

Turn Every Showroom Visit Into a Higher-Intent
Sales Conversation Real-time visualization.

Guided product discovery. Measurable customer
intent. Explore the RDX Experience

Click to visit our Website



About RDX

A Sales-Enablement Layer for Automotive Retail

RDX transforms static vehicle displays into interactive buying journeys that help customers explore more options, understand complex features, and move confidently toward a purchase.



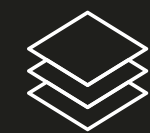
Make Every Option Visible

Customers instantly personalize vehicles in real time with photorealistic results.



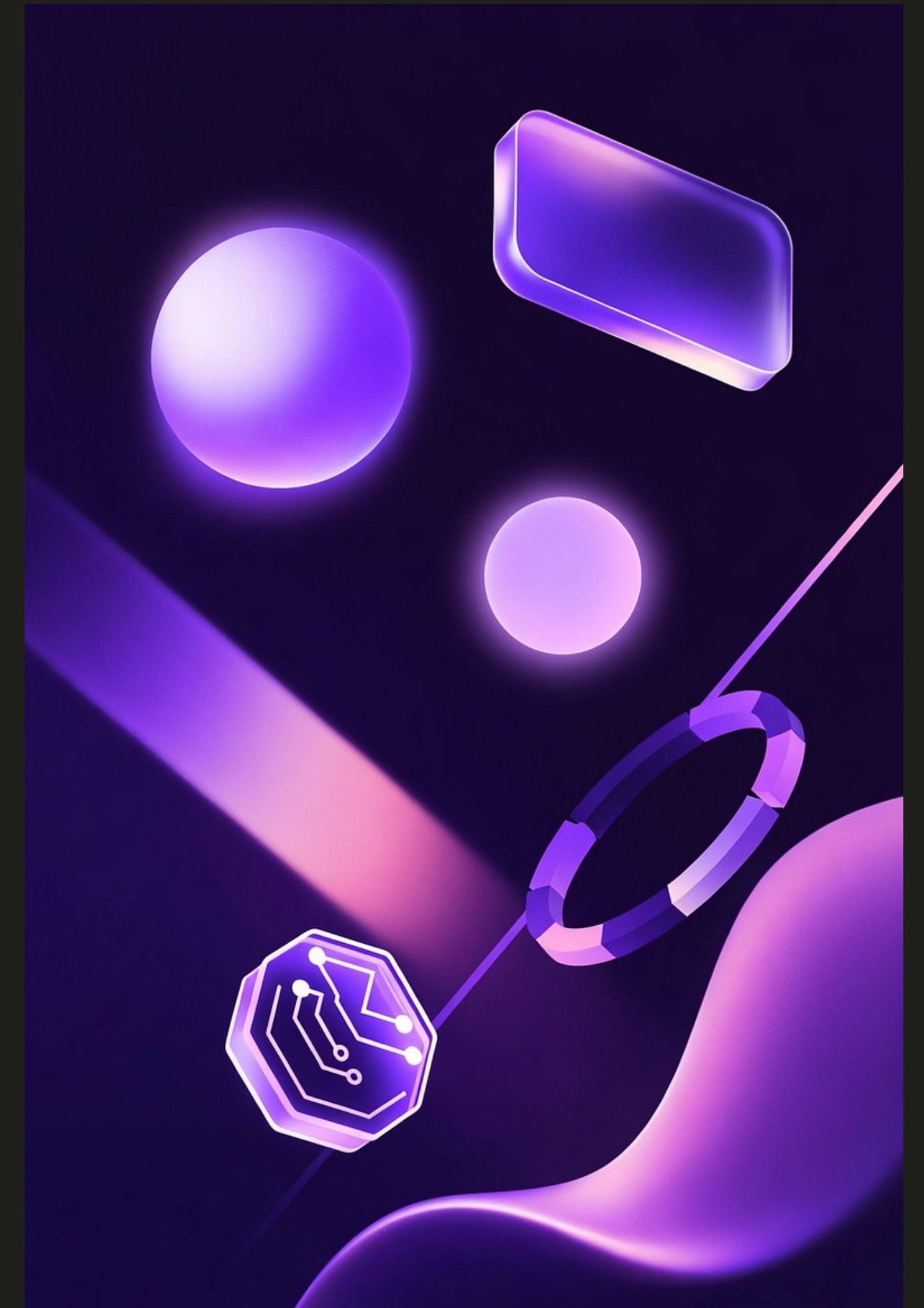
Make Every Conversation More Relevant

Give consultants a shared visual tool for clearer explanations, stronger comparisons, and better upsell conversations.



Make Customer Intent Measurable

Capture preferences and interaction signals so follow-up becomes more personal and actionable.



Problem

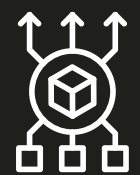
The Showroom Cannot Display Every Buying Possibility
When customers cannot see it, configure it, or understand it,
the decision becomes harder to make.



Limited inventory in the showroom



Inability to present all configurations



Less customer engagement



Difficulty explaining optional packages



Limited customer behavior data



Missed upsell opportunities



From Curiosity to a Qualified Sales Conversation

Customers explore, configure, compare, and save their preferred vehicle — with or without a consultant.

Configure the Look

Preview colors and finishes instantly.



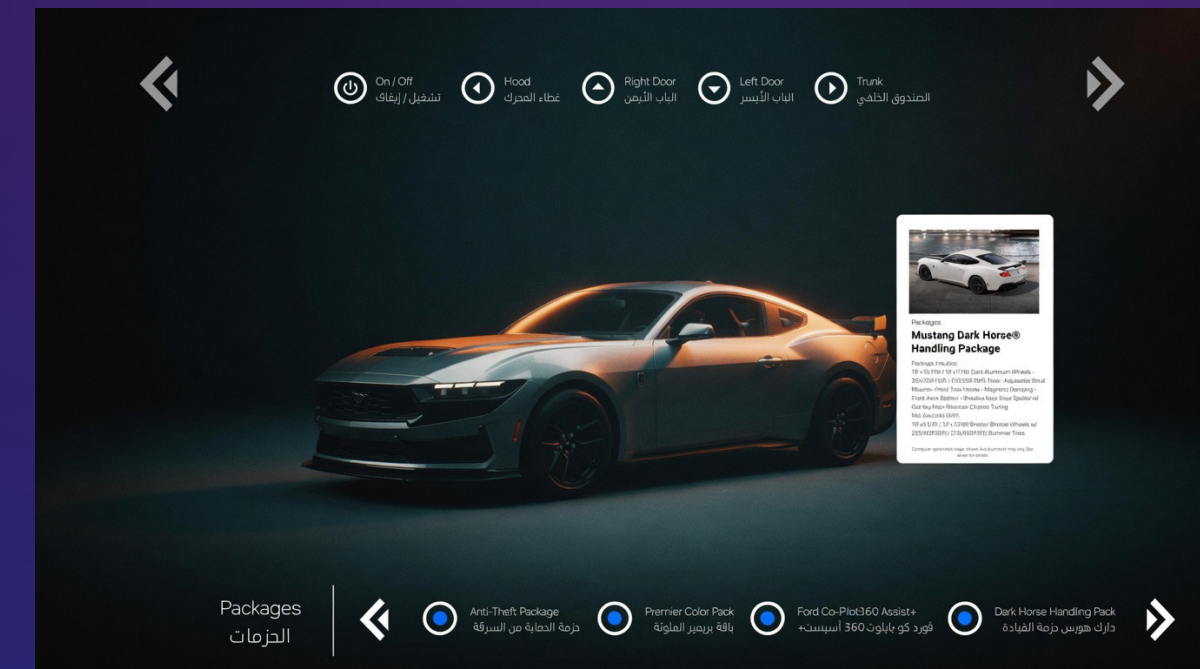
Explore Every Detail

Inspect the interior, materials, features, and options.



Add Packages & Accessories

Make upgrades visible and easier to value.



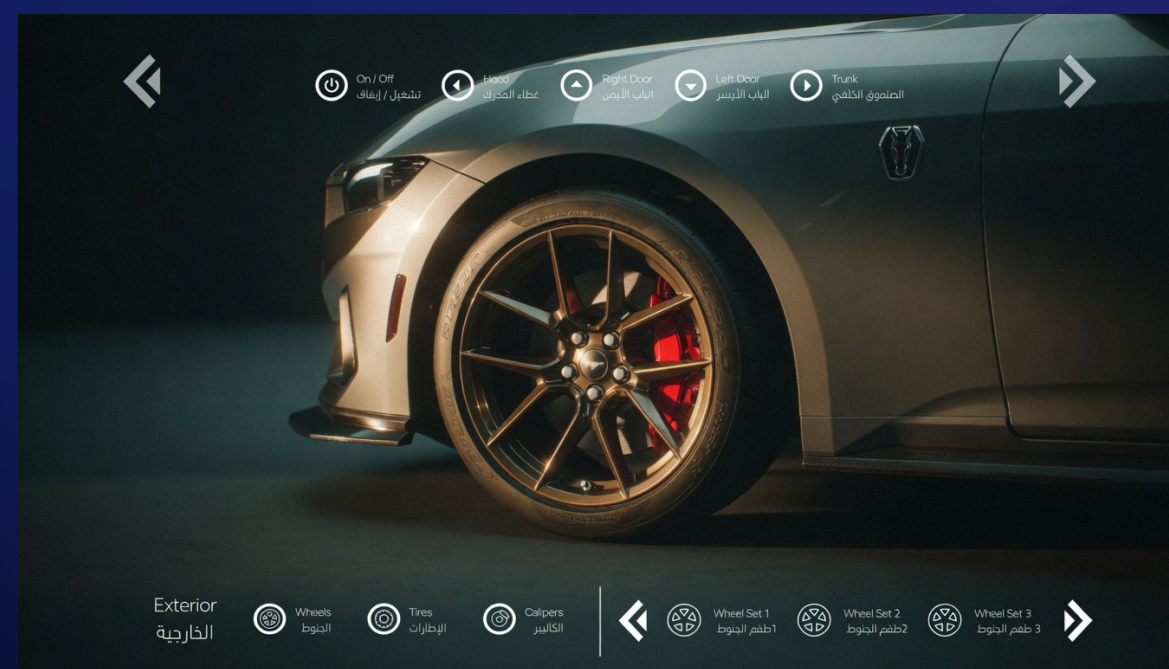
Compare Powertrain Options

Explain performance choices with a clear visual reference



Refine Wheels & Exterior

Personalize stance, wheels, and exterior details.



Save, Quote & Follow Up

Turn a preferred build into an actionable next step.



Disclaimer: The footage shown is real and captured directly from our Unreal Engine concept demo, showcasing the true interactive capability of the configurator.



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Vehicle Explorer

Explain the Vehicle Story, Not Just the Specifications
Interactive demonstrations turn complex features into clear, memorable sales conversatio



Interactive
product demonstrations



Simplify complex
vehicle technology



Reduce reliance
on printed materials



More engaging
self-service experiences



Deeper product
understanding



Visual support
for the sales conversation

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Turn Promotions Into Interactive Sales Moments

Launch content, finance offers, accessories, and brand stories can be updated in real time across every location.



Instant campaign updates



Stronger brand storytelling



Highlight accessories and sales opportunities



Eliminate print materials



Central content management



Consistent messages across branches

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Take the Same Experience Beyond the Showroom

Deploy RDX at auto shows, pop-ups, and launches to create engagement, capture intent, and generate qualified follow-up.



Easy, mobile deployment



Consistent brand experience



Higher visitor engagement



Stronger lead-generation opportunities

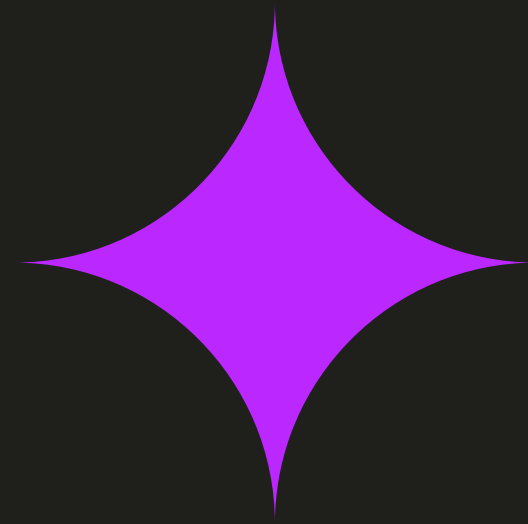


Fast, scalable setup



Reusable format

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How Can We Implement This Together?





Central Interactive Booth

Create a flagship destination that combines a large central display, guided configuration, physical materials, and collaborative consultation.



Flagship customer destination



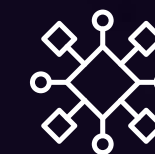
Blend physical and digital experiences



Deeper customer engagement



Collaborative consultations



Elevate premium brand identity



Capture preferences and engagement data



Vehicle-Side Tablet

Place a focused interactive experience beside a display vehicle so customers can explore specifications, options, offers, and accessories in real time.



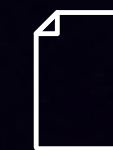
Enhances every display vehicle



Instant access to specifications



Supports promotions and finance offers



Eliminates printed brochures



Fits seamlessly into any showroom



Delivers a consistent customer experience



Event Experience

Take a consistent, premium product journey to launches, auto shows, and brand activations — with built-in opportunities to capture customer interest.



Exclusive luxury experience



Personalized customer consultations



Full-scale immersive visualization



Stronger emotional connection

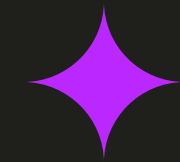


Ideal for factory and bespoke orders



Elevates premium brand perception

A Practical Path From Pilot to Scale



Begin with one priority model family, one deployment format, and one measurable customer journey.

Track engagement, configuration preferences, lead actions, consultant adoption, and operational readiness before expanding across locations or events.





Let Customers Experience the Vehicle Before
the Exact Vehicle Is in the Showroom.

Recommended next step: a 45-minute working session
to select the pilot use case, deployment format, and
success measures.

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