

# LECTRIUM

EMPOWER EV SHOPPERS. EDUCATE BUYERS. ELEVATE SALES.

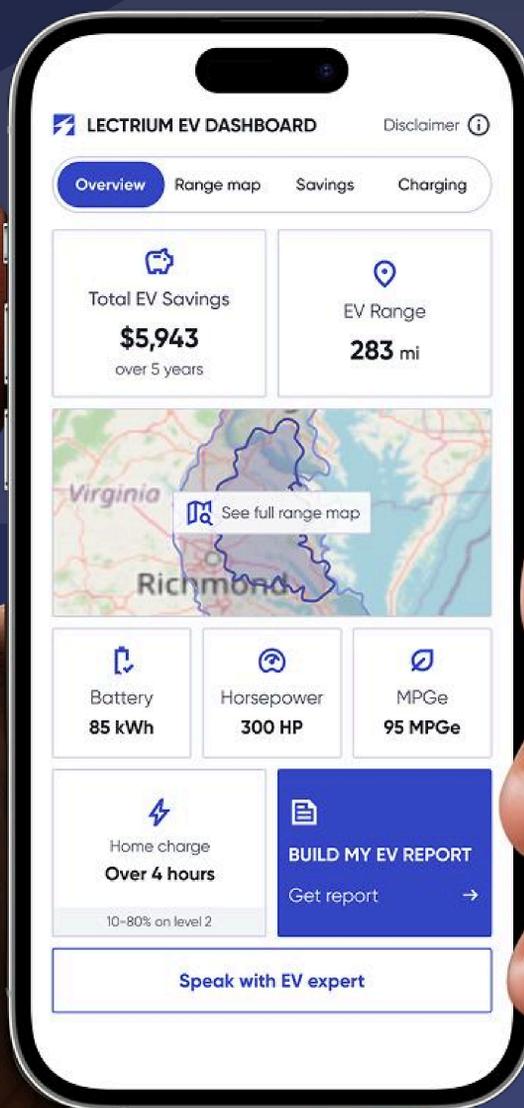
Fuel savings

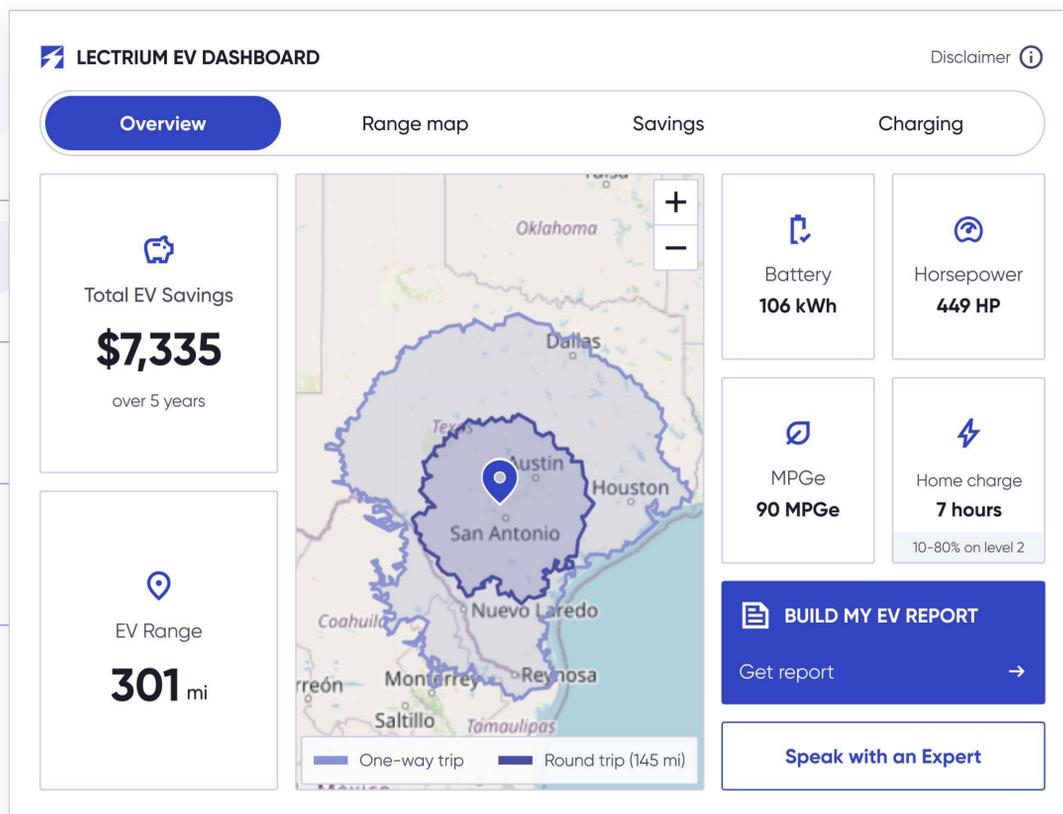
Vehicle capabilities

Battery info

Accurate range map

Generate leads





## Electrified Merchandising Designed for Every Powertrain

Shoppers comparing EVs, PHEVs, and Hybrids want clear, reliable answers.

The Lectrium Dashboard turns your VDPs into interactive sales tools that help shoppers understand electrified vehicles and move forward with confidence.

### Built on VIN-specific data:

- Accurate range and fuel economy
- Charging times and plug type insights
- Ownership savings and cost comparisons
- Used EV range and battery condition
- Real-time, engaging visuals

## Why Subaru Retailers Choose Lectrium

Retailers nationwide are already seeing the benefits of electrified merchandising that meets OEM standards.

### ✔ Seamless Integration

Lectrium's Dashboard installs quickly on Subaru retailers websites and works with your existing VDP workflows, giving your team a modern EV sales tool without technical roadblocks.

### ✔ OEM-Certified & Co-Op Eligible

Because the product meets Subaru's rigorous certification requirements, it can be supported with co-op funds and is ready for deployment across single stores or dealer groups.

### ✔ Boost Shopper Engagement

With data that matters - range, charging, savings, and more - customers spend more time exploring EVs on your site and enter the sales funnel with confidence.

### ✔ Convert More Electrified Leads

By showing accurate, compelling data up front, you reduce buyer uncertainty and dramatically pre-qualify shoppers before they pick up the phone.

# Tools That Drive Real EV Results

Lectrium tools led to more leads, more EV sales, and better efficiency in 60 days for a group of 60+ retailers, compared to a similar control group without Lectrium's tools.

**38%**

Lead increase vs. control

**2x**

More leads per EV

**43%**

More EV sales vs. control

The screenshot displays the Subaru website's product page for the Solterra Premium. The page includes a navigation menu, a search bar, and a '10 Second Trade Value' calculator. The main content area features three images of the vehicle: a front view, a rear view, and a close-up of the rear. Below the images, the vehicle name 'Solterra Premium' is displayed, along with 'Electric' and '8 views in the past 7 days'. A 'Lectrium EV Dashboard' is overlaid on the page, providing detailed information about the vehicle's performance and savings. The dashboard includes a map of the region, a 'Total EV Savings' of \$7,335 over 5 years, and an 'EV Range' of 301 miles. It also lists key specifications such as 'Battery 106 kWh', 'Horsepower 3449 HP', 'MPGe 90 MPGe', and 'Home charge 7 hours'. A 'BUILD MY EV REPORT' button is visible, along with an 'Unlock Price' button. To the right of the dashboard, the vehicle's pricing is shown: 'Total Suggested Retail Price \$41,149' and 'Selling Price \$41,149'. A '0% APR Financing for 75 Months' offer is also highlighted, along with a 'Live Chat' button.

**Solterra Premium**  
Electric 8 views in the past 7 days

**LECTRIUM EV DASHBOARD**

Overview Range map Savings Charging

Total EV Savings  
**\$7,335**  
over 5 years

EV Range  
**301** mi

Battery  
**106 kWh**

Horsepower  
**3449 HP**

MPGe  
**90 MPGe**

Home charge  
**7 hours**  
10-80% on level 2

**BUILD MY EV REPORT**  
Get report →

Unlock Price

Total Suggested Retail Price **\$41,149**

Selling Price **\$41,149**

0% APR Financing for 75 Months  
[Explore All Offers](#)

**Today's Price**

**Today's Price**

**Confirm Availability**

**Calculate Your Payment**

Exterior Color ● **Midnight Tide Mica**

Interior Color ● **Gray**

Body/Seating **SUV/5 seats**

Electric Mile Range **288 miles**

Combined Fuel Economy **120** [Details](#)

Battery Warranty **96 months / 100,000 miles**

Transmission **1 speed automatic**

Drivetrain **All-Wheel Drive**

VIN **JTMBEAGC2TA000340**

Stock Number **TA000340**

Horsepower **233**

Combined Fuel Economy (kWh) **28 kWh/100m**

[Window Sticker](#)

# Features That Win Customers

## Range Maps

The Dashboard turns real driving data into a road-accurate view of how far a vehicle can go. Shoppers can check range from their home or work address, explore real driving routes, and locate fast chargers instantly.

## Charging Times

Home charging is explained in a simple, practical way: Level 1 vs. Level 2 timing, plug compatibility, and battery usage based on daily driving habits. Allow shoppers to get an estimate for their EV charger installation with the Qmerit integration feature.

## Fuel Savings

Fuel savings reveal the true cost advantage of EVs, PHEVs, and Hybrids. The Dashboard uses VIN data and local energy prices to calculate monthly and annual savings, adapting to how far the shopper drives and how long they plan to own the car.

## Used EV Battery

For used EVs, the Dashboard goes beyond standard specs by estimating real-world range based on age and battery condition. Integrated AVILOO battery certification gives shoppers verified health insights - all displayed directly on your website.

## Get the Best Deal



### Subaru Premium EVDP Bundle

**\$325** /month

The full electrified merchandising package for Subaru retailers, built to convert VDPs into EVDPs and drive EV sales.

- Full Lectrium Dashboard
- Electrified Data Overview
- Range & Public Charging Map
- Savings Calculator
- Home Charging Tool
- Electrified Report
- Added on EV, PHEV, and Mild Hybrid vehicles
- Available for New and Used vehicles
- Partnership integrations like home charging and used battery reports
- GA4 + CRM integration
- Dedicated Account Manager
- Onboarding for Sales & Marketing teams (upon request)