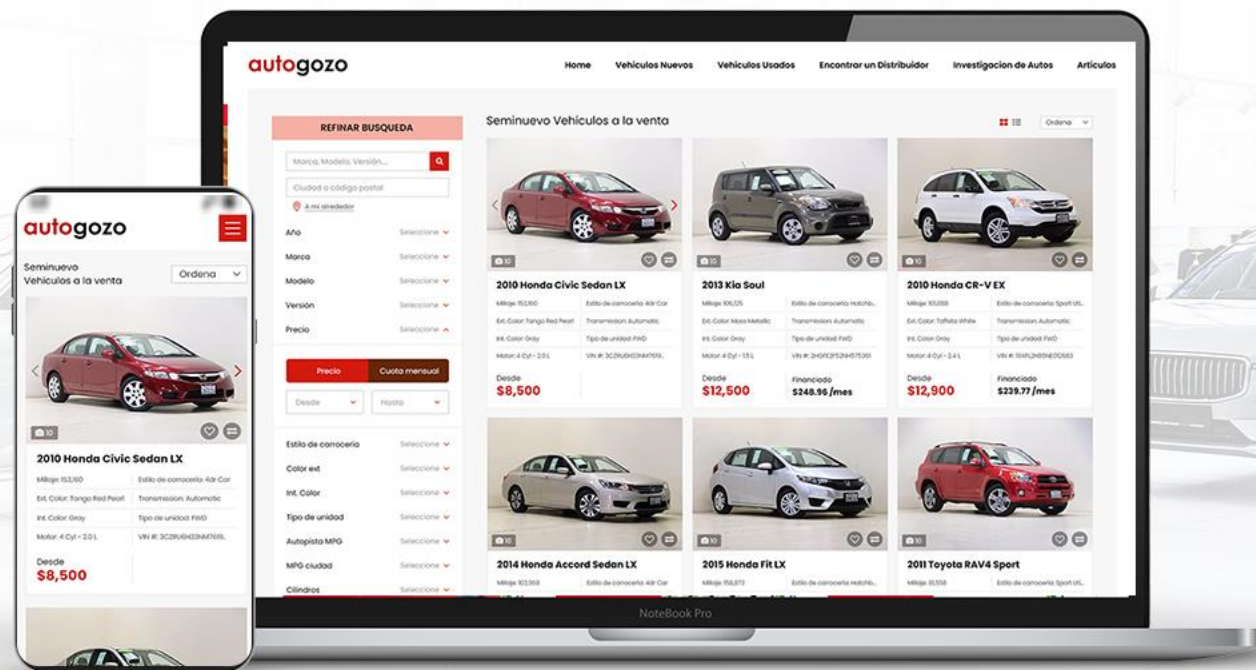


Tap the Hispanic Auto Market with **autogozo**



Hispanic Market Opportunity

\$1.7 Trillion Annual Buying Power | **\$200B /Annum** Hispanic Auto Market



Spanish language searches up 50%

More than 3.5 billion searches per year



Spanish is now #2 in Google Searches

53% of Hispanic adults use Spanish on Google



Hispanic Population is growing

and expected to reach 138 Million by 2060

Dealers who focus on this market have an **early mover advantage** in this rapidly growing market segment.

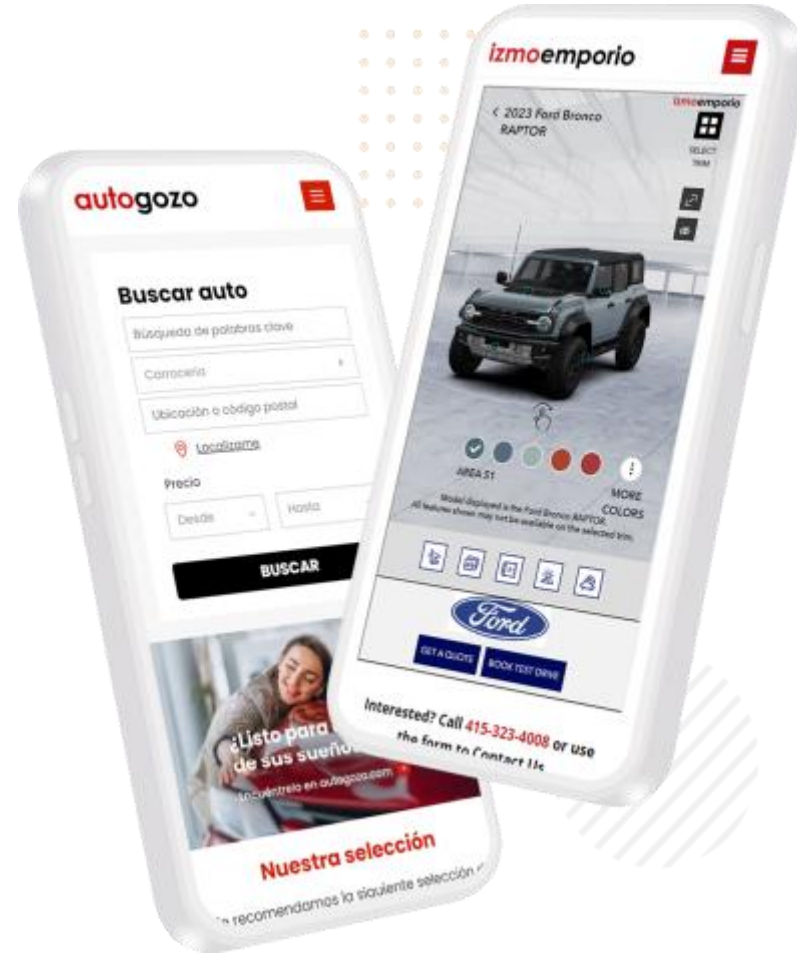


izmo Spanish Language Experience

10 years serving
hundreds of dealers
in Mexico

**Ford Mexico dealer
websites**

Present in Spain
since 2015

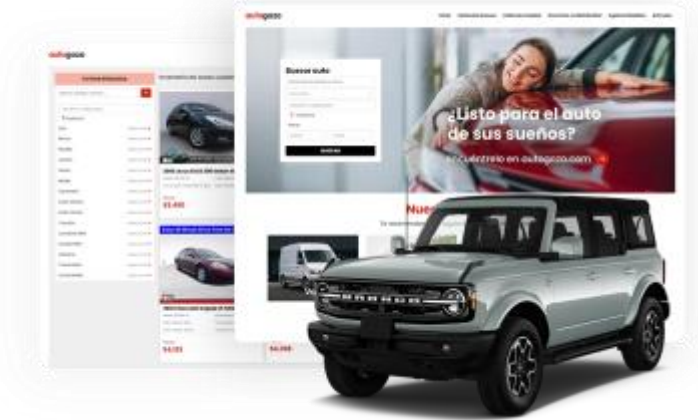


Top 5 of the 10 largest
dealer groups in Spain are
on izmoauto Platform

**US based team is
bi-lingual in Spanish**

**All our products are
native in Spanish**

izmo Spanish Dealer Solutions



autogozo

Spanish Auto Marketplace with
3D Virtual Auto Showroom



izmoespañol

Native Spanish Language
Auto Dealer Websites



izmoemporio

3D Virtual Auto Showroom with
Hotspot Feature Highlights in Spanish

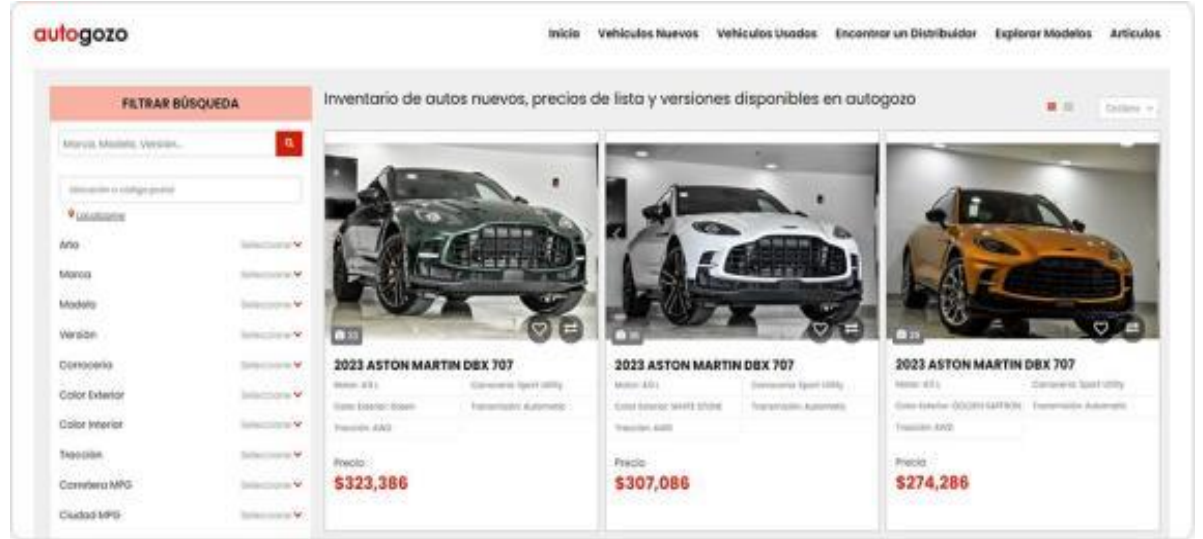
autogozo

Features and Benefits



Features

- Full featured inventory listing portal in Spanish
- Mobile-First Responsive Design
- Advanced izmoauto web platform with highly scalable architecture
- Optimized for Spanish language SEO
- Integrates inventory feed from any source
- izmoemporio 3D Showroom for lead generation



Benefits

- Connects directly to the Hispanic audience
- Addresses a wide gap in the US automotive market
- Additional source of leads from a growing customer demographic
- Early mover advantage to build a long-term community brand
- Low cost of customer acquisition, attractive proposition for dealers

auto gozo Marketing Strategy

Connect to the
Hispanic
customer
through
language,
culture and
emotion

Spanish language optimized SEO and content strategy across the site

Social-First Digital Strategy

- Direct demographic audience targeting
- Real-Time engagement and feedback
- Brand Personality & Story Telling
- Cost-Effective reach
- Advanced metrics & tracking data

Why **auto**gozo?



izmocars – leading international Digital Web provider

- Best-in-Class web technology
- 10 years of experience in Spanish language products
- US team is bi-lingual and Hispanic audience experts
- Innovative marketing strategy to engage with target audience
- Lower cost of customer acquisition with higher quality leads
- *Listo para ir...Ready to go. Are you?*

Thank You!

Contact Information

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