



EA CONNECT

19th Annual User Conference

ENVIRONICS
ANALYTICS

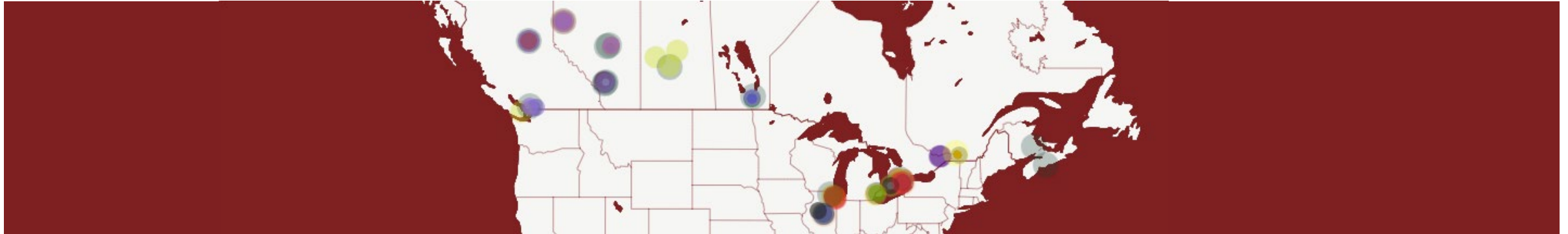
Inching towards true 1 to 1 Marketing



Russ Fenske
VP Marketing
AutoCanada



I've never heard of AutoCanada



- 81 franchised locations,
- 3 used-only dealerships,
- 29 collision centres
- 27 brands / manufacturers
- \$5.3B in revenue
- 97,000 vehicles

AutoCanada Inc. (ACQ.TO)

☆ Follow

31.85 +0.47 +(1.50%)

At close: 3:59:59 PM EDT

[Get top stock picks](#)

Key Events

Mountain



EACONNECT
19th Annual User Conference

A Market on the Cusp of Change

Tariffs


Online shopping and buying

Push towards EVs / Hybrids

Longer Terms

Autonomous driving

Global competition


 Financial Post

U.S. auto exports to Canada plummet amid tariff tussle

Canada imported more vehicles from Mexico than the U.S. in June for the first time in three decades. Read more.

3 weeks ago



 Canadian Auto Dealer

U.S. tariff impacts and expectations on Canada's auto sector

The Canadian automotive industry faces even greater uncertainty in the Canada-US trade conflict with the threat of a new 35 per cent tariff.

1 month ago



 Unifor National

U.S. tariffs are hurting all auto workers. Canada isn't the enemy

Lana Payne - Op-ed contributorOriginally published in the Detroit Free Press July 24, 2025Canada and the U.S. have, for half a century,...

1 month ago



 CBC

Whitmer told Trump in private that Michigan auto jobs depend on a tariff change of course

Michigan Gov. Gretchen Whitmer met privately in the Oval Office with President Donald Trump to make a case he did not want to hear: the...

3 weeks ago



A Market on the Cusp of Change

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BUSINESS | AUTOS

Hertz to Sell Used Cars on Amazon Autos

Rental-car operator looks to boost profits selling well-maintained vehicles directly to consumers

By [Christopher Otts](#) [Follow](#)

Updated Aug. 20, 2025 5:56 pm ET

[Share](#) [AA](#) [Resize](#)

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Hertz is trying many routes to offload vehicles to retail buyers. PHOTO: ANDREW KELLY/REUTERS

Source: Wall Street Journal, Aug 20, 2025

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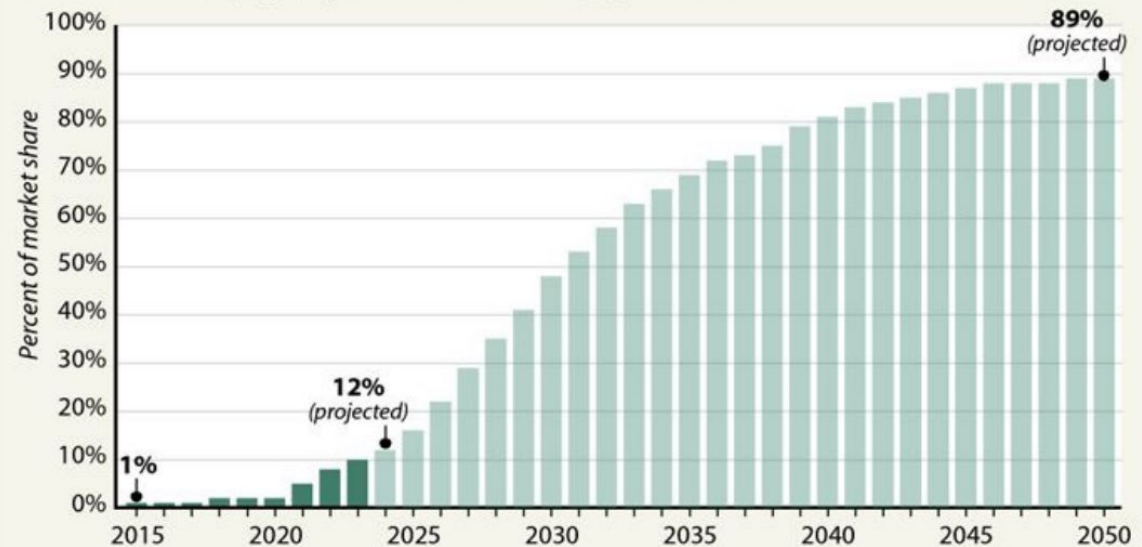
Global competition

Projected EV Market Share Growth

BloombergNEF expects slow growth for EV market share this year in the United States, followed by an acceleration in the following years. The forecast shows the research firm's "Economic Transition Scenario," which is based on economic forces and technology tipping points, and not on potential changes to policy.

U.S. EV MARKET SHARE

New all-electric and plug-in hybrid vehicle sales, 2015 projected to 2050



Source: BloombergNEF, Paul Horn (Inside Climate News)

A Market on the Cusp of Change

Tariffs

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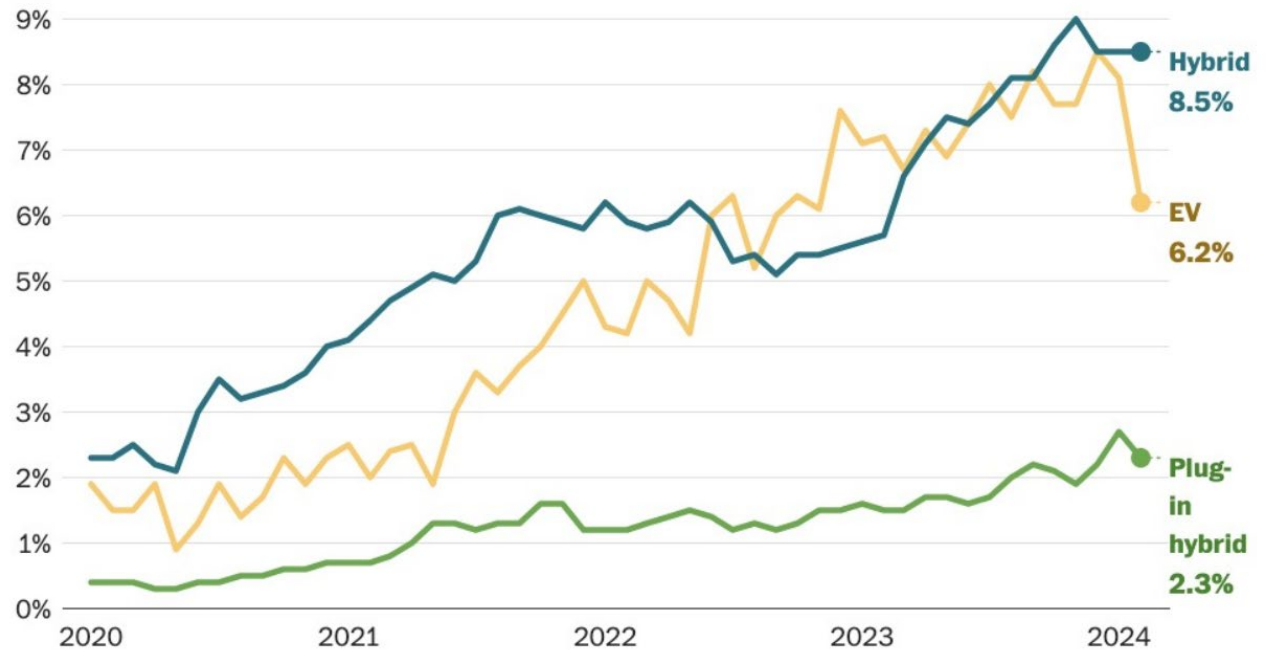
Longer Terms

Autonomous driving

Global competition

EVs are losing ground while hybrids keep rising

Share of new U.S. car and truck sales by vehicle type



Source: Cox Automotive



A Market on the Cusp of Change

Tariffs

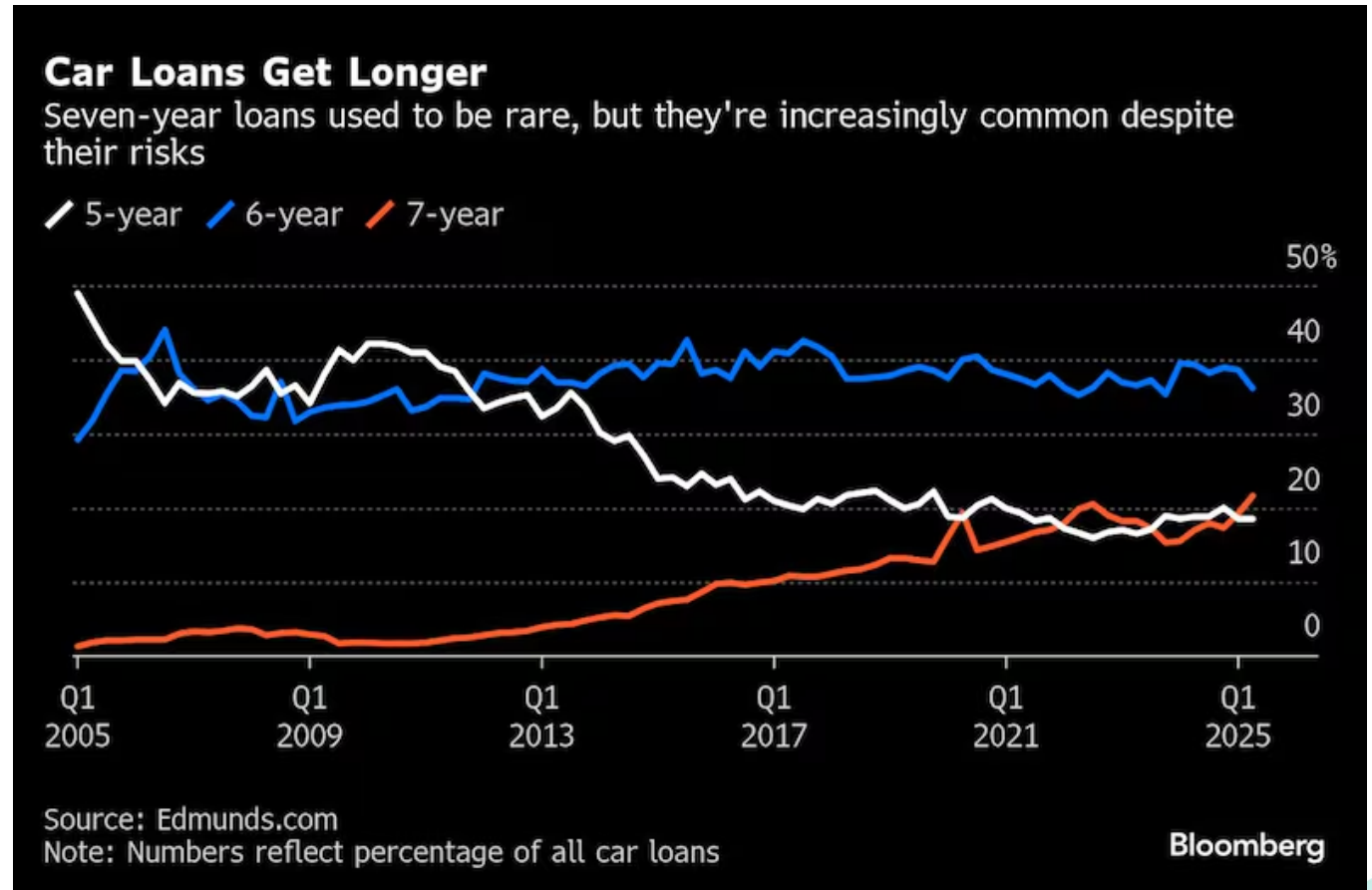
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 Axios

Waymo debuts in Denver this week, but you can't hail a self-driving robotaxi just yet

Self-driving cars, which once seemed like sci-fi, are rolling out in more places — including the Mile High City.

3 hours ago




 CNBC

Waymo starts testing in Denver, Seattle in bid to expand robotaxi service across U.S.

Alphabet-owned Waymo said it will begin testing its robotaxis in Denver and Seattle this week. The tests will be conducted by human drivers,...

2 hours ago




 CBS News

Driverless Waymo cars coming to Denver

Although Waymo is known for its driverless cars, a company spokesperson said the vehicles would initially begin with drivers behind the...

5 hours ago



 Fox Business

Waymo lands first permit to test self-driving cars in New York City

Waymo receives New York City's first permit to test self-driving cars, allowing up to eight autonomous vehicles in Manhattan and Brooklyn...

1 week ago



A Market on the Cusp of Change

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Push towards EVs / Hybrids

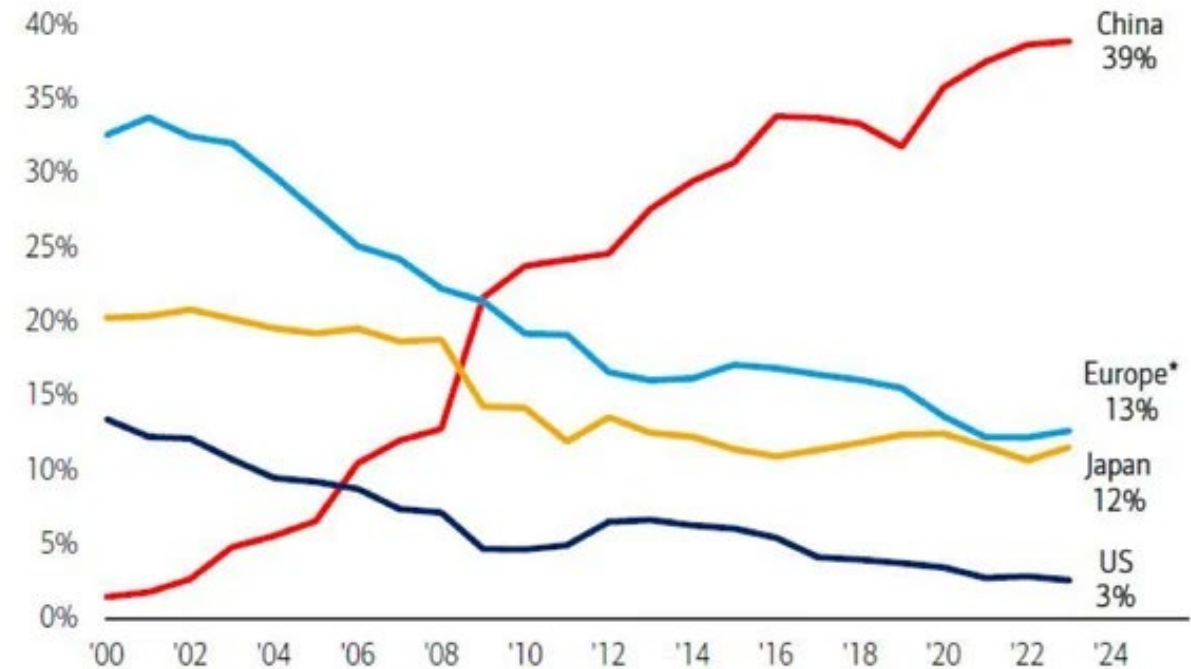
Longer Terms

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Chart 7: China car production share from 1% to 39% past 20 years

Global share of automotive car production by country/region



Source: Bloomberg, International Organization of Motor Vehicle Manufacturers. *Europe 'Big 5' = Germany, Spain, France, Italy, UK.

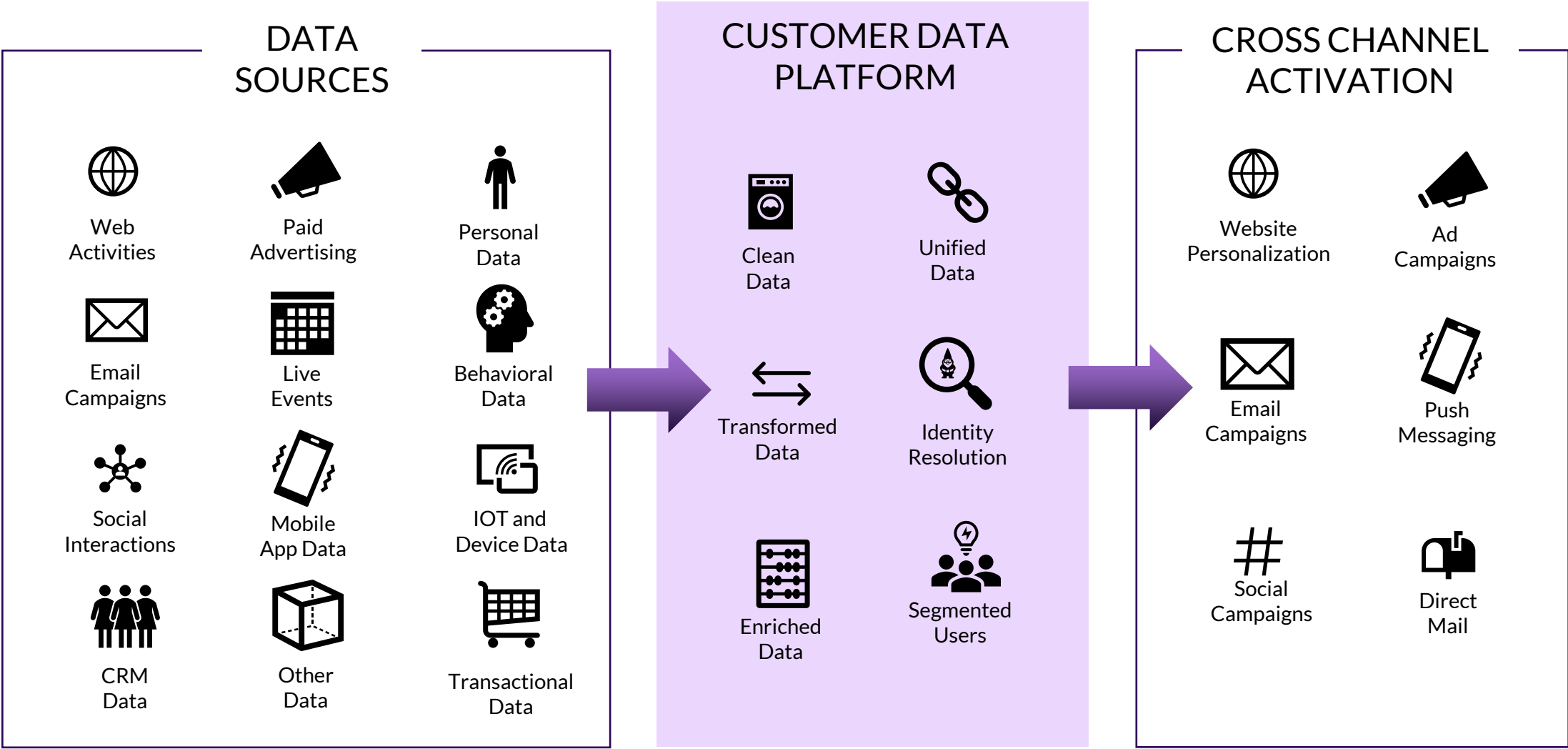
BofA GLOBAL RESEARCH



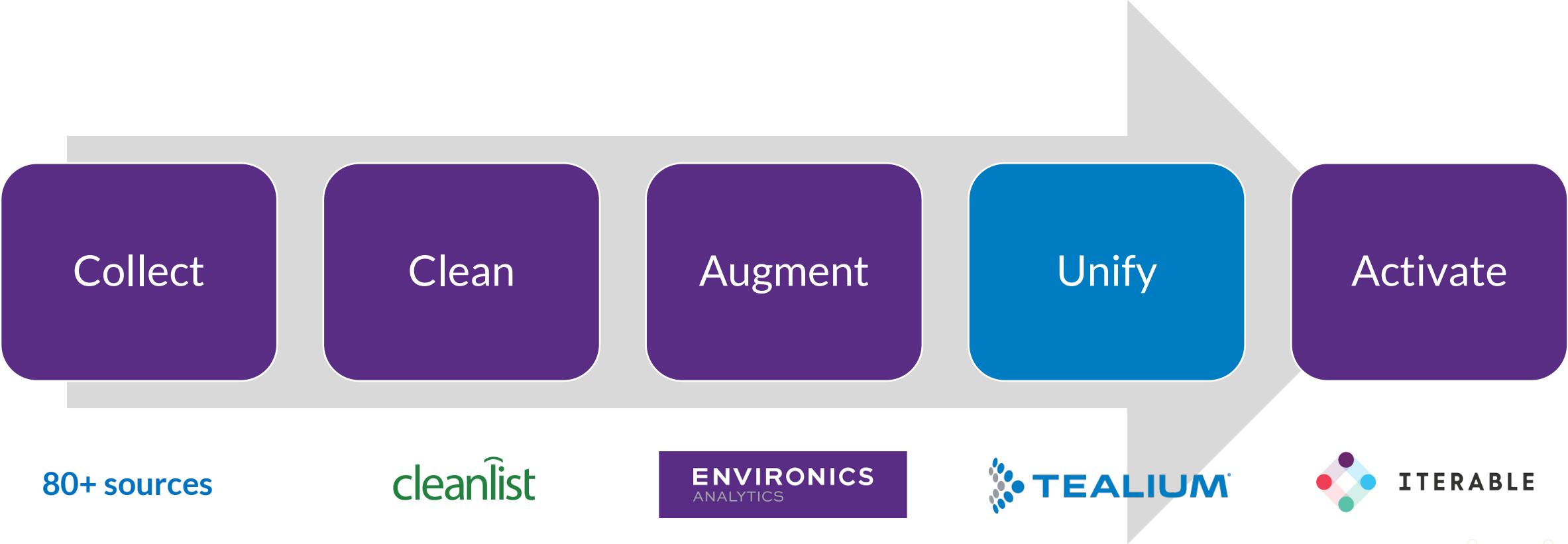
HOW DO WE BUILD A DURABLE COMPETITIVE ADVANTAGE?



Customer Data Platform



Customer Data Platform: Partnerships



80+ sources

cleanlist

ENVIRONICS
ANALYTICS

TEALIUM

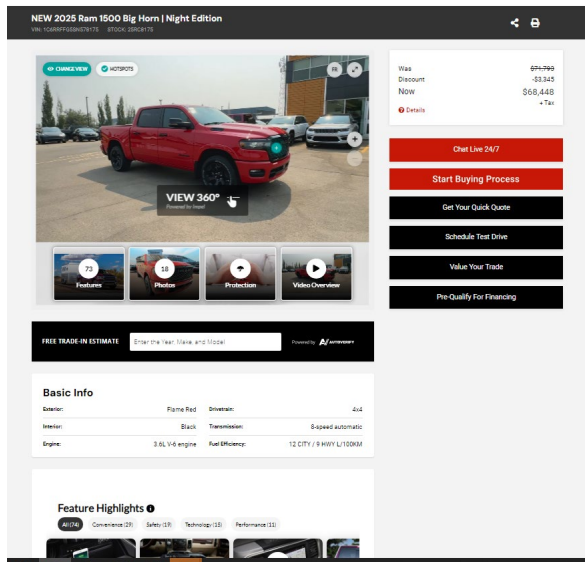
ITERABLE

CARFAX



Customer Data Platform: Dormant Customer Awakens

- A previous customer, who is typically inactive starts browsing the website
- Based on their activity, we can see they are interested in a specific make/model
- Even though they reached out to us yet, we can try things like:



A

Send a general newsletter style email from the dealership, emphasizing the specific make model and any relevant offers

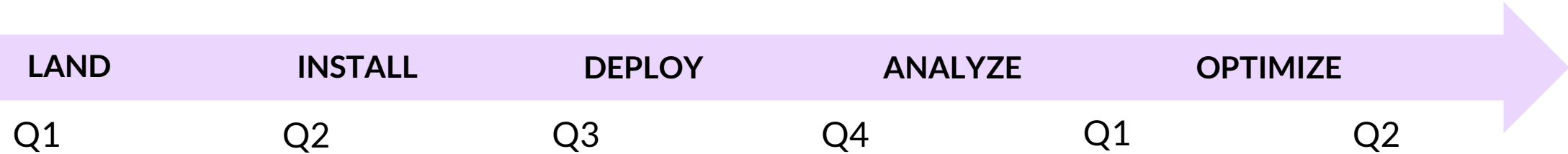
B

Send a personal text from a new GM/GSM to introduce themselves to see if there is anything they can do to help them

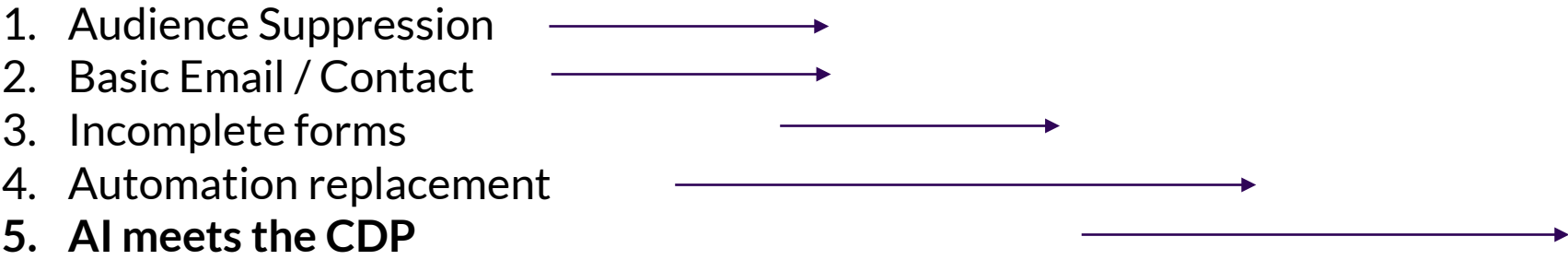
C

Send them a service offer with a special offer (free detail). When they come in, offer to let them take the vehicle of interest as a loaner

Customer Data Platform: Timelines




Core Use Cases



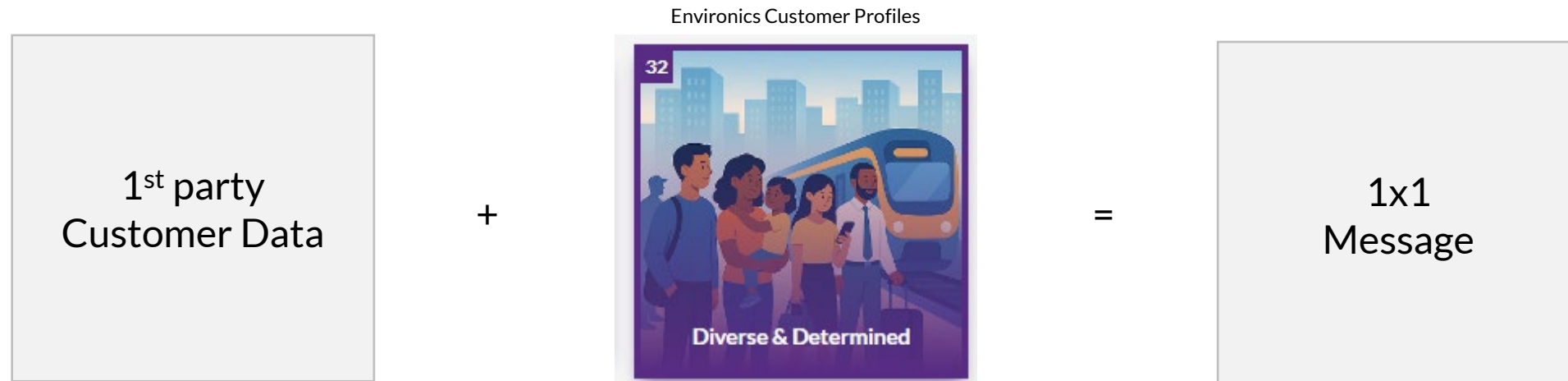


HOW CAN WE PERSONALIZE THE MESSAGES TO OPTIMIZE CONVERSION?




Customer Data Platform: Lease Expiry Example

- A car buyer leased a new car 2 years ago, and is coming up on expiry
- We know who they are, which communication channels work, and what they drive
- Let's personalize the message using the Environics data to enhance the chance of conversion



Custom 1x1 Communication: Level 1 – Google Gemini Gems


New Gem




Save

Name

Give your Gem a name

Instructions ⓘ

Example: You are a horticulturist with a background in natural lawns and native plants, and you help people plan low water gardens. Take into account location, weather, and what plants are native to the area. You are knowledgeable, casual, and friendly.






Knowledge ⓘ


Add files for your Gem to reference

+


Preview



To preview your Gem start by giving it a name


 Enter a prompt for Gemini


+



ⓘ Gemini can make mistakes, so double-check responses. Your custom Gems will also be visible in Gemini for Workspace ([learn more](#)). Create Gems [responsibly](#).



Custom 1x1 Communication: Level 1 – Gemini “Gems”


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NAME: Lease Expiry Campaign

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Custom 1x1 Communication: Level 1 – Gemini “Gems”

 New Gem Save

Name

NAME: Lease Expiry Campaign

Instructions ⓘ


INSTRUCTIONS:

- Write a killer email, etc.
- Use the Environics Segments
- Check the manufacturer offers

Knowledge ⓘ


Add files for your Gem to reference +

Preview



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+ 

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Knowledge ⓘ

KNOWLEDGE: Segments, Offers

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NAME: Lease Expiry Campaign

Instructions ⓘ


INSTRUCTIONS:

- Write a killer email, etc.
- Use the Environics Segments
- Check the manufacturer offers

Knowledge ⓘ

KNOWLEDGE: Segments, Offers

Preview




To preview your Gem start by giving it a name

SAMPLE PROMPT:
Write an email to Larry, lease on a Honda Odyssey is expiring in 2mos...

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Custom 1x1 Communication: Level 1 – Gemini “Gems”


New Gem

Save

Name

NAME: Lease Expiry Campaign

Instructions ⓘ

INSTRUCTIONS:

- Write a killer email, etc
- Use the Environics Segments
- Check the manufacturer offers

Knowledge ⓘ

KNOWLEDGE: Segments, Offers

Preview

SAMPLE OUTPUT:

Subject: Lease-end options for your Honda Odyssey

Hi Larry,
I hope you're enjoying your 2023 Honda Odyssey. I wanted to reach out as your lease is expiring...

SAMPLE PROMPT:

Write an email to Larry, lease on a Honda Odyssey is expiring in 2mos...

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Custom 1x1 Communication: Level 1 – Gemini “Gems”

Write a sales email to Larry

H Help me write a sales email to someone whose lease is expiring • Custom Gem

Show thinking ▼

Subject: Lease-end options for your Honda Odyssey

Hi Larry,

I hope you're enjoying your 2022 Honda Odyssey. I wanted to reach out as your lease is ending soon, and we're here to help you explore your options.

As someone who has a busy family life, we know your vehicle is essential for getting everyone to hockey practice and other activities. We also know that you've been a loyal Honda customer, and we truly appreciate you trusting us with your family's transportation needs.

Many of our customers in a similar situation are looking to get into a new vehicle with the latest technology and safety features, or they're looking to buy out their current lease. You have

🛡 Enter a prompt for Gemini

+ 🛠 Tools

🗣 ➤

GEMs can be shared internally.

Once you're happy with the output, this is a very quick and lightweight method to deploy AI tools in your workspace.

Custom 1x1 Communication: Level 2 – Google Vertex

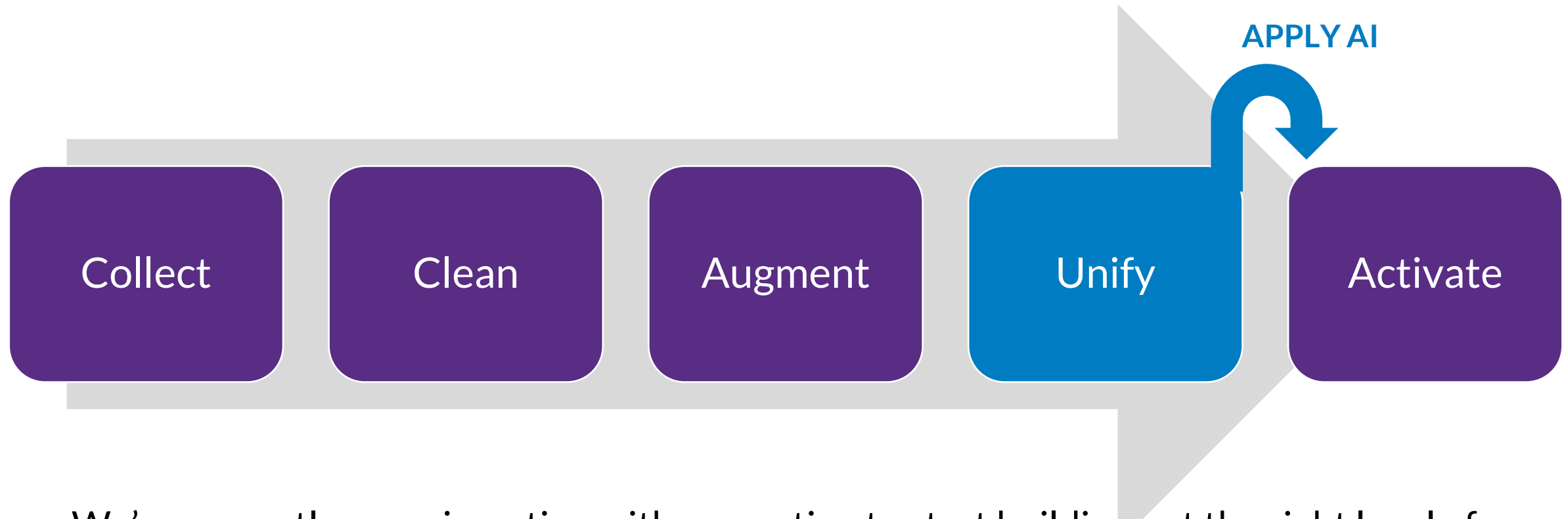
- Vertex allows you to build your own processes and applications
- You can use your favorite AI engine and can tackle things programmatically

Name	Contact	Category	Current Vehicle	Next Car to Offer	Customer_Segment	Notes
Doc	Email	Lease Expiry	2022 Honda Odyssey	2026 Honda Odyssey	19 Family Mode	Kids play hockey
Grumpy	Email	Lease Expiry	2023 Honda Pilot	2026 Honda Pilot	19 Family Mode	Has a dog
Happy	Email	Lease Expiry	2024 Honda HR-V	2026 Honda HR-V	23 Mid-City Mellow	
Bashful	Text	Lease Expiry	2022 Honda Odyssey	2026 Honda Odyssey	23 Mid-City Mellow	
Sleepy	Text	Lease Expiry	2023 Honda Pilot	2026 Honda Pilot	23 Mid-City Mellow	Loves camping
Sneezy	Text	Lease Expiry	2024 Honda HR-V	2026 Honda HR-V	32 Diverse & Determined	Has referred 3 other clients
Dopey	Call	Lease Expiry	2022 Honda Odyssey	2026 Honda Odyssey	32 Diverse & Determined	Repeat buyer


Vertex allows us to scale the personalization across all customers, stores, manufacturers – outputting a file with the right message for each customer.




Next Steps



We're currently experimenting with prompting to start building out the right level of personalization before we move it into production (expecting Q1 2026).



Value of PRIZM to me





Thank you for attending

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