

Website Accessibility under the ADA

The Legal Framework

The American with Disabilities Act (ADA) requires that dealership websites be ADA compliant. Although there is not yet a definitive legal standard as to what constitutes ADA compliance, there are industry best practices, the leading one of which is the Web Content Accessibility Guidelines (WCAG).

Our Websites

Team Velocity™ develops and manages primary websites and private consumer portals for our automotive dealership clients, which we market as Apollo® Sites. Level 5® develops and manages websites for the RV, marine and powersport dealerships, which we market as Compass®.

Our Approach to Building ADA Compliant Websites

We designed our websites to be accessible to individuals with vision, hearing, physical and other disabilities to comply with the ADA. To do this, we engaged leading website developers and reviewed industry best practices and guidelines, including the WCAG. Additionally, we test our sites accessibility using various development tools, such as the Chrome Accessibility Audit tool (Lighthouse) for desktop and mobile sites, both prior to site launch and as part of our regular site maintenance.

Our ADA Product Solutions

We have also partnered with accessiBe, the leading web-accessibility technology. accessiBe's AI-powered platform monitors and adjusts sites to ensure compliance with the ADA and WCAG 2.1 Guidelines, while also offering user interface tools to enable consumers to adjust the website to accommodate their particular needs. The accessiBe solution will be available as an add-on product for Dealers who want to incorporate these additional features into their websites.

Our Contractual Commitment

We go further than simply designing ADA compliant products. We contractually commit to comply with all applicable laws and regulations - including the ADA. You may review our Terms & Conditions online at www.teamvelocitymarketing.com/terms, for Team Velocity clients, and at www.level5advertising.com/terms, for Level 5 clients.

Dealership Obligations

Your dealership is ultimately responsible for ensuring that you and your vendors comply with laws and regulatory requirements. Here are some steps you might consider taking:

- Review your logos and color schemes to make sure they are easily visible and computer readable.
- Review your video library (on YouTube, Facebook, etc.) to determine if your videos include sufficient audio or text descriptions.
- Ask your outside vendors about their ADA compliance efforts and review their work product.
- Keep current on regulatory requirements and industry best practices.
- Consult your legal counsel about your obligations under the ADA and other regulations.

This document is for information purposes only and is not intended as legal advice. Dealers should consult with their own legal advisors to determine their ADA and other regulatory compliance requirements.