

Empower shoppers to build the vehicle of their choice — on your site



Built by Upstart and powered by Subaru's Tier 1 build data, comes the next phase of online retailing — Build and Price.

Upstart Auto Retail's Certified Build & Price for Subaru allows car buyers to customize their own vehicle directly from your website with accurate Tier 1 pricing combined with your dealership, so you can provide the ultimate customer experience from the start of the deal.

Turn challenges into opportunities

Upstart Auto Retail Build & Price does not let inventory challenges stop sales. Customers are empowered to pre-build their desired vehicle and instantly access pricing associated with their chosen build combination. So you can better understand your buyer and help them get into their vehicle — whether in stock or not.

Provide the ultimate experience

Build & Price is already part of the Upstart Auto Retail solution and can be enabled at no charge. If you are not enrolled with Upstart Auto Retail, you can add Build & Price to your website as a stand-alone option to capture more customers.

Pricing and packages

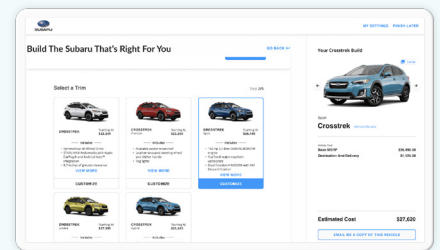
\$175/mo

Standalone Build & Price Website Module

\$599/mo

Full Upstart Auto Retail solution with Build & Price

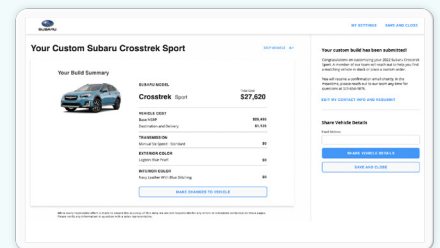
One time \$599 setup fee



Let shoppers build and price right from your website

Shoppers can customize their vehicles with extensive selections, including:

- Make
- Model
- Trim
- Color (Interior/Exterior)
- Packages — **NEW**
- Transmission — **NEW**
- Accessories — **NEW**



Have everything you need to take the next step

Every submission includes pertinent customer information, vehicle selection, and build preferences so your dealership is ready to structure the perfect deal. With Build & Price, you have everything you need to take the next step with your customer and provide that personalized service to get them the car they want.

Retailers can enroll now at www.subarucertifieddigital.com/BuildAndPrice