DRIVING FORCE

Mobile Design Enhancements

Take a Tour of your New Mobile Website

11.07.2014

A fresh, new look for your home page.

We've updated the look and feel of your entire mobile website, starting with the home page.

Custom header graphics, a sleek new style, and full color scheme control allow you to maintain your dealership's brand identity across devices, from desktop to cell phone.

User-friendly icons for phone numbers, map/GPS and inventory search make it easy for mobile users to contact you, locate you, or search your inventory ... the 3 most common mobile dealer site use cases.

Configurable home page image slideshow.

Large, configurable Call-to-Action buttons draw attention to a mobile user's most common tasks when visiting your mobile site.

Navigation nodes can be added to and removed from the configurable page-level sub-navigation with ease.
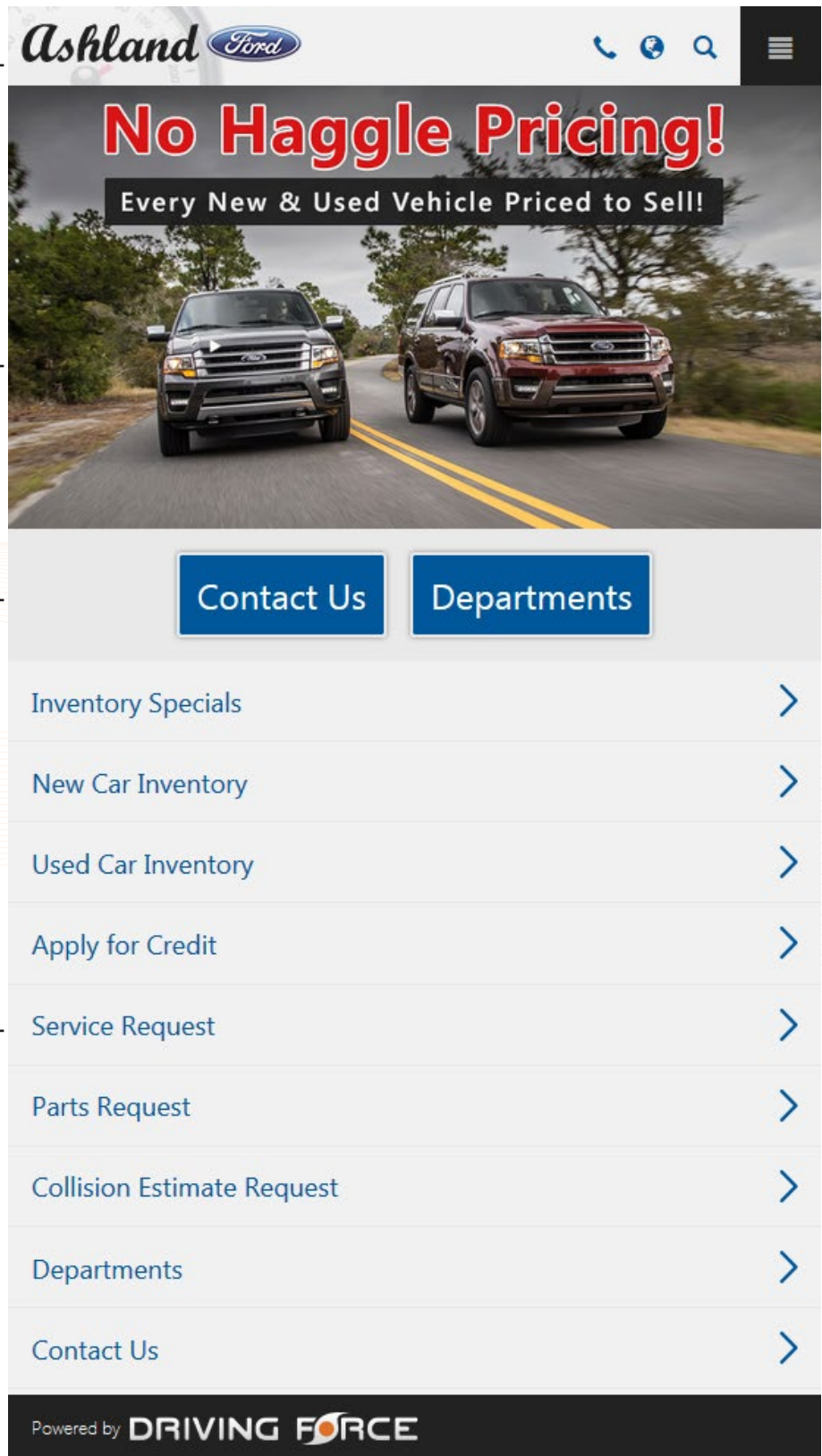
Persistent header and navigation.

The new, "sticky" header and navigation stay at the top of a user's mobile screen as they scroll through your site, making access to key pages more user-friendly.
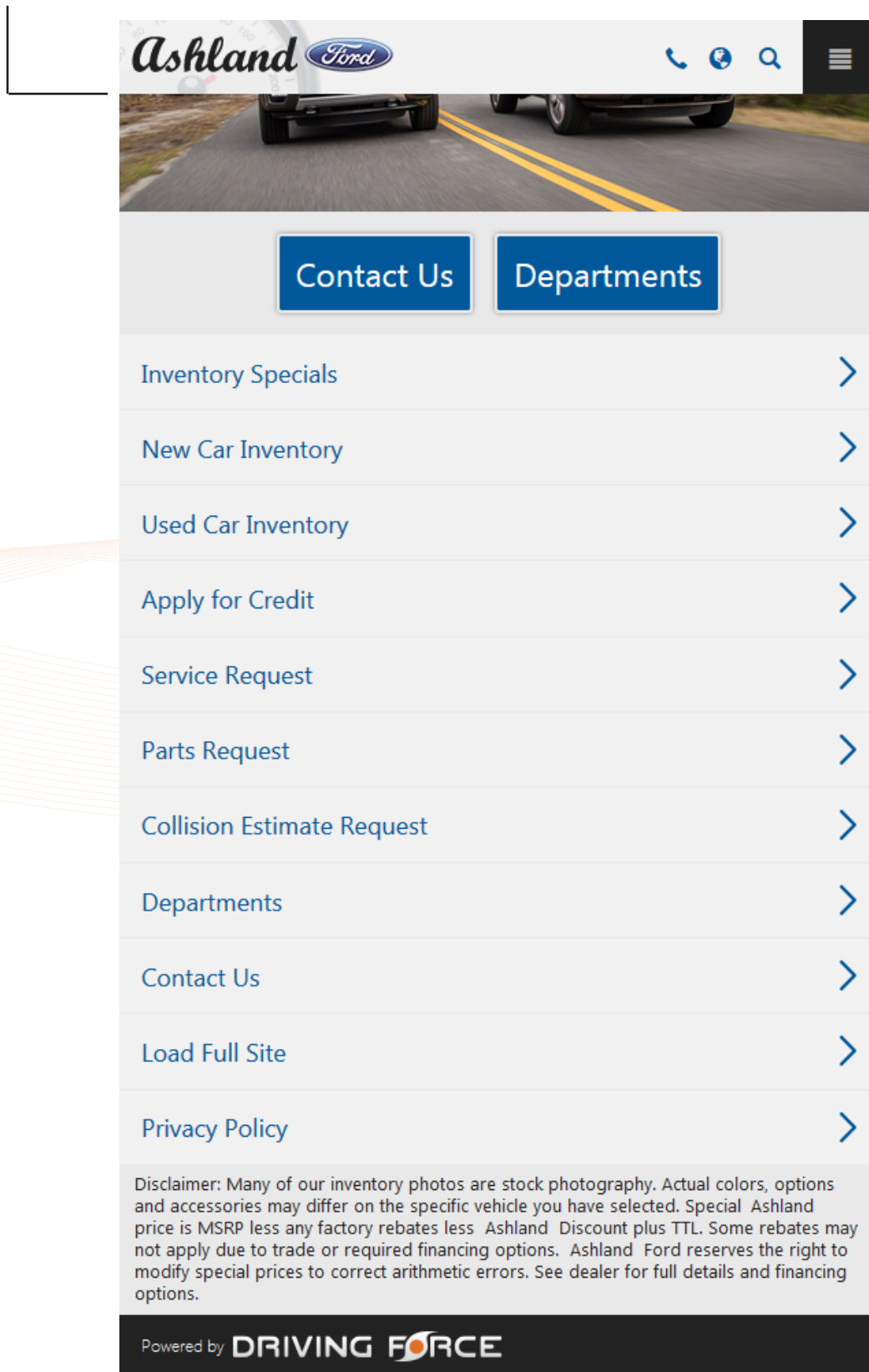
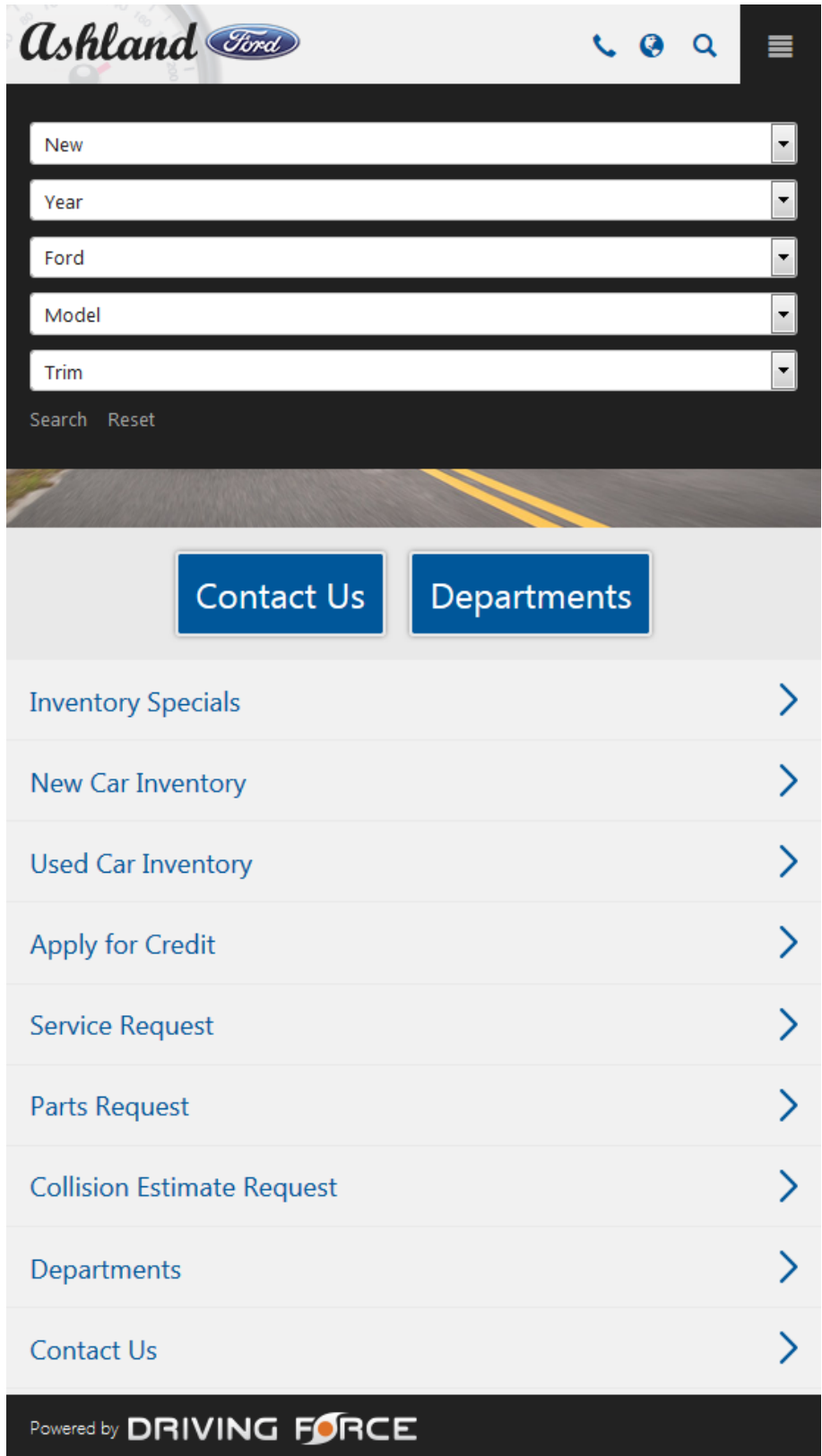# Customizable main navigation.

Your totally new, customizable main navigation can be used to direct users to the most important and useful pages of your mobile site. Navigation nodes can be added, reordered and deleted with ease.

Page-specific sub-navigation and site-wide main navigation now have a unified look and feel, with distinct color schemes that still allow a user to distinguish between them.
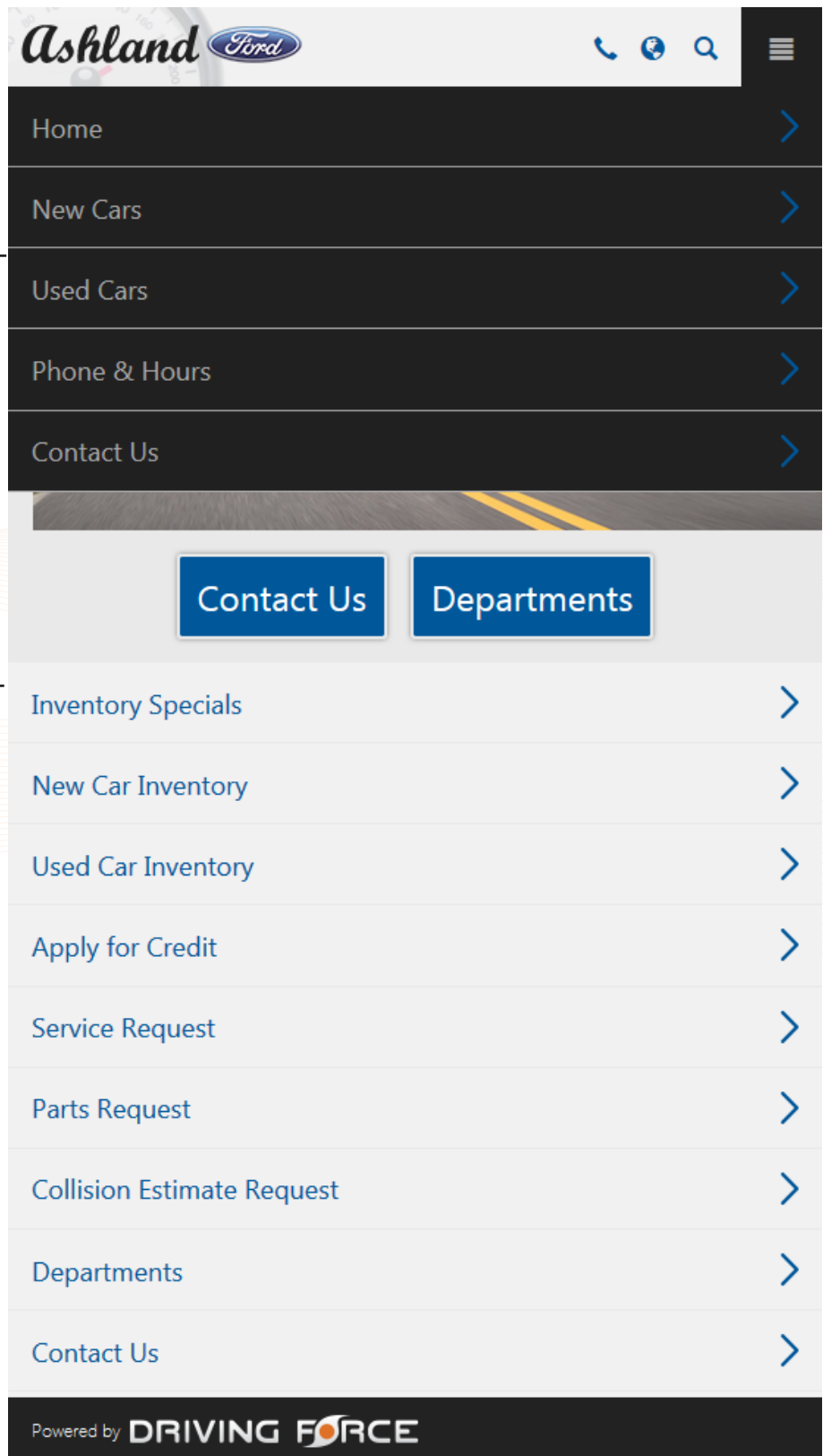
Enhanced Inventory Search.

Mobile users now get the same core search features found on our desktop sites, including Year, Make, Model and Trim. Search results can also be filtered by the same criteria.

All new search results grid.

Search results and VDPs are the centerpiece of our new mobile sites. The new search results page allows for sorting and paging, and includes a large, crystal clear photo of each car and customizable breakdown pricing.

The filter icon lets mobile users refine or reset their current search parameters.

No squinting! full size vehicle images in search look great on mobile screens.

Configurable pricing breakdown lets you be fully compliant with your state's vehicle pricing regulations.

Ashland Ford

▼ New Cars (744)

Sort by: **Year   Make   Model   Trim   Price**

1 2 3 4 5

2014 Ford Fiesta SE 4dr Car

MSRP	$18,920
Rebate	- $1,000
FMC	- $500
Discount	- $1,509
	$15,911

2014 Ford Fiesta SE 4dr Car

Vehicle details pages that don't skip the details.

Your new mobile VDP has received an attractive makeover that presents customers with the most searched-for data first.

A new VDP slideshow appears at the top of the page, allowing users to easily move back and forth through every vehicle photo.

Users may also scroll through a complete list of vehicle photos, now presented in a full width format that looks great on any mobile device.

New vehicle pricing format, with configurable price breakdowns make it easy for mobile customers to understand vehicle prices at a glance.

Robust pricing breakdowns can be set up to conform to your state's pricing regulations.

The same tap-friendly call-to-action buttons on the home page also appear on the VDP, and can be configured to suit mobile users' specific needs.

Buttons can be linked to a vehicle's VIN, making it easier than ever for your customers to inquire about a specific vehicle in your inventory.

The main features and options of your vehicles are now presented in an easy-to-read format.

Improved form handling.

Mobile forms are now more user friendly, and feature clear error reporting. Mobile forms are also completely customizable, to suit your dealership's contact requirements.

Color-coded error handling lets customers quickly pinpoint where they've made a mistake.