

Hyper-personalized, nuanced conversations. More appointments and conversions. Enhanced team productivity. Meet the industry's most powerful generative conversational AI platform, built specifically for automotive.

Boost sales productivity, efficiency and results

- Instantly engages online leads 24/7
- Delivers authentic humanlike conversations via email and text
- Crafts context-aware first responses tailored to each lead source and customer
- Intelligently handles VIN-specific questions, financing, and trade-in inquiries
- Maximizes engagement with 100% lead follow-up for 2 months
- Automatically schedules appointments in your CRM
- Hands off ready-to-buy shoppers to your sales team
- Fully configurable AI Knowledge Bank informs and trains the AI regarding dealership services, policies, offerings, and OEM brand standards

Tangible ROI for your dealership

- Enables sales team to focus on high-value leads, relationship-building, and deal closing
- Drives showroom appointments and live calls



Automation that drives your dealership forward

The Challenge

Maximizing lead conversion without adding headcount

The Solution

Impel's Sales AI enhances the effectiveness of existing sales staff to drive higher lead conversion performance

43%

increase in appointment set rate

\$1M+

in vehicle sales influenced in the first 12 months

56X

return on investment for Sales AI

Every lead gets a real answer

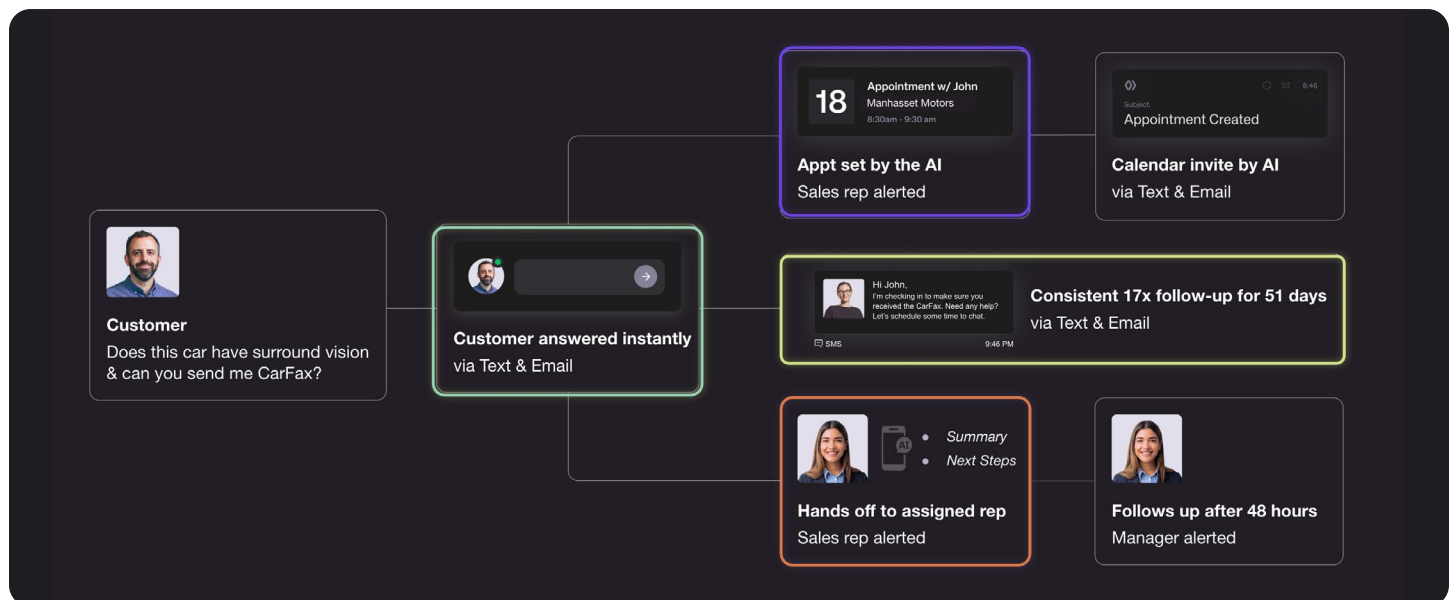
AI engages shoppers with real-time, personalized responses — so your team can focus on closing, not chasing.

Responds instantly to all online leads via text and email

Follows up persistently over 51 days

Schedules appointments directly in CRM

Alerts and hands off when human touch is required



AI that moves as fast as you do.

A centralized repository for your dealership's information—continuously expanding your AI capabilities in real time—across all agents and channels.

The result? Far more meaningful and accurate conversations—and greater results.

+35% Response Rates

+15% AI-set Appointments

-10% Staff Handoffs

Sarah: I want to add fender flares, a bed liner, WeatherTech floor mats, tint, and a leveling kit—can that all be rolled into my final price?

Katy AI: Absolutely. You can add accessories like bedliners, floor mats, tint, step bars, tonneau covers, tow hitches, or other add-ons, and we'll include these in your final price and financing. We'll get your specific list—fender flares, bed liner, WeatherTech floor mats, tint, and a leveling kit—over to our team to check availability and final pricing so your truck is ready when you drive off the lot.

AI Knowledge Bank

Provide the information AI will utilize to generate corresponding necessary textual information, including links if applicable. Topic, AI won't be able to generate its reply.

General Information

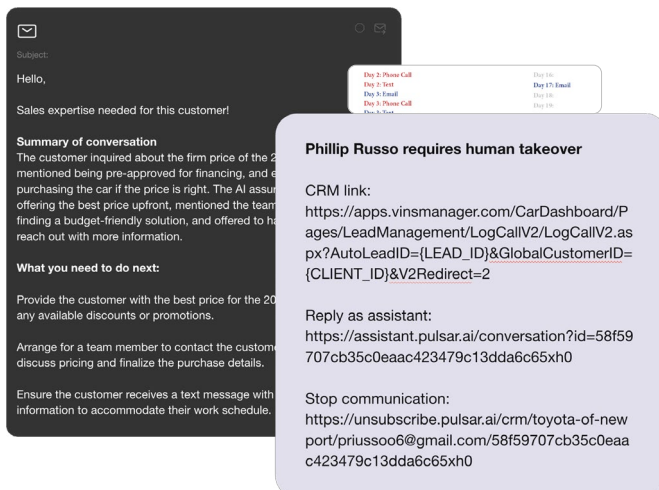
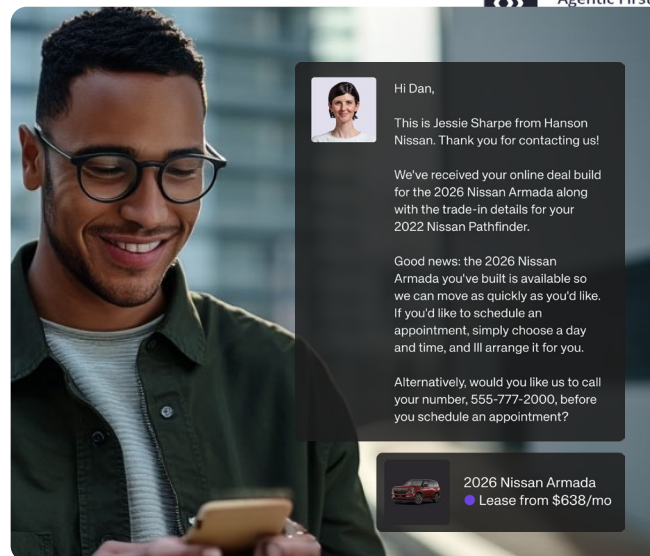
Financing

* Questions with asterisk are mandatory and must be answered to onboard the product.

- Are there any special financing rates or offers currently available? (Sales AI Copilot, Chat AI)
- Can accessories and add-ons be factored into the final price? (Sales AI Copilot, Chat AI)
- * Can I finance the vehicle even if I have bad credit? (Sales AI Copilot, Chat AI)
- * Can you provide information on the interest rates for financing? (Sales AI Copilot, Chat AI)

True Customization for Every Lead Source, Every Time

Agentic Response tailors every first reply to the lead's source and intent — OEM-aligned, context-aware, and powered by your AI Knowledge Bank.



Seamless Integrations

With your systems, workflows & processes

- Over 150 auto retail integrations
- Consistent long-term lead nurturing
- Automated follow-up
- Intelligent handoffs

Exclusive Preferred Pricing
for Nissan Dealers

Sales AI
\$1,949

Chat AI
\$950

Exclusive Package Price
~~\$2,899~~ \$2,500

Connect with your dedicated Nissan Strategy Team at nissan@impel.ai to activate Automotive AI for your dealership.