

THE EXPERIENCE BEHIND VDP DRIVER



Built by Automotive Operators. Backed by Real Dealership Experience.

VDP Driver is backed by The RAM Group, an automotive marketing and technology company led by operators with **more than 100 years of combined retail automotive experience**. From the showroom floor to the GM's office, we understand dealership challenges because we've lived them.

AUTOMOTIVE EXPERIENCE. HANDS-ON EXECUTION.

AUTOMOTIVE OPERATORS

Our leadership brings real dealership experience to our technology, advertising, and strategy. We focus on what happens inside the store, not just impressions.

BUILT TO EXECUTE

Media, creative, data, technology, reporting, and implementation. RAM combines the people and systems to execute, not simply make recommendations.

EXPERIENCE AT SCALE

From approximately **30 vehicles per month** to automalls selling **more than 1,500**. Different stores require different priorities, not generic campaigns.

EXPERIENCE WITH TOP-PERFORMING DEALERSHIPS

RAM's dealership relationships include nationally and regionally recognized stores.

DEALERSHIP	RECOGNITION*
Universal Hyundai	#1 NEW Nationally · #1 CPO Nationally
Universal Nissan	#1 CPO Nationally · #7 NEW Nationally
Coconut Creek Genesis	#1 NEW Nationally
Genesis of Naples	#3 NEW Nationally · #1 CPO Nationally
Serpentini Chevrolet Strongsville	#1 NEW Regionally
Toyota of Hollywood	#2 NEW Nationally

WHAT THIS MEANS FOR VDP DRIVER

A Focused Product. An Experienced Company Behind It.

You are not buying software from an unproven startup. VDP Driver brings together RAM's automotive experience, inventory advertising expertise, technology, and hands-on execution in one fully managed product.

SEE THE PRODUCT. MEET THE TEAM BEHIND IT.

Schedule a 15-minute VDP Driver demonstration.

*Dealer rankings reflect performance within their respective brands, categories, regions, and reporting periods. They are not presented as results attributable to VDP Driver or as a guarantee of future performance.