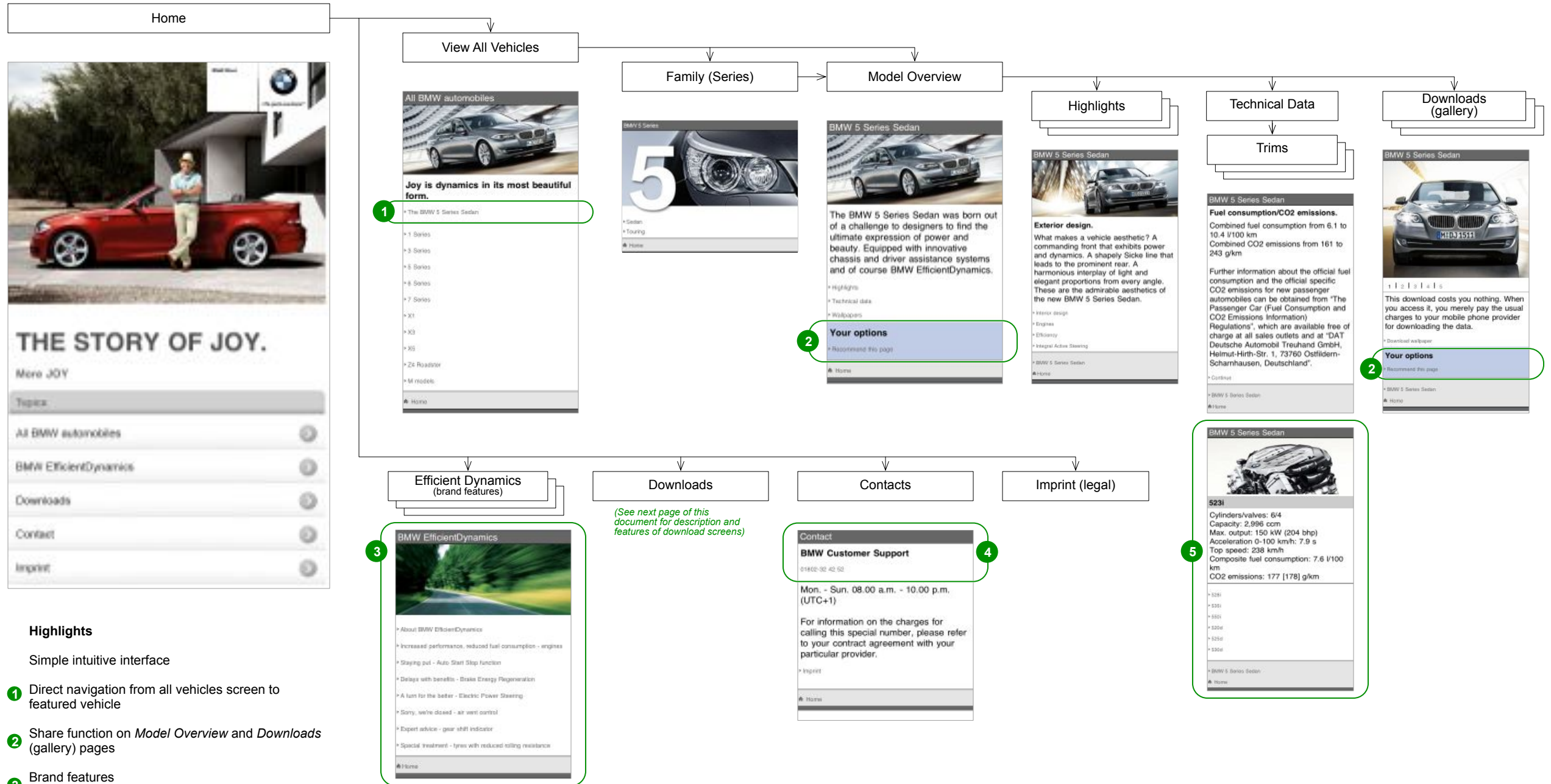


GMDS 2.0 - US: Competitive Analysis: Mobile

V0.03

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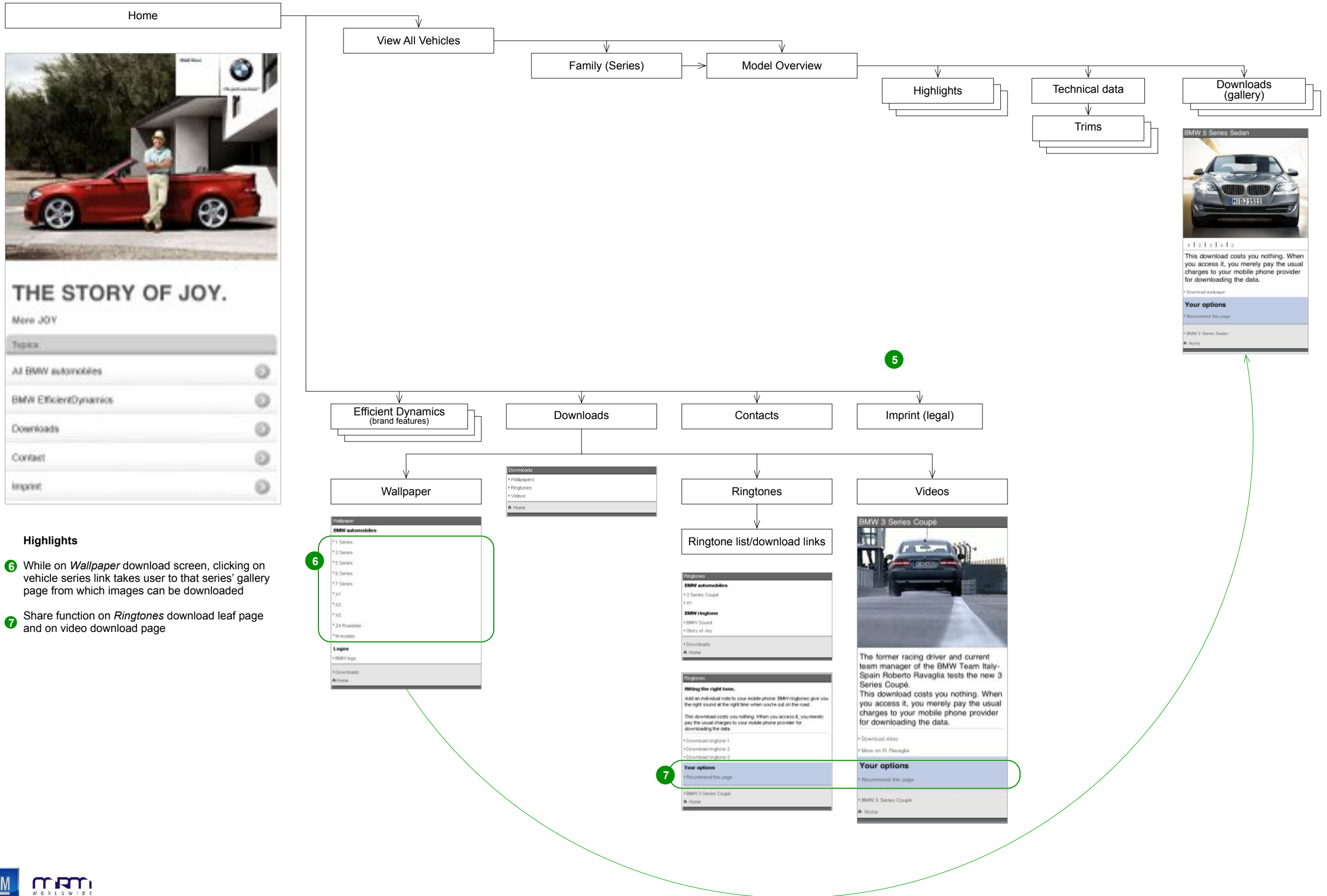


Highlights

Simple intuitive interface

- 1 Direct navigation from all vehicles screen to featured vehicle
- 2 Share function on *Model Overview* and *Downloads (gallery)* pages
- 3 Brand features
- 4 Country/region neutral contact info
- 5 Trim-specific *Technical Data*

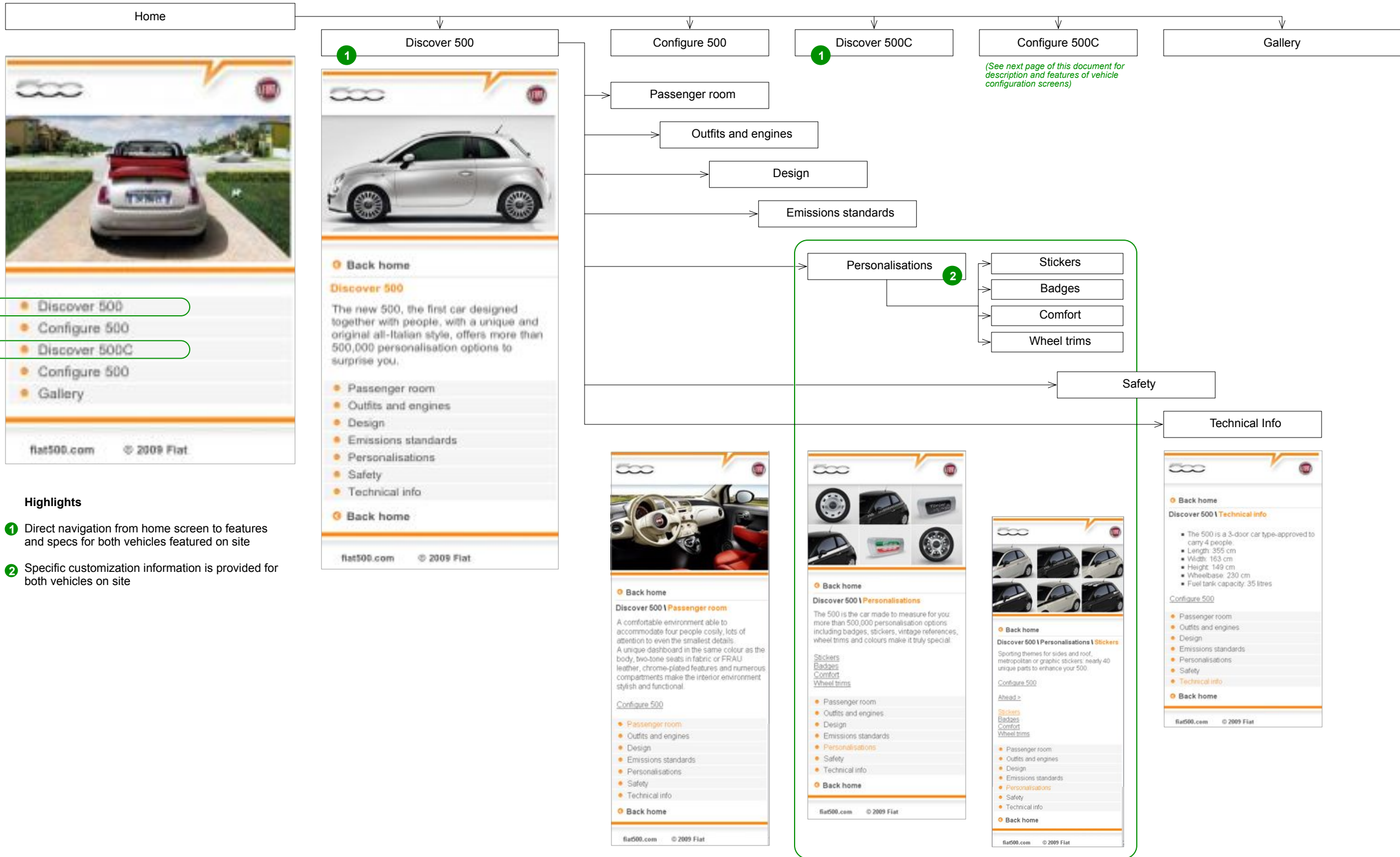
BMW International (2): Downloads



Highlights

- 6 While on *Wallpaper* download screen, clicking on vehicle series link takes user to that series' gallery page from which images can be downloaded
- 7 Share function on *Ringtones* download leaf page and on video download page

Fiat 500 Europe: Discover

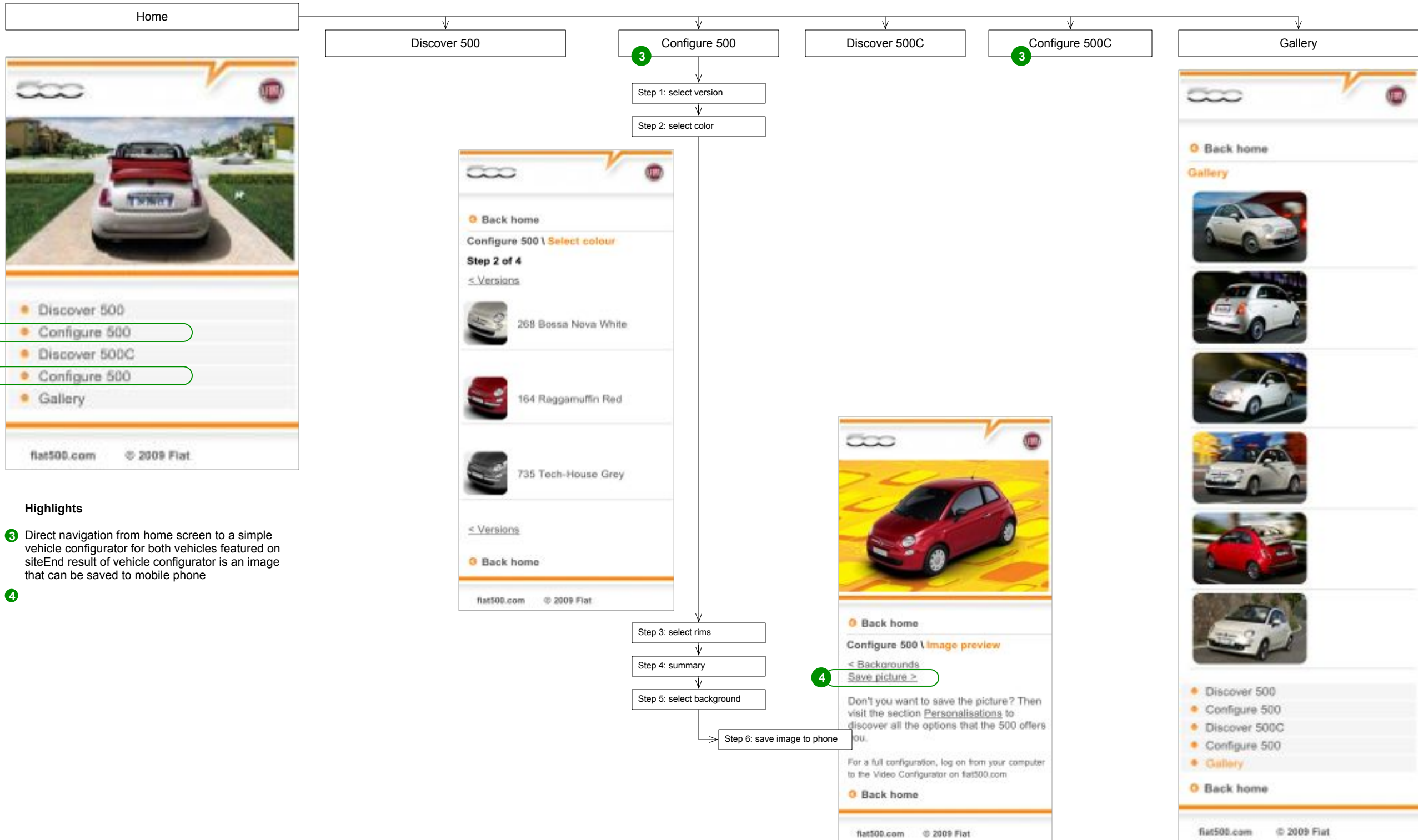


- 1 Discover 500
- 1 Configure 500
- 1 Discover 500C
- Configure 500
- Gallery

Highlights

- 1 Direct navigation from home screen to features and specs for both vehicles featured on site
- 2 Specific customization information is provided for both vehicles on site

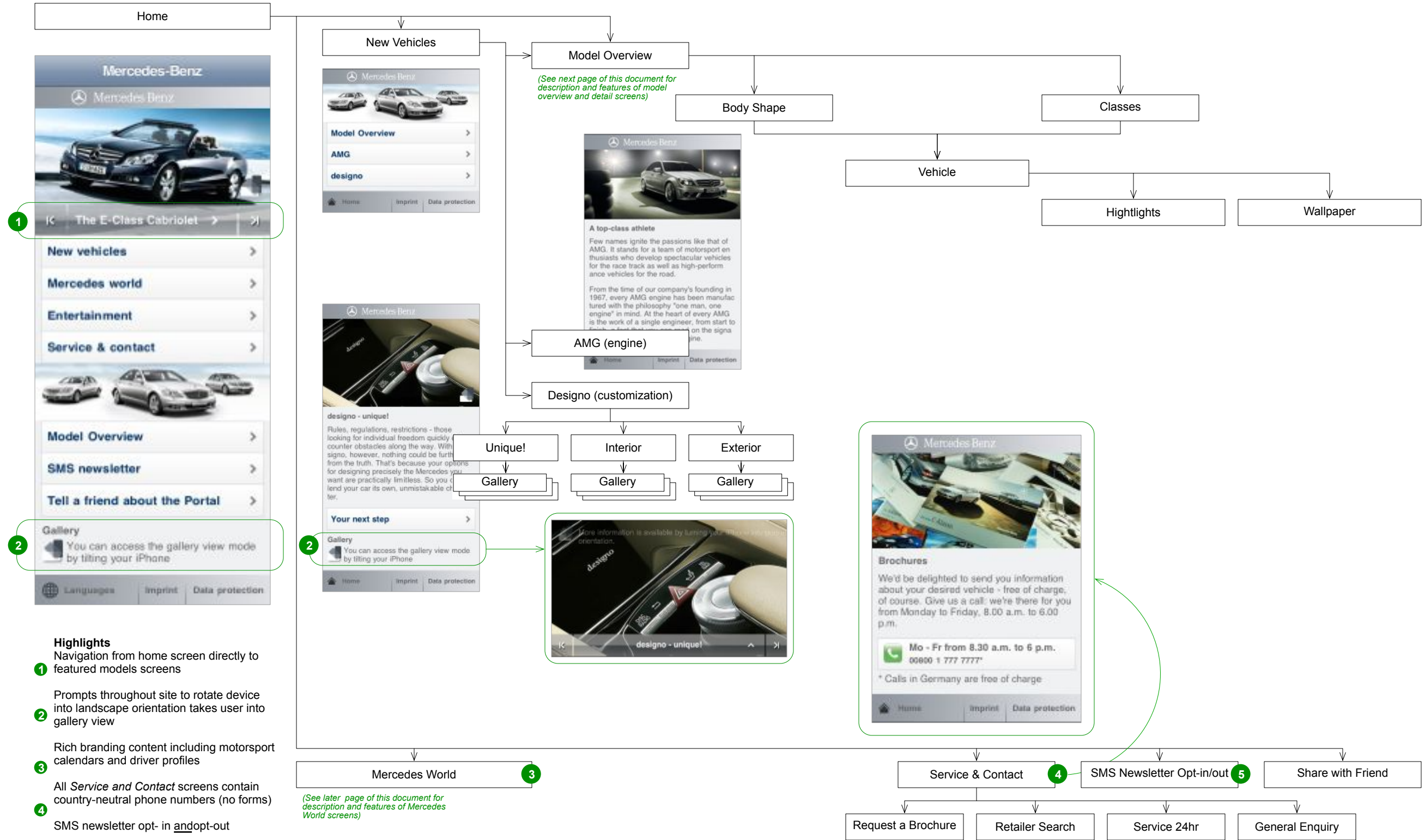
Fiat 500 Europe (2): Configure



Highlights

- 3 Direct navigation from home screen to a simple vehicle configurator for both vehicles featured on site
- End result of vehicle configurator is an image that can be saved to mobile phone
- 4

Mercedes Benz DE

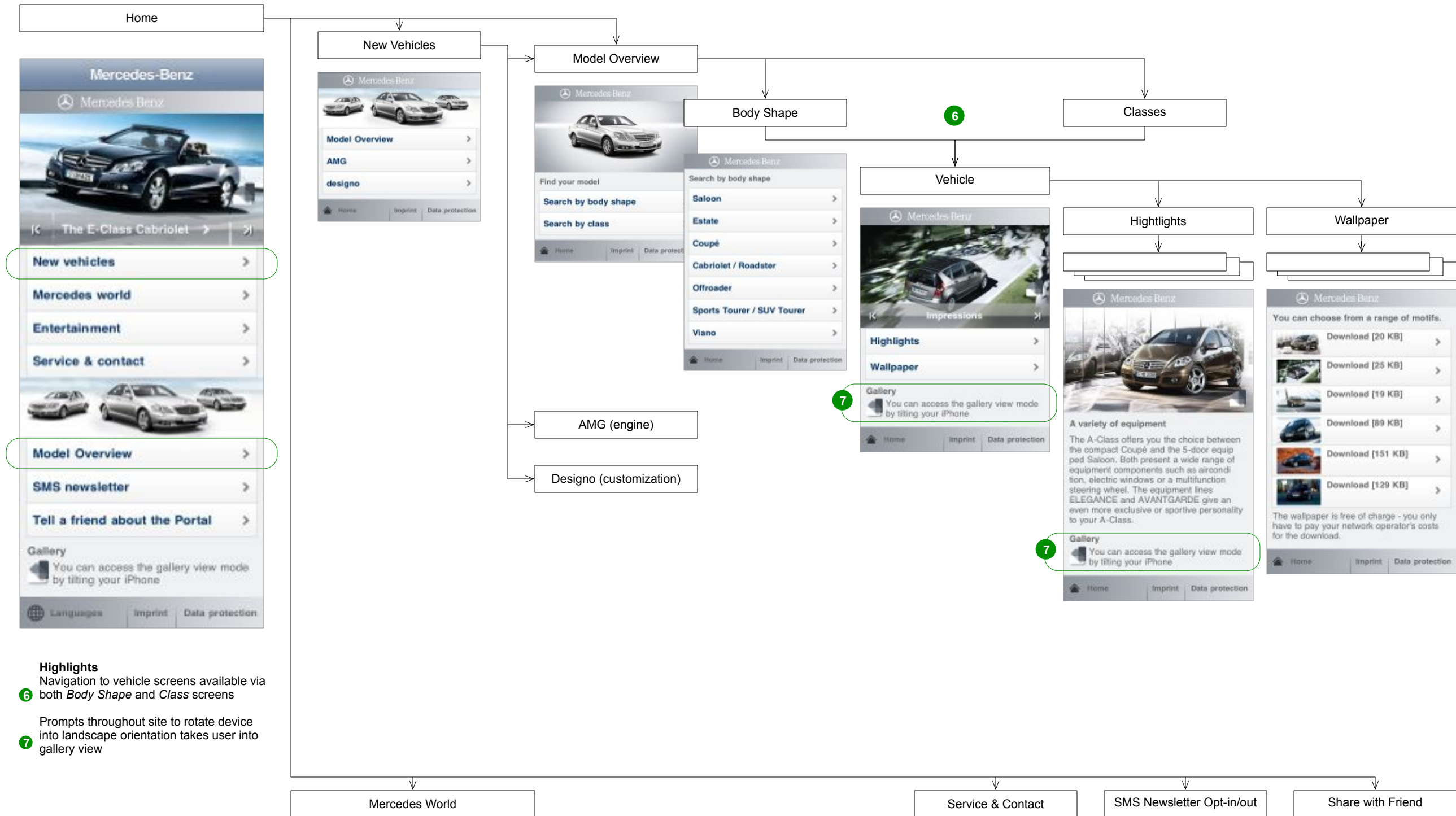


(See next page of this document for description and features of model overview and detail screens)

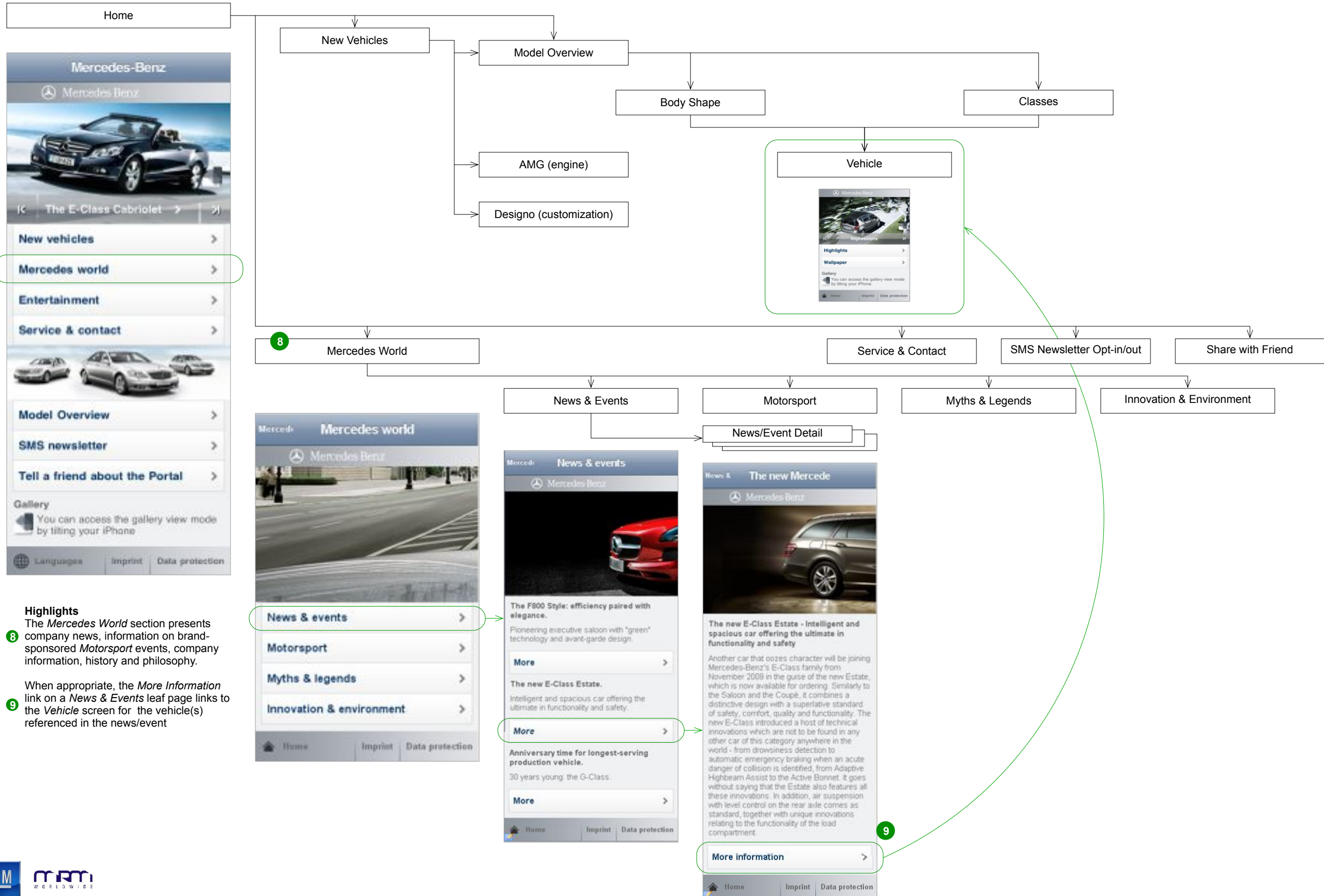
(See later page of this document for description and features of Mercedes World screens)

- Highlights**
- 1 Navigation from home screen directly to featured models screens
- 2 Prompts throughout site to rotate device into landscape orientation takes user into gallery view
- 3 Rich branding content including motorsport calendars and driver profiles
- 4 All *Service and Contact* screens contain country-neutral phone numbers (no forms)
- 5 SMS newsletter opt- in andopt-out

Mercedes Benz DE (2): Model Overview



Mercedes Benz DE (3): News & Events

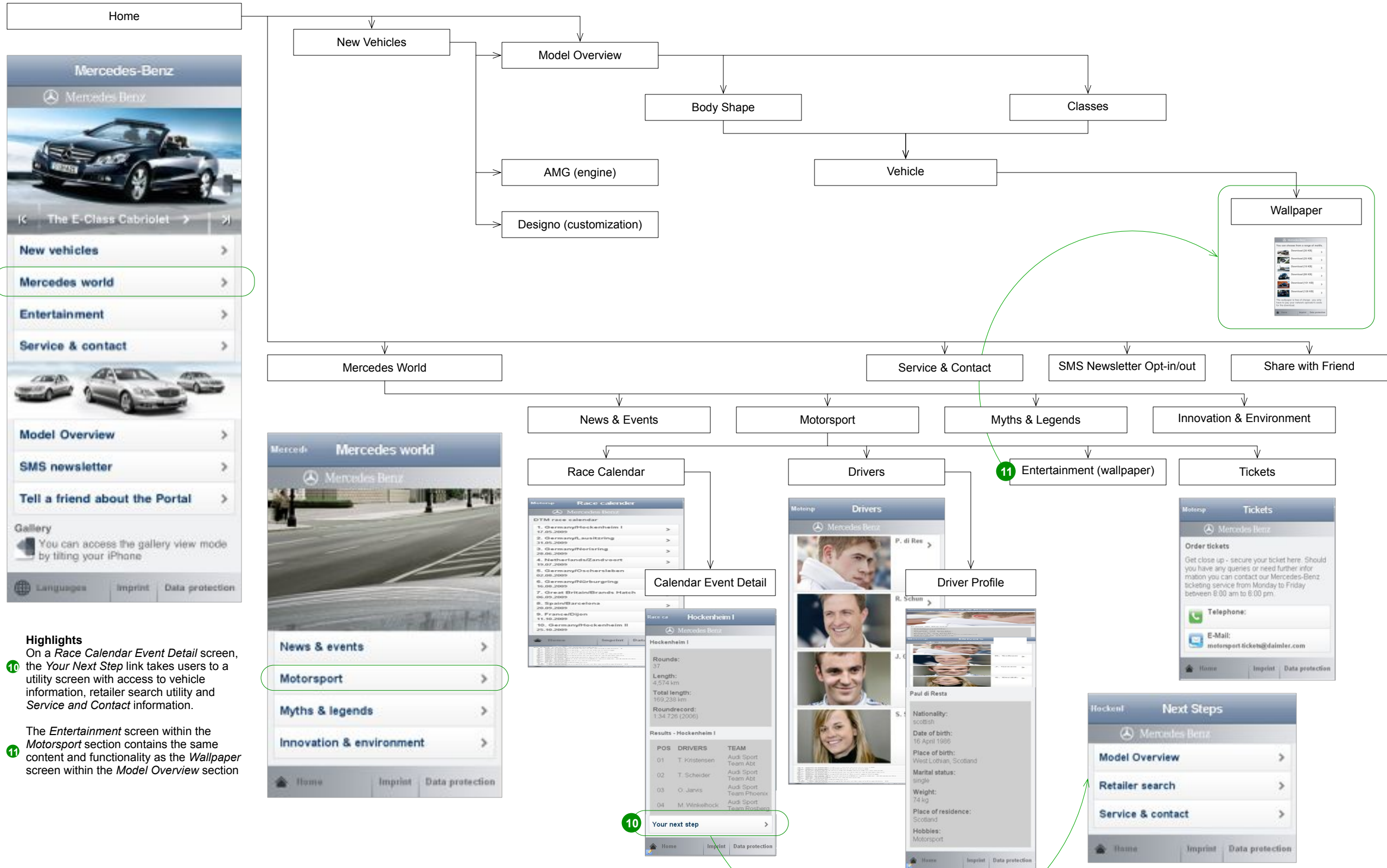


Highlights

8 The *Mercedes World* section presents company news, information on brand-sponsored *Motorsport* events, company information, history and philosophy.

9 When appropriate, the *More Information* link on a *News & Events* leaf page links to the *Vehicle* screen for the vehicle(s) referenced in the news/event

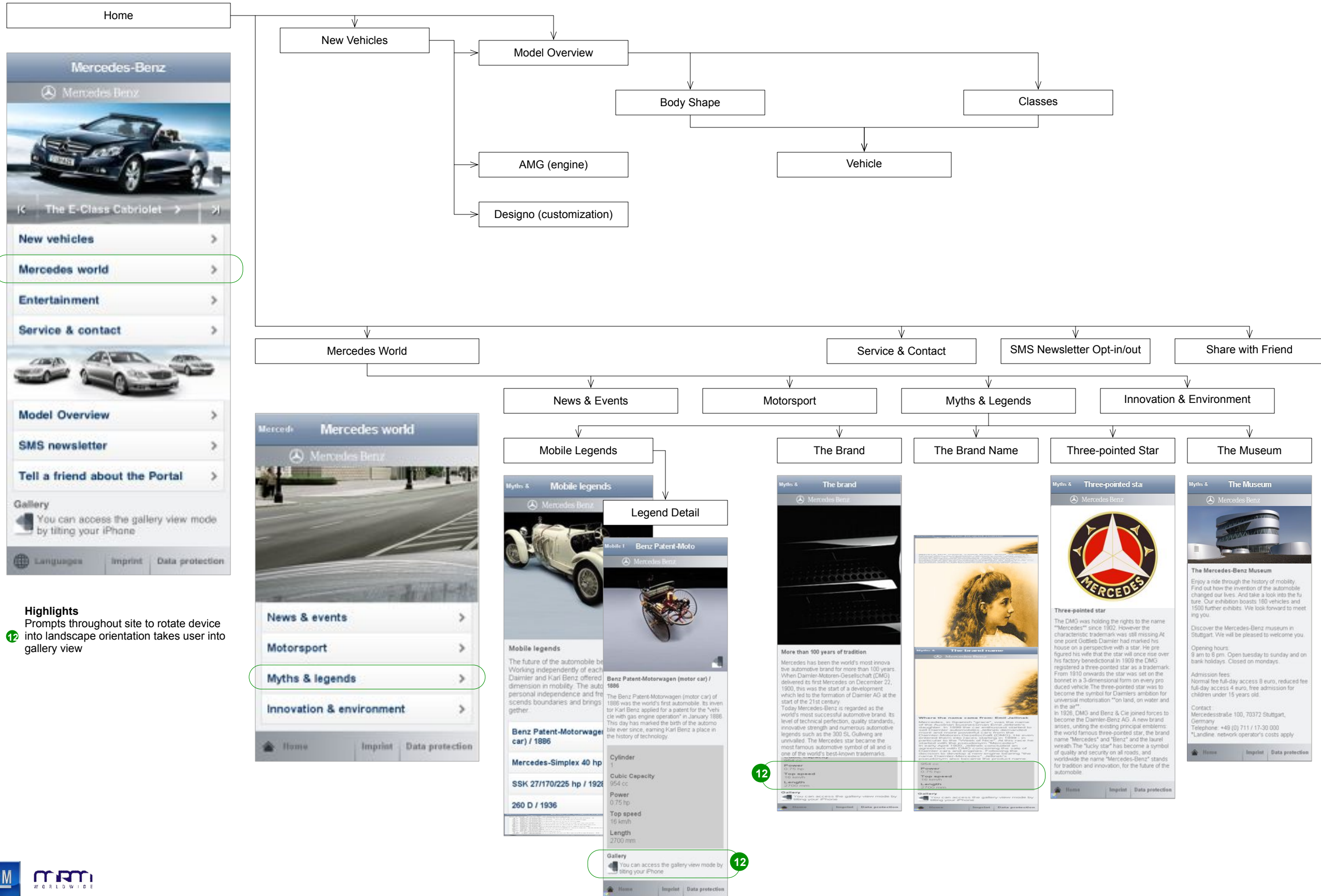
Mercedes Benz DE (4): Motorsport



Highlights
 On a Race Calendar Event Detail screen, the *Your Next Step* link takes users to a utility screen with access to vehicle information, retailer search utility and Service and Contact information.

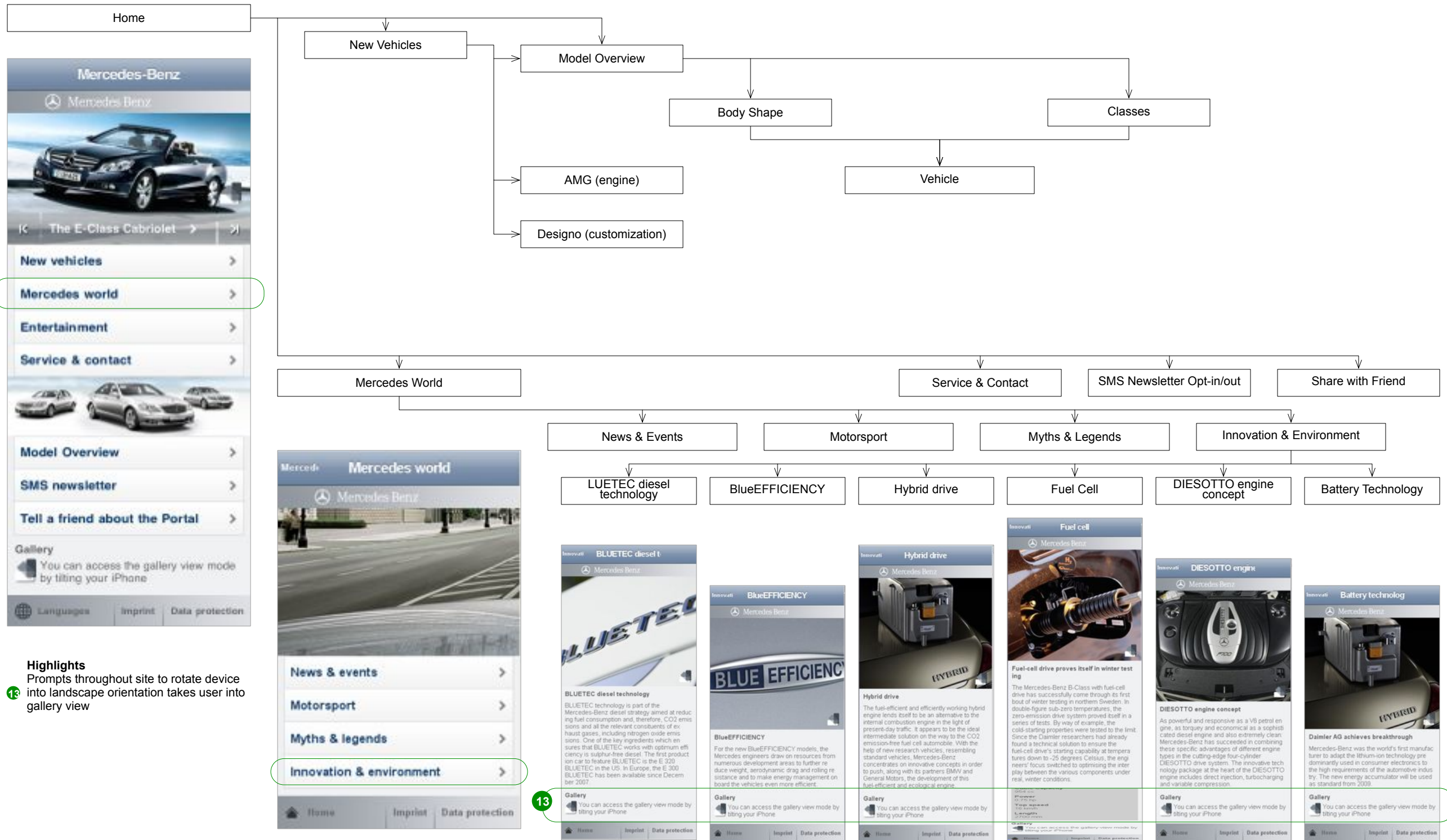
The Entertainment screen within the Motorsport section contains the same content and functionality as the Wallpaper screen within the Model Overview section

Mercedes Benz DE (5): Myths & Legends



Highlights
 Prompts throughout site to rotate device into landscape orientation takes user into gallery view

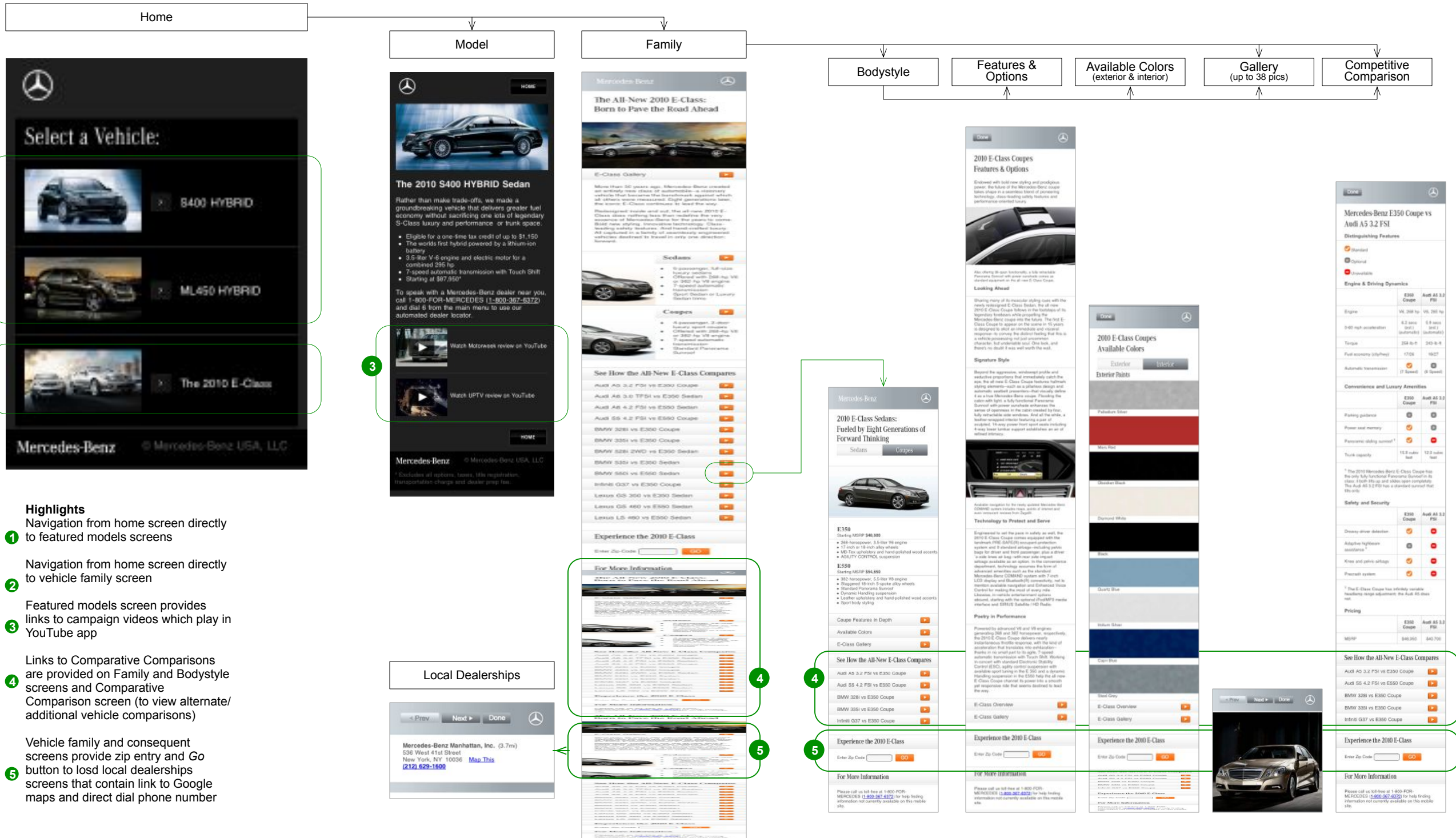
Mercedes Benz DE (6): Innovation & Environment

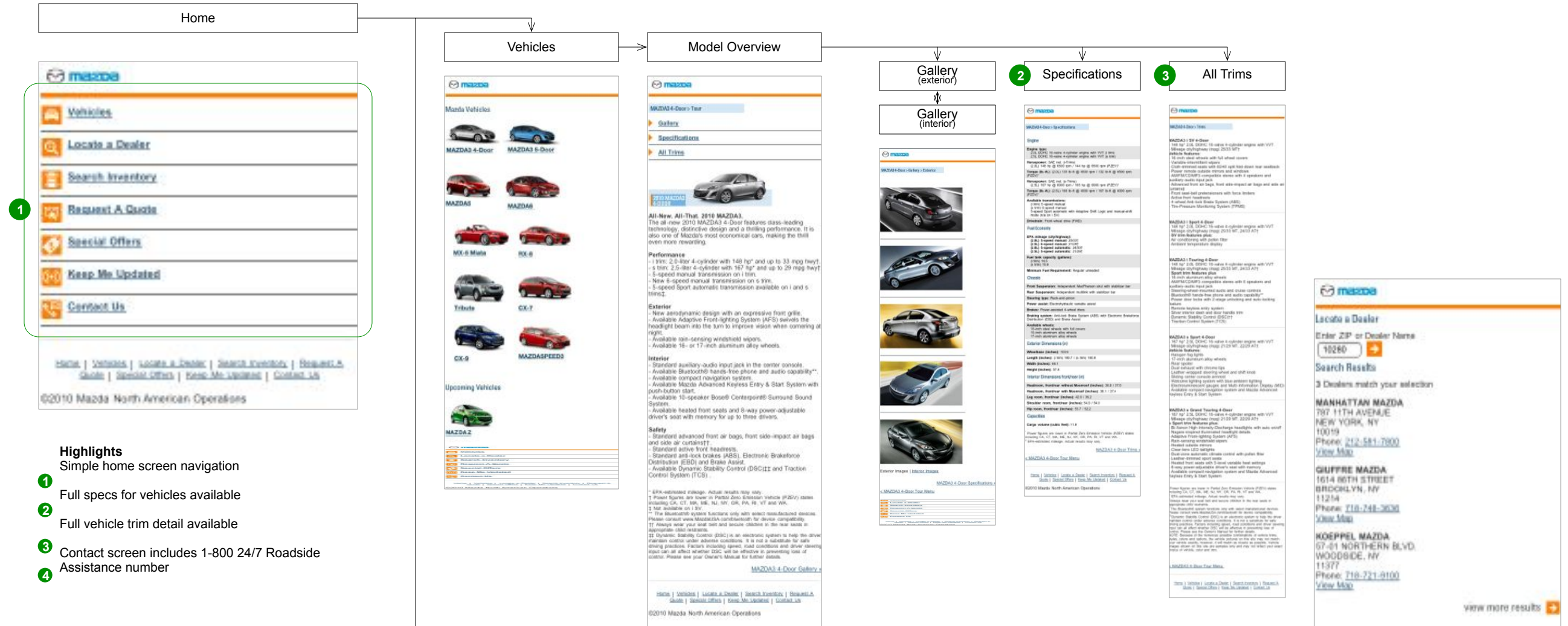


Highlights
 Prompts throughout site to rotate device into landscape orientation takes user into gallery view

13

Mercedes-Benz USA





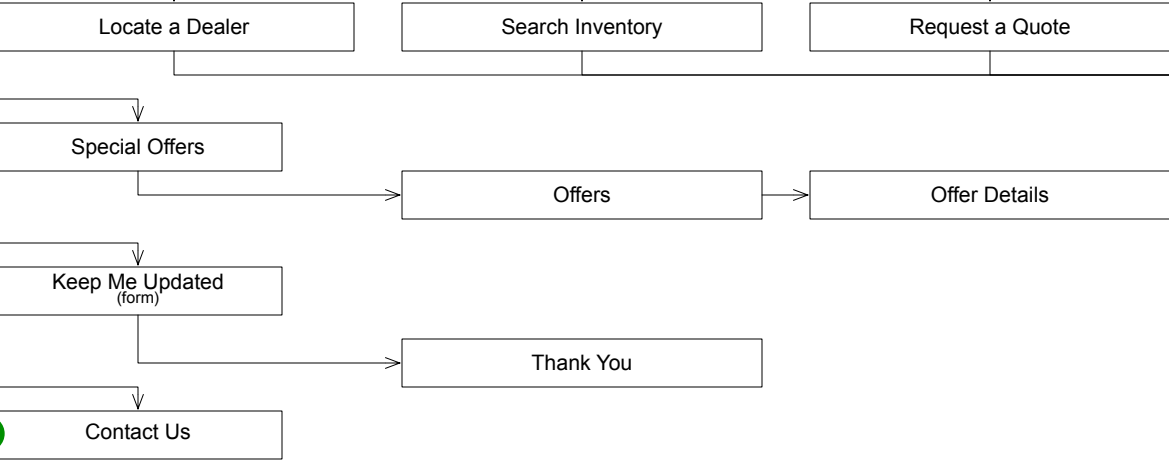
Highlights
Simple home screen navigation

1 Full specs for vehicles available

2 Full vehicle trim detail available

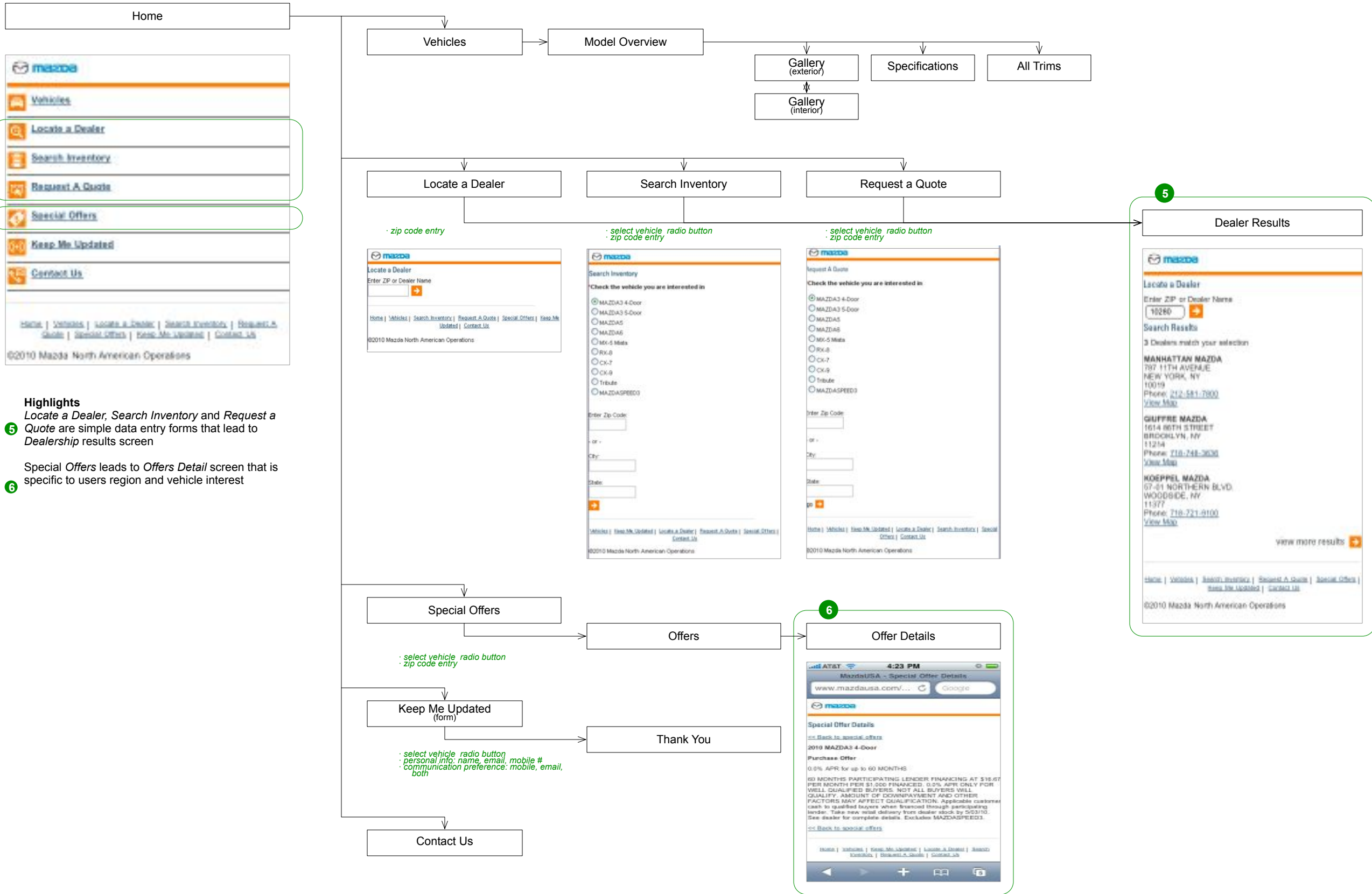
3 Contact screen includes 1-800 24/7 Roadside Assistance number

4



• Mazda email address
• 1-800 business number and hours
• 1-800 24/7 roadside assistance number

Mazda (2): Sales Tools



Lincoln

Home

Showroom
(View All Vehicles)

Model Overview

Photos

Interior Features

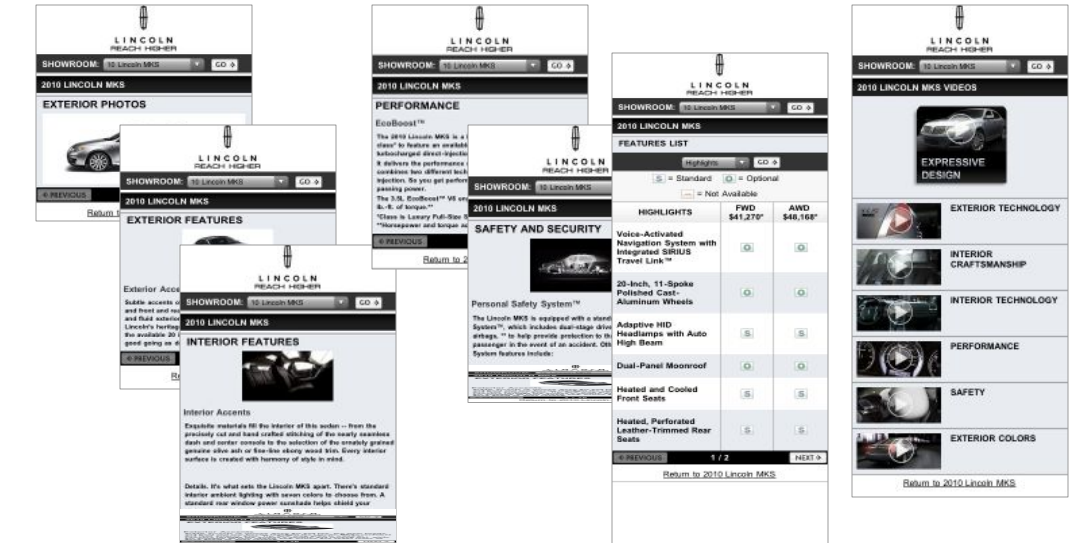
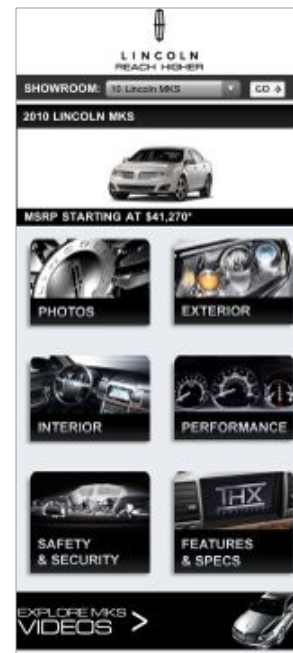
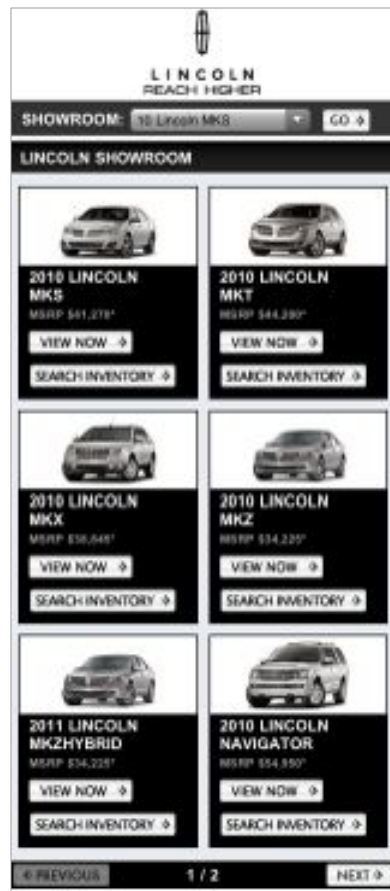
Safety & Security

Model Videos

Exterior Features

Performance

Features & Specs



Highlights

- 1 Direct navigation from home screen to model overview
- 2 Direct navigation from home screen to featured vehicles
- 3 Global footer provides access to
 - Shopping Tools (Find a Dealer, Search Inventory, and Get a Quote)
 - "Sync" micro mobile site
 - Roadside Assist info
 - Send to a Friend form
 - "Owners" micro mobile site

Footer



Find a Dealer

Search Inventory

Get a Quote

Roadside Assist

Send to a Friend

• enter zip, or...
• enter city and select state, or...
• enter dealer name

• select vehicle
• enter zip

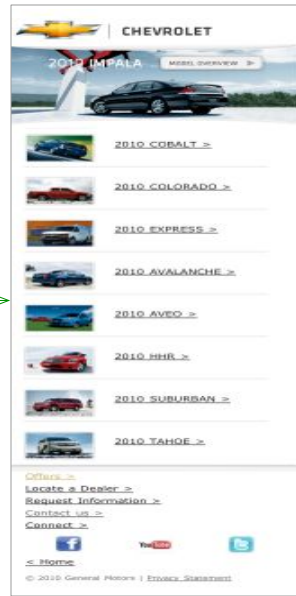
• select vehicle
• enter name, address, city, state
• enter email
• enter phone

• enter friend's mobile #
• enter name

Home



View More Vehicles



Family



Model Overview



Gallery

360

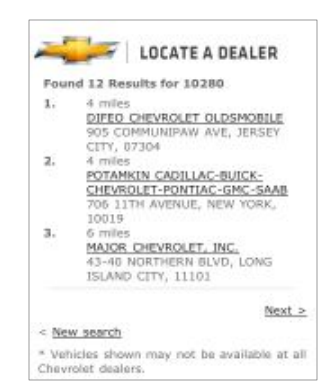
Features

Colors

Detail



- Highlights**
- 1 Direct navigation from home screen to featured vehicles and families
 - 2 Button on home screen to view additional vehicles
 - 3 Global footer provides access to offers, sales tools and SM links
 - 4 Separate Request Information forms for CRM email and mail (which includes gathering purchase horizon data)
 - 5 Vehicle Features presented in quick list with links to feature details



Footer



Offers

Offer Details

Locate a Dealer

Contact Us

Connect

Request Information

Form (email)

Form (mail)

Thank You

· select vehicle · radio button · select info preference

· name · Email · address · purchase horizon

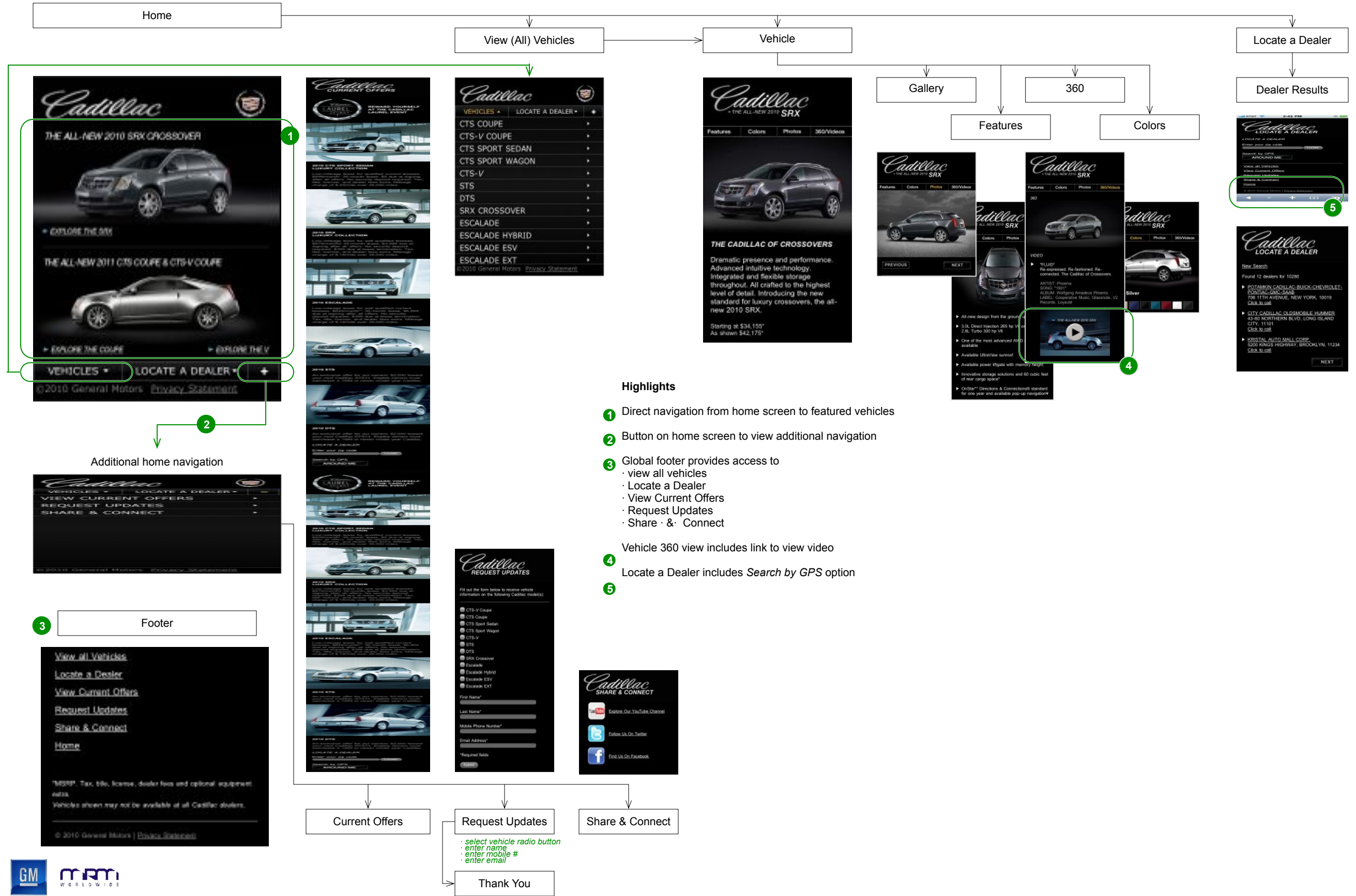
3

4

5

1

2



Highlights

- 1 Direct navigation from home screen to featured vehicles
- 2 Button on home screen to view additional navigation
- 3 Global footer provides access to
 - view all vehicles
 - Locate a Dealer
 - View Current Offers
 - Request Updates
 - Share · & · Connect
- 4 Vehicle 360 view includes link to view video
- 5 Locate a Dealer includes *Search by GPS* option