

Website Accessibility under the ADA

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 Contractual Commitment

We contractually commit to comply with all applicable laws and regulations. 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.

The ADA Legal Framework

The American with Disabilities Act (*ADA*) requires that dealership websites be accessible to individuals with vision, hearing, physical and other disabilities. 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 ADA Product Solutions

To better ensure our websites meet ADA requirements, we have 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. Indeed, the **accessiBe** solution has proven highly effective in increasing accessibility and in deterring ADA lawsuits. Accordingly, because legal action against business websites continues to increase, we require Dealers who wish to take advantage of our commitment to provide ADA compliant websites to install **accessiBe**.

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:

- Install the **accessiBe** solution.
- 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.