

# RACKING UP WINS WITH THE ONWARD™ CAR CONFIGURATOR

Real results. Forged by NewFoundry.

Launched in late January 2017, the car configurator NewFoundry designed and engineered for Club Car is delivering real results. From the moment consumers land on the configurator page, they are greeted with an easy-to-navigate tool that makes it

fun to imagine themselves in an Onward car, then smooths the path to purchase by tracking leads and connecting them with the closest dealer. Club Car's investment in this custom solution is paying dividends in high-quality leads and traffic.

## UNPRECEDENTED GAINS



Doubled leads in April 2017 versus the same month a year ago.



Configurator traffic boosted lead quality in addition to quantity.



Set record for the most leads in a single month over the past 7 years.

## ACCELERATING SUCCESS



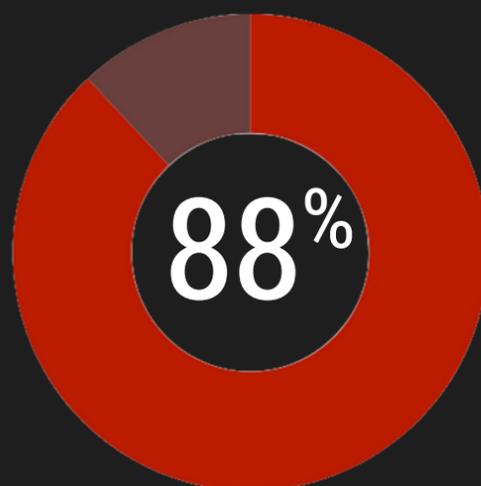
**1 DEALER LOCATOR TRAFFIC**  
Up by over one-third compared to the same month a year ago – and growing.



**2 CONFIGURATOR LEADS**  
Now generates 43% of all sales leads for Club Car, and expected to climb as the platform expands.



**3 TOP PERFORMER**  
Generated enough leads in its first 3 months to become Club Car's second-largest digital leads source.



Nearly 90% of Onward configurator visitors submit contact information for dealer followup.