.

To sign up for Nitra now or to get more information, contact your Cobalt sales consultant at 800.909.8244 or email sales@cobaltgroup.com.

Package features and prices are subject to change.
*Customizable, process-driven sites will be available in Spring 2002.