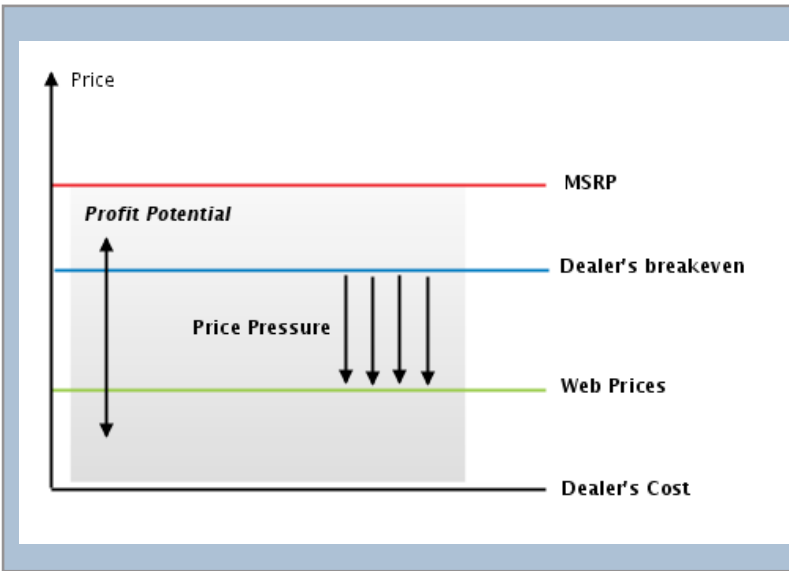


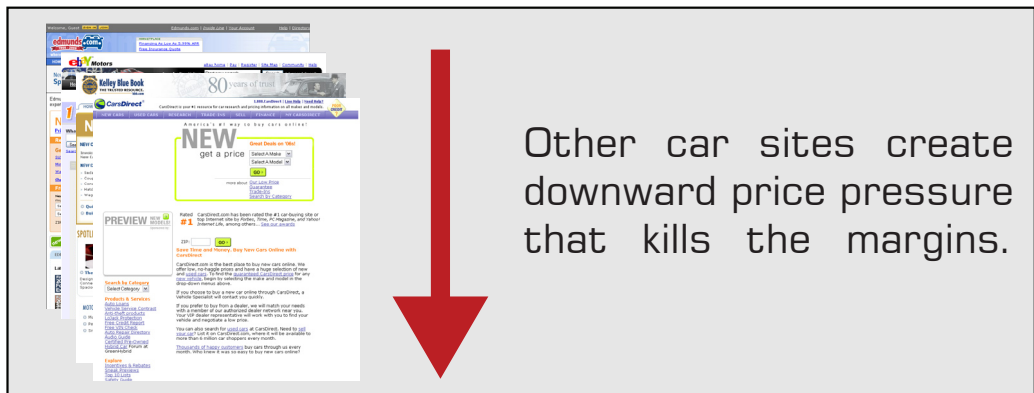
BENEFITS

The benefit of dealcup autos is not only to make the car buying process simpler for potential buyers.

Dealcup's revenue management system brings major economic benefits for the dealers. With the information readily available on the internet and immense competition, dealer's prices are continuously forced lower and lower which hurts both the dealers and auto manufacturers. Dealcup's patent pending pricing engine is built to maximize profits by facilitating the offers and counteroffers.



Dealcup autos uses sophisticated price segmentation to enhance price analysis, setting and execution, ultimately achieving the best prices on every sales transaction. With the potential to increase margins by 10 to 15 percent and more, data-driven pricing can yield significant financial advantage.



Other car sites create downward price pressure that kills the margins.