

Buy. Lease. Subscribe.



Subscription can be a terrific compliment to buying and leasing. Subscription means a consumer has full-time access to a vehicle, with the added benefit of flipping into a new ride as their needs change.

Subscription is the future of automotive.
We'll help get you there.



Consumers sign up using a custom branded app. The process is quick and easy taking as little as a few minutes.



Consumers request a flip using the custom app.



Each flip is delivered by a friendly concierge to a location and time specified by the consumer.



Delivery timelines and overall fleet management are handled by the system. The technology solves the challenges of fleet utilization.

4 years, 600+ consumers, 33,000 flips make Clutch the leading subscription platform.



Consumer engagement

Instead of transacting, start engaging consumers and build sustained relationships. The Clutch platform gives consumers a reason to interact with you on a regular basis through vehicle flips.

2.1

Average flips per month

33k

Flips delivered to consumers

58k

Conversations with consumers

137k

Unique consumer learnings

Consumer learnings

The Clutch platform captures data from consumer interactions to better tailor the subscription experience. The more you know about your consumers the better you are able to anticipate their needs.

Insights on consumer preferences

- Learn from vehicle ratings
- Favorite and least favorite vehicle features
- Future likelihood of buying or selling

Demographics

It's not just for millennials. Subscription works across all demographics. Products may be tailored to meet consumers at each age and life stage.

33%

Single or couple

55%

Family with kids

12%

Empty nesters

~1%

Of general US population have driven an electric vehicle



40%

Of consumers on the Clutch platform have driven an electric vehicle

New product offerings

Subscription enables consumers to test-drive the latest in automotive innovations like electric or autonomous vehicles without strings attached.

Dealer benefit

- Better utilize your fleet
- Create enterprise value
- Provide a unique alternative for consumers

What you get with the Clutch software platform

- ✓ Turnkey software to manage entire subscription operations
- ✓ On-site training suite to get your team prepared
- ✓ Best practices learned from years of experience managing subscription service
- ✓ Marketing toolkit to help from launch through growth
- ✓ Customer service tools to manage onboarding and consumer needs