



# Selling With Confidence

**TRUE 360° Partnership Information**

**TRUE 360°**  
The Car Inspection Company

POWERED BY  
**ACV**  
AUCTIONS

# 2010: The First TrueFrame Report

**TRUE 360°**  
The Car Inspection Company



OUR COMPANY WAS FOUNDED ON THE FACT THAT

**17% OF USED VEHICLES HAVE DOCUMENTED  
ACCIDENT/DAMAGE HISTORY.**

The TrueFrame inspection was developed to help Dealerships sell through the Accident or Damage History, and to give buyers the information needed to make the right decision.





# Your Car, Your Story

**TRUE360°**  
The Car Inspection Company

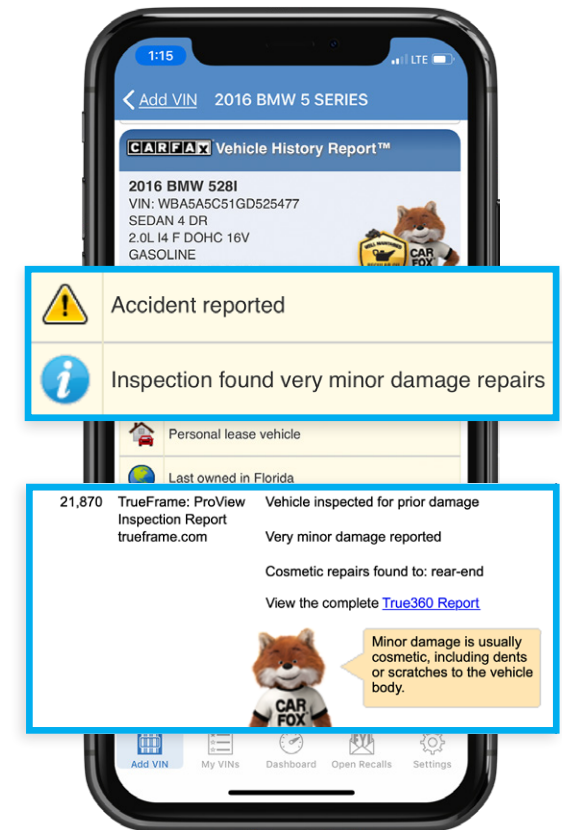
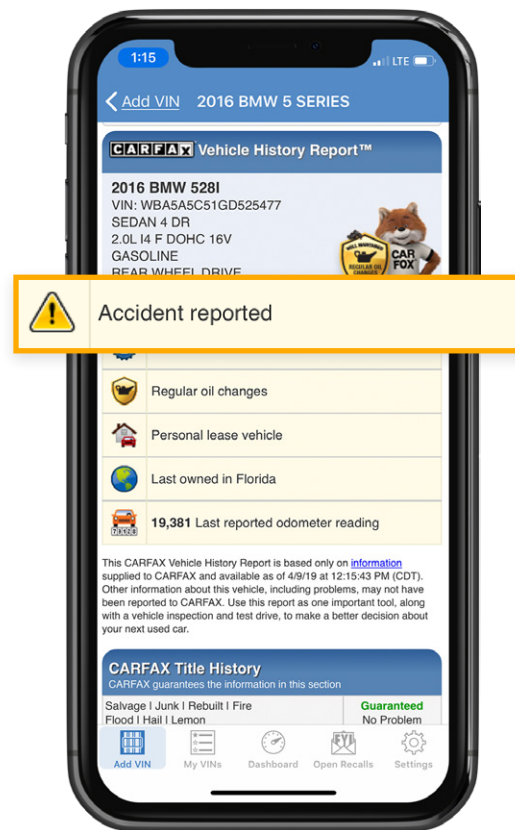
## BEFORE

## AFTER

### To Make It Simple: We Take the Mystery Out of the History.

After a True360 inspection is completed, "Found very minor damage repairs" often populates the 2nd line of the CarFax.

**72%** of all vehicles inspected with accident history have only sustained minor cosmetic repairs.



“Accident reported” is very vague to the consumer and the extent of damage from the accident is unknown.

All qualified vehicles receive our LiveLink to the True360 report.



# Inspection Process

**TRUE360**  
The Car Inspection Company

## What True360 Partners Can Expect.

As a True360 Dealer, you will be provided with the dedicated support staff which includes an account executive as well as a group of in market Certified Automotive Inspectors who are dispatched on demand as needed.

Exceeding  
all expectations

### 1 Preliminary Evaluation

First we do a thorough and hands on preliminary vehicle walk around evaluation of the overall condition.

### 3 Structural Inspection

We inspect the complete uni-body, structure, or frame of the vehicle to be sure it is within the manufacturers specifications.

### 2 Vehicle Paint Metering

A complete metering of all paint surfaces and finish, both outside and inside the vehicle structure.

### 4 True360 Report

Our detailed report is uploaded to both CarFax and AutoCheck daily. Each report is also automatically delivered to you.

# The Report: First Page

**TRUE360**  
Live Inspection Platform

COMPREHENSIVE VEHICLE CONDITION REPORT



Cosmetic Body Score	TrueFrame Structural Standards
99	

**Current Vehicle Condition**  
 No Damage Found

**Previous Vehicle History**  
 Very Minor Cosmetic Repairs

**Vehicle Details**

VIN	2T3BFREV8HW5784
Year	2017
Make	TOYOTA
Model	RAV4 LE
Mileage	39,833

**Inspection Details**

ID #	15439542429
Date	12/04/2018
Technician	Dominic D.

TRUE360 reports are engineered to identify prior repairs or existing cosmetic damage to exterior body parts and provide a topside structural inspection for vehicles that have, or have not reported accident history. In addition, when structural components have been identified as previously repaired, we will document these areas in an easy to read photo identified explanation of the findings. Any modifications or damage to this vehicle that occur after the inspection date will not be reflected in this report, as this is a snapshot of the vehicle's cosmetic and topside structural condition as of the inspection date listed on the report. This Report does not include an evaluation of the vehicle's underbody structural, mechanical or interior condition and in no way guarantees the safety of the vehicle, or that all prior repairs or existing damage will be identified.

[www.TrueFrame.com](http://www.TrueFrame.com)

## Overall Scoring <sup>1</sup>

**Cosmetic Body Score** is based on paint analysis.

**Structural Standards** are either Passing, or previous damage identified.

## Vehicle Condition <sup>2</sup>

This is a condition report for before and after the inspection.

It is very important to emphasize corrected damage history, such as this example to lower consumers worries.

## Vehicle Details <sup>3</sup>

General details about the vehicles make, model, and mileage.

## Inspection Details <sup>4</sup>

Every True360 report has a dated stamp of when the inspection was conducted and by who.



# Second and Third Page

## PAGE 2 Cosmetic Inspection

## PAGE 3 Structural Inspection

### Cosmetic Inspection

The highlighted points on this vehicle diagram indicate the general areas where our inspection found prior repairs. These issues are not structural in nature and are considered to be purely cosmetic. Please be aware that this diagram may not be identical in appearance to the actual vehicle being inspected.



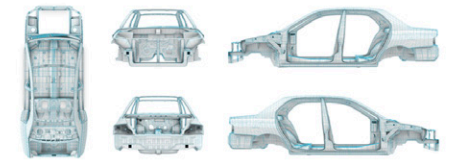
### Exterior Body Inspection (Cosmetic)

Front Bumper Cover	Refinished
Hood	Original
Left Fender	Original
Left Front Door	Original
Left Rear Door	Original
Left Cosmetic Rocker	Original
Left Cab Corner	Not Applicable
Left Quarter Panel	Original
Left Bedside	Not Applicable
Roof	Original
Left Roof Rail	Original
Right Roof Rail	Original
Rear Bumper Cover	Original
Deck / Tailgate	Original
Right Fender	Original
Right Front Door	Original
Right Rear Door	Original
Right Cosmetic Rocker	Original
Right Cab Corner	Not Applicable
Right Quarter Panel	Original
Right Bedside Panel	Not Applicable
Cladding / Mirror Housing	Original



### Structural Inspection

True360 Structural inspection checks the following components for any evidence of structural damage. Structural damage is commonly found in welds that have been torn, separated, or re-welded, as well as body / fiberglass filler, physical damage, or areas of previous repair in relation to the inner / outer pillars. Please be aware, this report only determines if any damage has occurred and does not pass judgement on severity of damage or degree of repair.

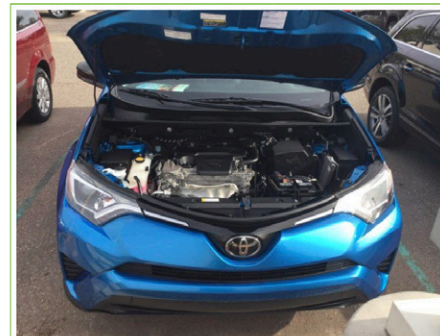


### Engine Bay Underhood (Structural)

	Meets TrueFrame Structural Standards
Core Support	✓
Left Strut Tower / Apron	✓
Right Strut Tower / Apron	✓
Cowl Panel / Firewall	✓
Left Frame Rail	✓
Right Frame Rail	✓
Front Cross Member	✓

### Inner Body Inspection (Structural)

	Meets TrueFrame Structural Standards
A. Pillar Left	✓
B. Pillar Left	✓
C. Pillar Left	✓
D. Pillar left	✓
Left Structural Rocker	✓
A. Pillar Right	✓
B. Pillar Right	✓
C. Pillar Right	✓
D. Pillar Right	✓
Right Structural Rocker	✓
Left Rear Strut Tower/Wheel Housing	✓
Right Rear Strut Tower/Wheel Housing	✓
Rear Body Panel	✓
Bracket / Bracing	✓
Left Quarter Panel	✓
Right Quarter Panel	✓
Roof	✓



# Connecting to Clients

**TRUE360°**  
The Car Inspection Company

TRUE360 REPORTS ARE FOR

# DEALERS

## Unbiased 3rd party vehicle inspection

The True360 report is the only 3rd party unbiased vehicle inspection that LiveLinks to your Website, CarFax, and AutoCheck. When we say it's minor, it's minor!

## Vehicle choice validation confirmed

Even when the store is closed, we're working 24/7. Our report will answer any question of concern while your customer is shopping online.

## Protecting your brand and reputation

Every inspection comes with our buyback guaranty. You will never retail a vehicle without the knowledge to sell in complete transparency.







## TRUE360 REPORTS ARE FOR **BUYERS**

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### **No uncertainty with vehicle history**

Granting customers the true extent of a vehicles damage history and condition with True360 reports displays transparency.

### **Creating a sense of security**

Buyers are more willing to purchase your products when there's added social proofing to your establishments products. We as consumers do this with dining options, online products, etc. Used vehicles require a thoroughly done inspection so consumers don't feel cheated if anything wrong happens with their vehicle post purchase and instead feel secure.

### **Frictionless transaction**

When you provide all the necessary information consumers need to make their final buying decision, you make that decision for them.

Auto Dealer  
www.autodealer.com/used-inventory

Pre-Owned Inventory Search | Custom Jeeps & Trucks | Autoplex Customs | Finance & Research | About Our Dealership

Keyword  
Search Inventory

Location  
 South Dealer (154)  
 North Dealer (80)

Condition  
 All Conditions  
 Pre-Owned (334)  
 Certified (67)

Year  
 Inventory  
 100  
75  
50  
25  
0  
 '70 '80 '90 '00 '10  
 1968 - 2019

Make  
 Audi (4)  
 BMW (7)  
 CADILLAC (6)  
 Chevrolet (34)  
 Dodge (14)  
 Ferrari (1)  
 FIAT (1)  
 Ford (70)  
 GMC (17)  
 Honda (3)  
 HUMMER (1)  
 Hyundai (3)  
 INFINITI (4)  
 Jaguar (2)

**2016 Audi Q3 Prestige SUV**  
 Engine: 2.0L TFSI four-cylinder engine  
 Transmission: Automatic  
 Mileage: 21,149 miles  
 MPG Range: 20/28  
 Exterior Color: Mythos black metallic  
 Interior Color: Black  
 Price: \$29,995  
 Get More Info >

**CARFAX 1 OWNER**

**TRUE360°**  
VIEW REPORT

**2017 Audi Q7 Premium AWD SUV**  
 Engine: 3.0L TFSI V6 engine  
 Transmission: Automatic  
 Mileage: 42,059 miles  
 Price: \$39,592  
 Get More Info >

# True360 SRP and VDP LiveLinks

How do consumers find the report? As part of being a True360 partner we place our search results page widget and vehicle display page widget on your site. **Our comprehensive report is LiveLinked to both widgets so consumers can find them easily.**



**TRUE360°**  
Live Inspection Platform

COMPREHENSIVE VEHICLE CONDITION REPORT

Cosmetic Body Score	TrueFrame Structural Standards
<b>99</b>	

**Current Vehicle Condition**  
 No Damage Found

**Previous Vehicle History**  
 Very Minor Cosmetic Repairs

**Vehicle Details**

VIN	2T3BFREV8HW578404
Year	2017
Make	AUDI
Model	G3 QUATTRO PRESTIGE
Mileage	18,454

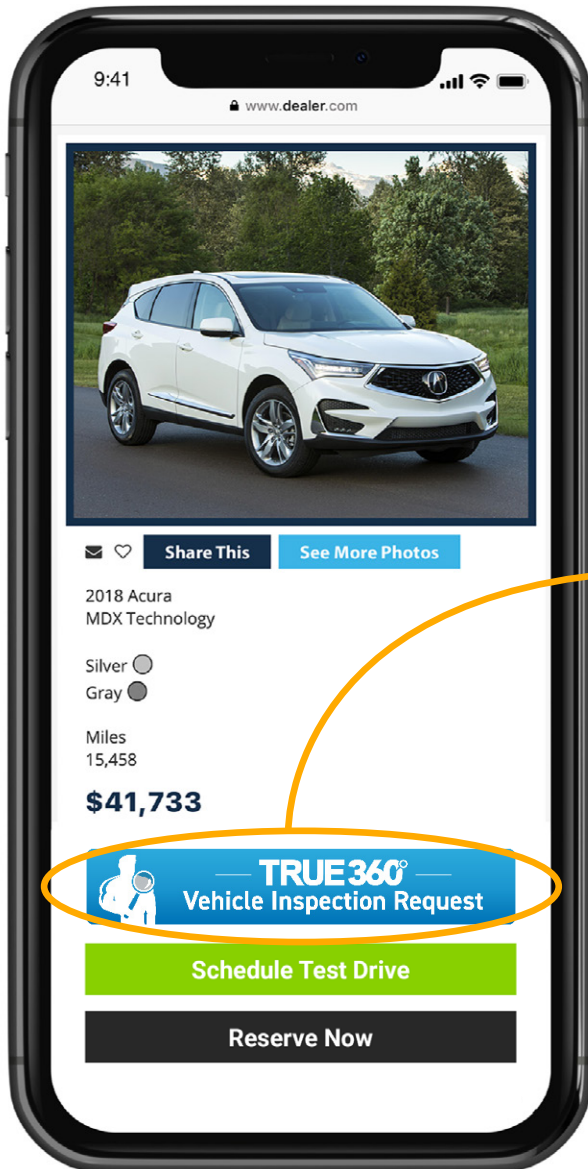
**Inspection Details**

ID #	1543954242980
Date	12/04/2018
Technician	Dominic D.

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**TRUE360°**  
The Car Inspection Company

As a proud partner of CARFAX and AutoCheck, we perform the most comprehensive cosmetic and structural inspection available. All findings are documented in an easy-to-read Vehicle Condition Report.

**About Us**

**Request Inspection**

**TRUE360°**  
The Car Inspection Company

Hi there,

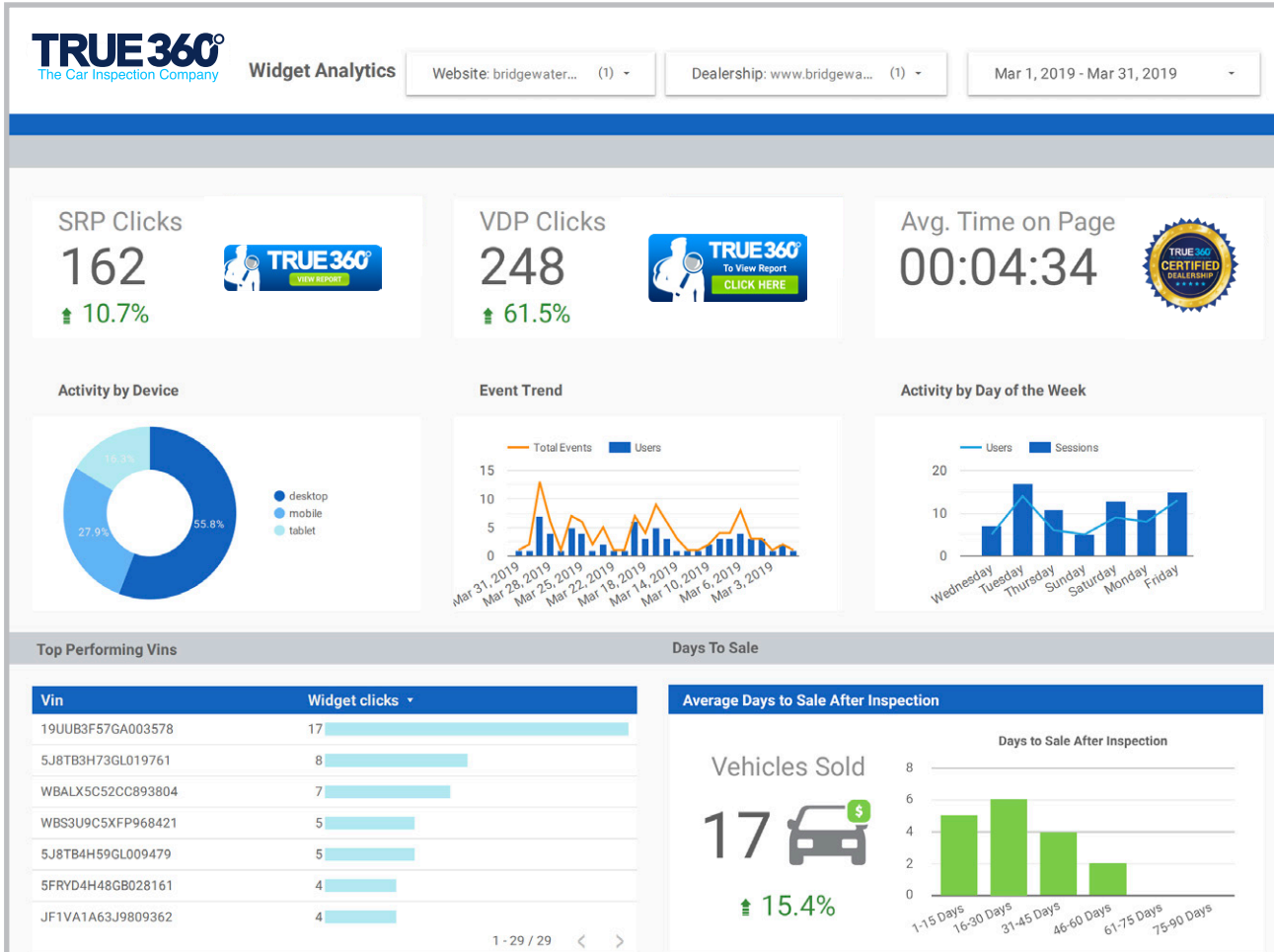
A new True360° Live Vehicle Inspection has been requested by:

Contact Name **Saya Henley**  
Contact Email [SayaHenley@gmail.com](mailto:SayaHenley@gmail.com)  
Contact Number (954) 827-7763  
Website <http://fiautoroom.com>  
VIN **JH4KA4571LC033593**

★ **BRAND NEW**

## Live Lead Generator

Our inspection request widget is great for closing sales. We email you the information consumers put in for specific vehicle inspection requests which you then use to follow up with them, making it a **fantastic lead generator** for your dealership.



We provide analytics (powered by Google) for your dealership each month.

Every month we let you know what True360 Reports are providing for your dealership. We tell you everything from click results from our widgets, to how long consumers are staying engaged on your vehicle display pages.





# Lets Start Selling More Cars

**FILL OUT  
THIS FORM**

## Widget Authorization Form

### Authorization Agreement

I hereby authorize TrueFrame to include their Vehicle Display Page (VDP) and Search Results Page (SRP) Widget from the attached Instructional Form to our website.

Further, I authorize TrueFrame employees and contractors to speak with our I.T. team to assist and answer questions about the Widget on the below referenced domain.

### Account Information

Dealer Name: \_\_\_\_\_

Domain Name: \_\_\_\_\_

Print Name: \_\_\_\_\_

Title: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_

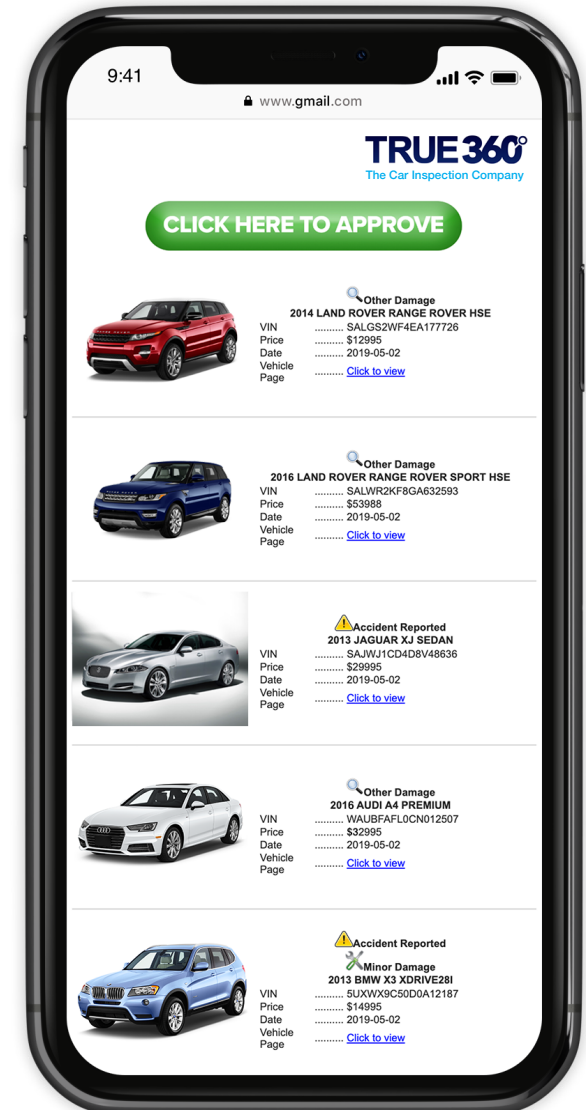
### Website Provider Information

Website Developer Company: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Contact Phone Number: \_\_\_\_\_

Contact Email Address: \_\_\_\_\_



**INSPECTION LIST**

# Time to Train the Staff

## WE MAKE LEARNING FUN, FAST, **AND EASY**

### How we start

Your dedicated True360 Account Executive will contact you to gather all dealership on-boarding materials and digital asset requirements.

### Who we need

Designate the in store quarterback along with crew members and coordinate the best time to train the BDC and sales staff.

### What we train them

We teach all sales and BDC personnel to completely understand the report, and the importance of educating a customer through the unbiased inspection, whether on the phone or in person. Explaining the report in detail will lead to more information and vehicle sales.



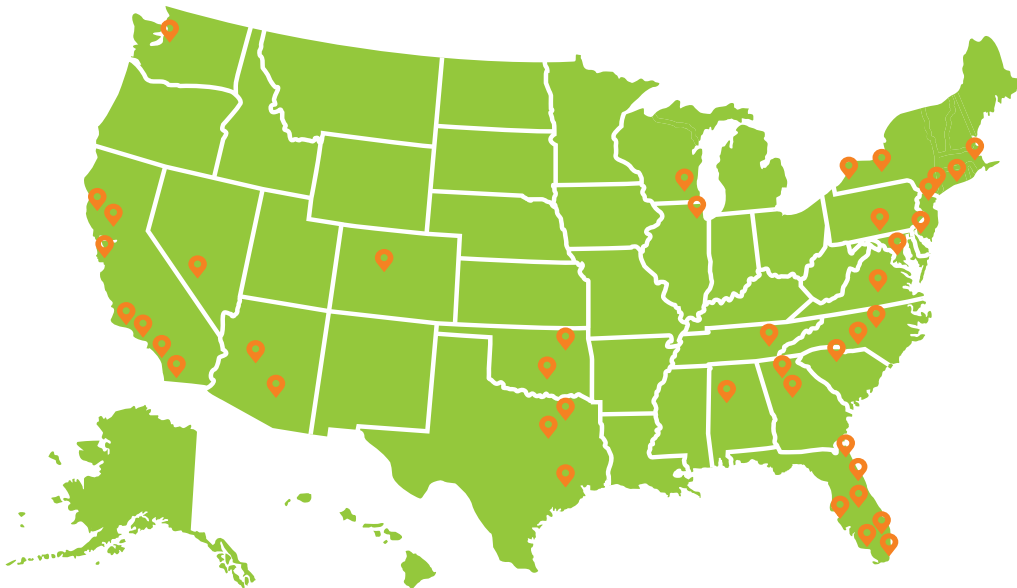
# The Nations Leading Companies

**TRUE360°**  
The Car Inspection Company

200,000+  
Inspections

1,200+  
Dealerships

100+  
Certified  
Technicians



True360 Technicians are in every major city.



BMW Financial Services



BERKSHIRE HATHAWAY  
— AUTOMOTIVE —



AutoNation







# TRUE 360°

The Car Inspection Company



From everybody at True360,  
We look forward to partnering with you.

 [www.TrueFrame.com](http://www.TrueFrame.com)  (888) 838-9466

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