



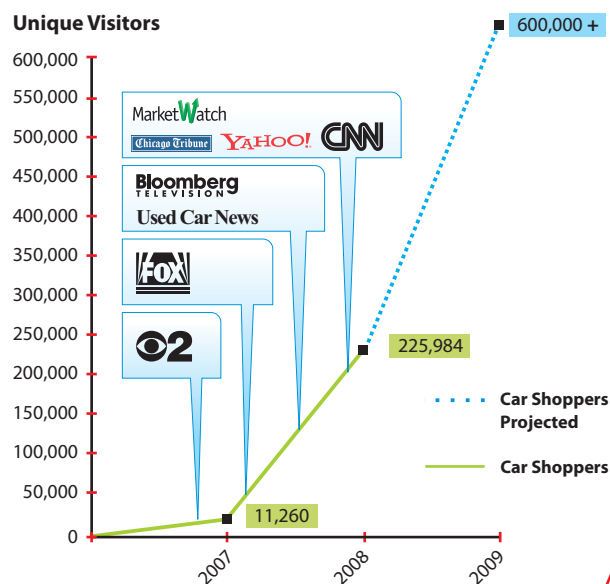
## Who Is AutoBrag?

Founded in 2006 and based in San Diego California, AutoBrag.com was established to simplify the process of buying new cars by putting consumers directly in touch with dealerships offering the best available prices. Our goal is to save car buyers time and money while reducing advertising costs for dealerships.

We've been featured in national media outlets such as CNN, FOX Business Network, CBS, ABC, Chicago Tribune, Women Entrepreneur, Market Watch, NY Daily News, Bloomberg and dozens more.

Since our inception, AutoBrag has exhibited impressive growth. For the calendar year ending 2007, 11,260 car shoppers visited AutoBrag. In 2008, the number of car shoppers visiting AutoBrag increased to 225,984. For the first month of January 2009, 48,691 car shoppers visited AutoBrag. Over that time period, visitors to AutoBrag.com have spent an extraordinarily high average of 7 minutes 26 seconds per visit while viewing an average of 6.85 pages.

AutoBrag is NOT a car review site. AutoBrag provides car pricing data making it the last mile destination for car shoppers. This means that when consumers come to our site they are **READY TO BUY**. We've recently launched our **Braggle System For New Cars** to help dealerships turn these car shoppers into actual sales.



Source: Google Analytics





## What Is Braggle?

The Braggle System enables new car shoppers to negotiate the lowest new car prices by making anonymous offers to local dealerships simultaneously with just a few clicks. Dealerships compete, buyers win, and best of all it's FREE for both dealers and shoppers of new cars.

For dealerships, utilizing the Braggle System For New Cars is especially easy and cost efficient. They receive free purchase offers from customers ready to buy, minus personal information, and can choose to accept, reject, or counter the offer. In the case that an offer is accepted or countered, the car buyer gets notified immediately.

## Why Braggle?

The NADA reports that the average dealership spends \$600 per car on advertising. Much of this is spent purchasing leads. According to Zag Data, dealers currently spend \$18 - \$23 per lead and online leads convert to sales at a rate of 2% - 5%. That means dealerships generate one sale for every \$360 - \$1,150 spent on purchasing leads.

The NADA also reports that in 2008, the average dealer lost money on new-vehicle sales for the third straight year and those losses keep growing. At AutoBrag we understand that dealerships would like an alternative to the traditional lead buying business. AutoBrag can help you sell more cars without increasing your advertising budget.

Braggle allows dealerships to receive buy offers from car consumers without paying any lead generation fees. The merits of the transaction are based on the dealership's ability to accept or counter the buy offers. In maintaining the highest quality of buy offers possible, AutoBrag applies proprietary algorithms to verify that offers are within the scope of being acceptable.

## How Much Does AutoBrag Cost?

AutoBrag is free for consumers and dealerships alike. Dealerships interested in participating in the Braggle System For New Cars may contact Jonathan Friedlander (858-779-9191) or fill out the Request Account form (<http://dealerships.autobrag.com>).

In addition, AutoBrag also offers a Dealer Certification Program that is maximized to help gain exposure within the Braggle system. Please call us or email [danny@autobrag.com](mailto:danny@autobrag.com) for more information about becoming an AutoBrag Certified Dealership.



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