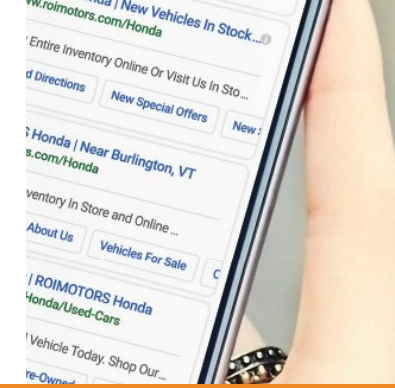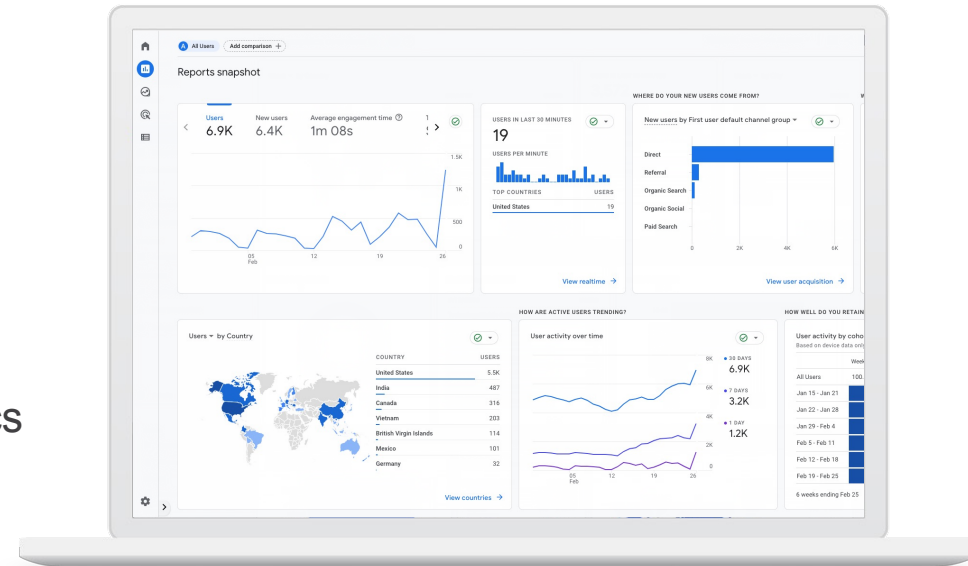# Google Analytics 4

DEALER.COM SUPPORTS THE GOOGLE ANALYTICS 4 (GA4) AUTOMOTIVE STANDARDS COUNCIL (ASC) DEPLOYMENT!

- Dealer.com fully supports the ASC deployment and is continually innovating to include value specific to the Dealer.com platform.

- Cox Automotive is uniquely positioned to support your dealership through the evolution to Google Analytics 4 with several options for enhanced support.

- If you would like the ASC deployment of Google Analytics 4, please reach your Dealer.com contact with your GA4 Account ID and request the ASC deployment.