

April 2026

rallyreel.ai

RallyReel User Guide (v1)

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AGENDA

01 WHAT IS RALLYREEL?
(AND WHY SHOULD I CARE?)

02 CASE STUDIES

03 BEST PRACTICES

04 EXAMPLE RESULTS

05 RALLYREEL AI ENGINE

06 ROADMAP



What is RallyReel?

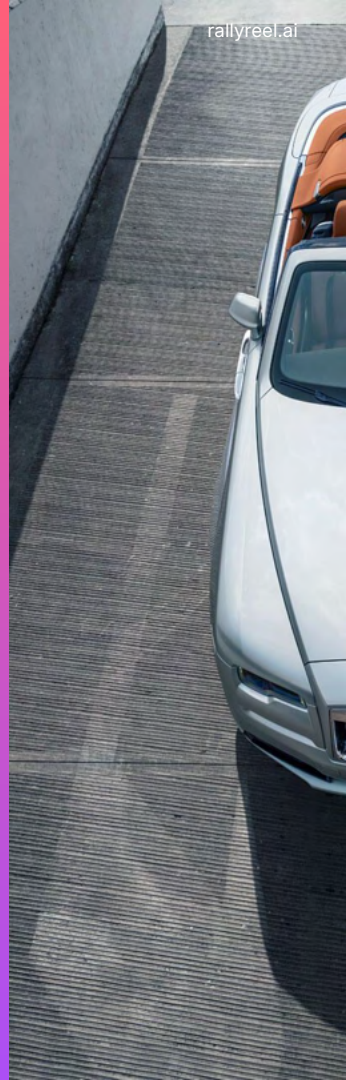
THE VISION

One-Click Car Commercial



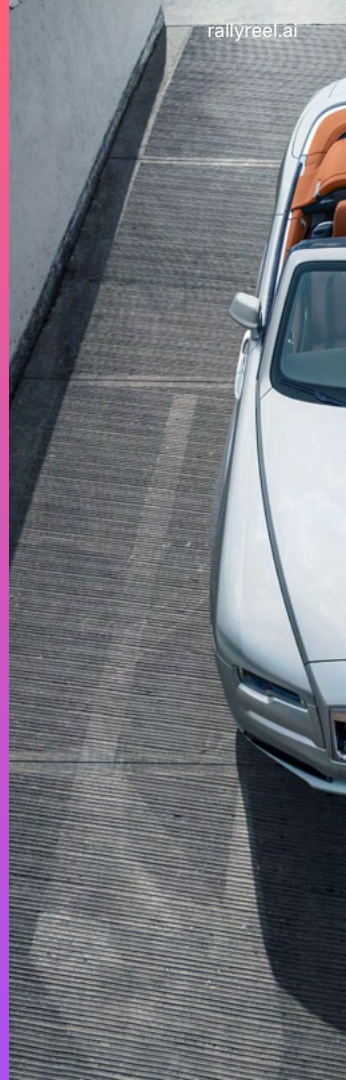
WHY SHOULD I CARE?

500+ car dealers are
using RallyReel to
boost the value of their
inventory.



WHY SHOULD I CARE?

Over 50% of our
power-users are using
RallyReel **every day.**





Case Studies

CASE STUDY #1



Luxury Dealer in Florida
Anonymized with AI for privacy

//

I was skeptical. We post our inventory on social media but usually it goes nowhere. This was the first time we saw traction—thousands of views in a day.



"

Our posts used to get a handful of views. Now they're consistently reaching hundreds, sometimes thousands. RallyReel was the missing piece for our organic social media strategy.

CASE STUDY #2

Used Dealer in Texas
Anonymized with AI for privacy

CASE STUDY #3

RESULTS

Views for used car dealer jumped from ~30 to 500+ per post within 24 hours.

IMPACT

Higher reach led to more engagement, 5x inbound inquiries, and faster vehicle turnover.



OUR VISION

One-Click Car Commercial

OUR GOAL

**One-Click Car
Commercial**

GET YOU MORE SALES.

OUR GOAL

One-Click Car Commercial

GET YOU MORE SALES.

better VDPs ⇒ better reach ⇒ more leads ⇒ more sales \$\$\$



Best Practices



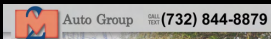
Wait, I'm confused. What does RallyReel do again?

We turn car photos into cinematic videos with AI.



What to do

Use medium close-up, $\frac{3}{4}$ view photos.



What to avoid

Badge not visible, obstruction, backlight, turned wheels, awkward angles (too close/too far), front-view, excessive text.



What to expect

The better your input, the better your results.

and vice versa!





Badge not visible



Wheels are not straight



Side is not visible & excessive text



Side shot - badge not visible



Minor overlap OK



Medium close-up, minor overlap



Some text is OK
(may appear in video)



Some backlight is OK



The perfect photo!



The perfect photo!



The perfect photo!



How to use the app

Choose your output

Reels and Commercials

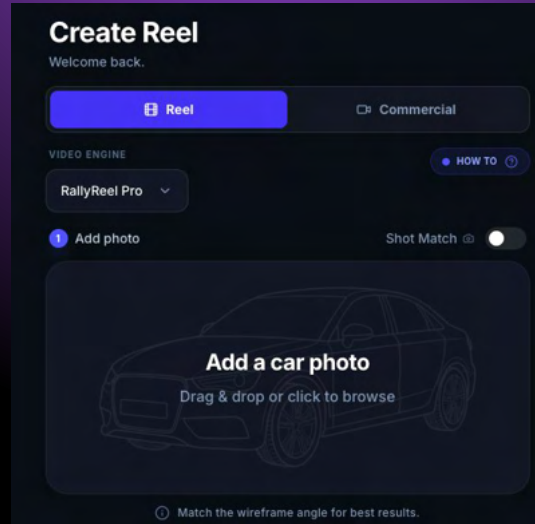


5 seconds, no audio
(best for VDPs or as building blocks)



10+ seconds, voiceover, music, custom logo
(ready to post or run ads)

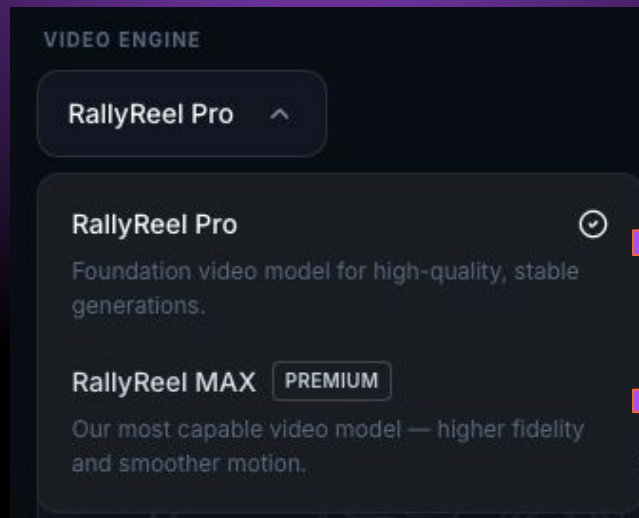
REEL



It all starts with the car photo

REEL

VIDEO ENGINE



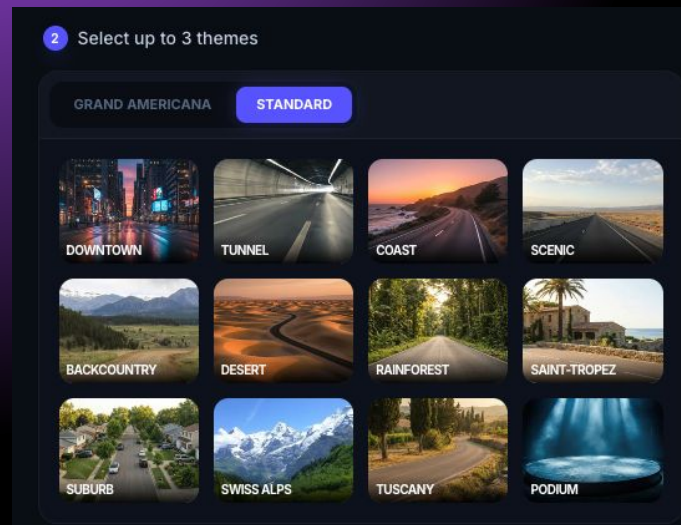
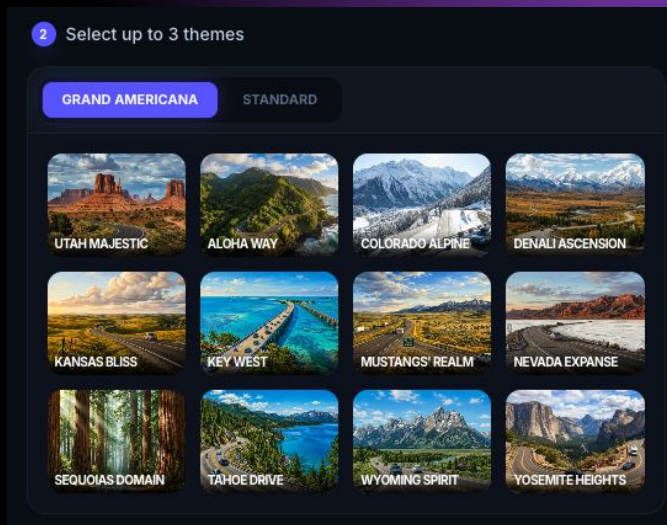
→ Stable footage

→ Camera motion

Start with **RallyReel Pro**, go from there

REEL

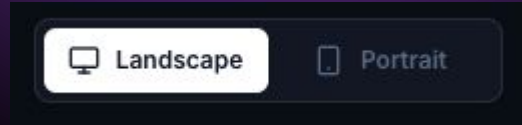
THEME SELECTOR



New themes are released regularly

REEL

ASPECT RATIO



Landscape = VDPs, YouTube
Portrait = Instagram, TikTok, Shorts

Choose your output

Reels and **Commercials**

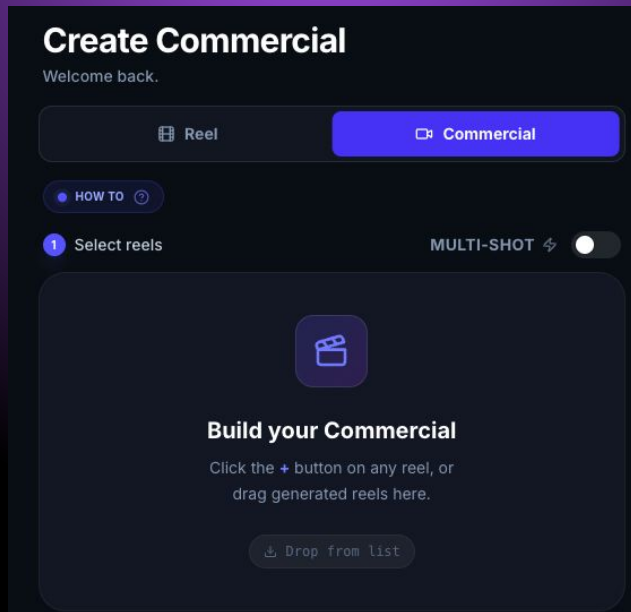


Storyboard
(made from Reels)



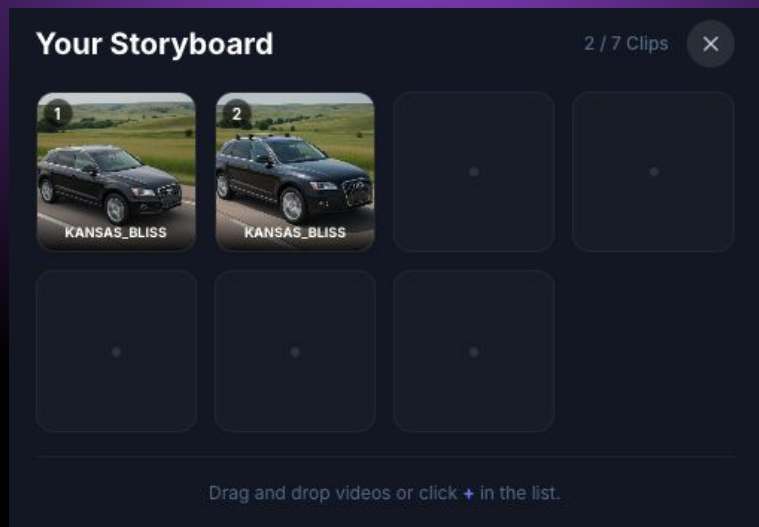
Multi-Shot
(made from photo)
"killer app"

COMMERCIAL (storyboard)



It all starts with the Reels!

COMMERCIAL (storyboard)




Compose a commercial from Reels

COMMERCIAL (storyboard)

2 Vehicle details AI-Assisted Exact Text

Paste listing details to generate voiceover.

2023 BMW M3, 15k miles. Carbon buckets, Executive package...

 AI Auto-fill

Vehicle details


COMMERCIAL (storyboard)

2 Vehicle details AI-Assisted Exact Text

Paste listing details to generate voiceover.

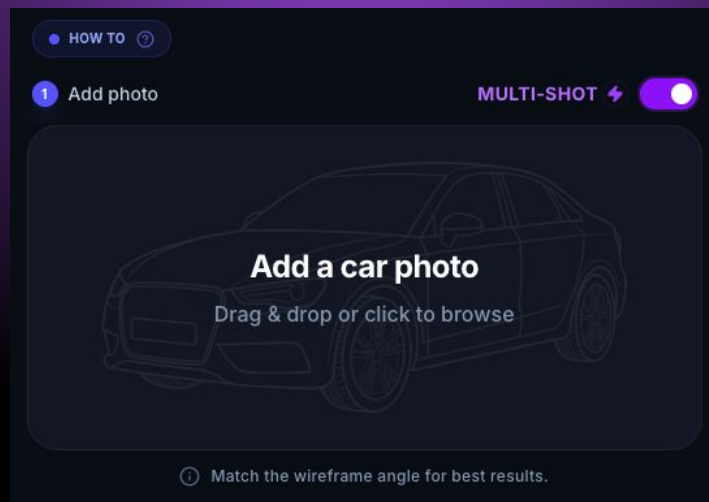
Vehicle Information:

2006 Dodge Durango SLT
Price: \$3,000
Year: 2006*
Make: *Dodge**
Model: *Durango**
Series: *SLT**
Body Style: Sedan*
VIN: 1D4HB48N16F152804
Mileage: 120,468
Exterior Color: Black*
Interior Color: Beige*

 AI Auto-fill

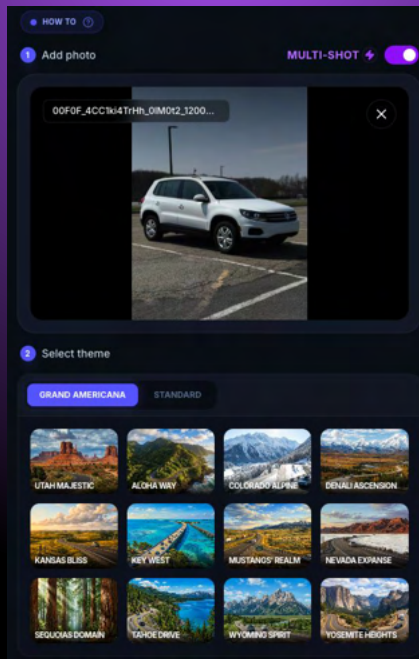
Vehicle details

COMMERCIAL MULTI-SHOT



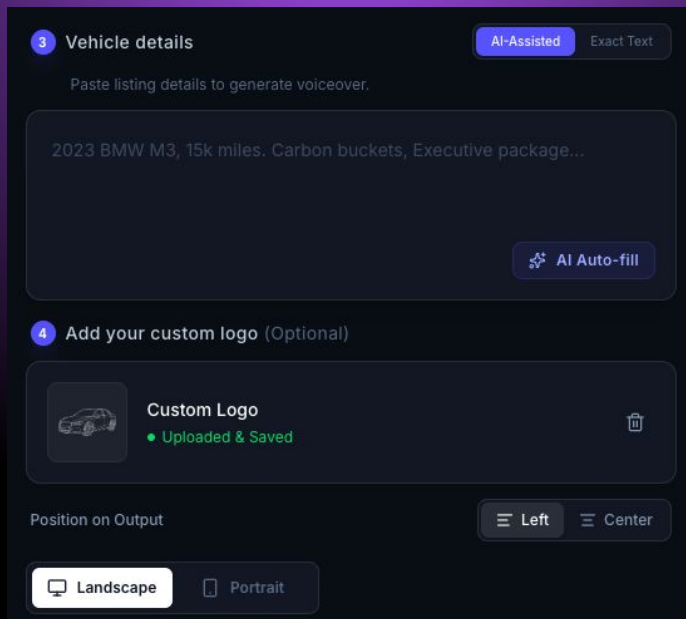
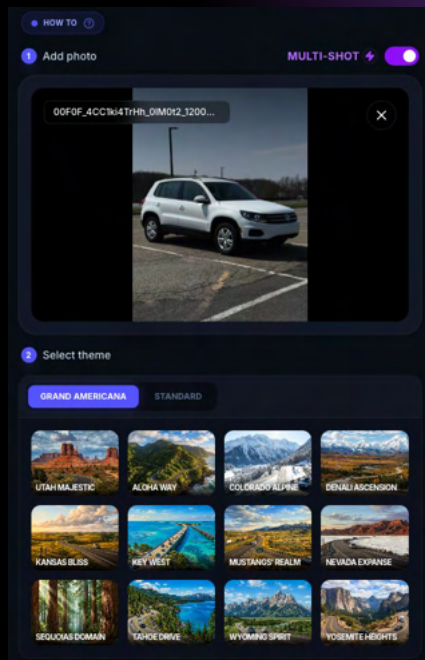
It all starts with the photo!

COMMERCIAL MULTI-SHOT



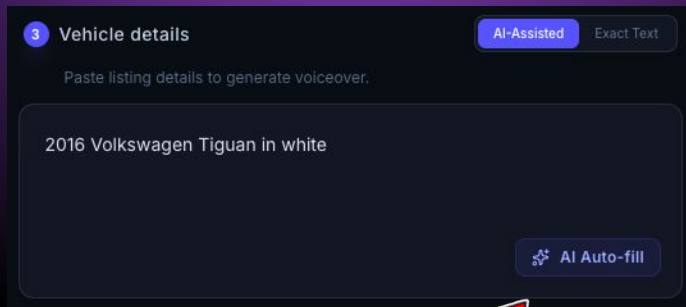
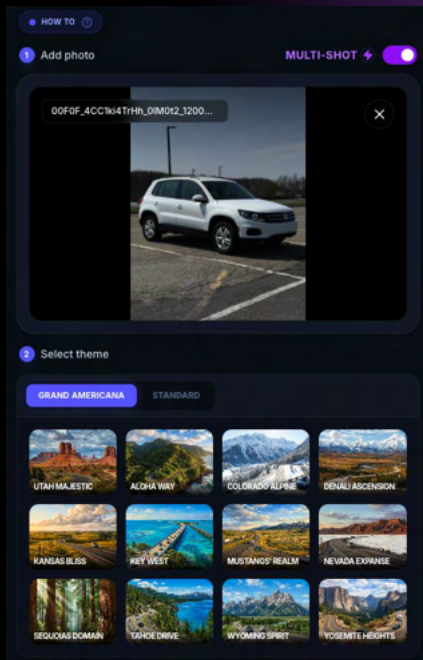
It all starts with the photo!

COMMERCIAL MULTI-SHOT

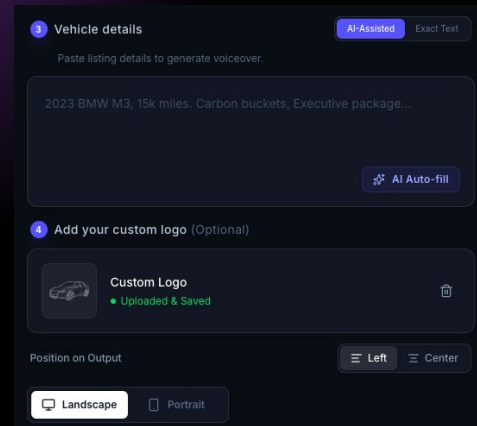


It all starts with the photo!

COMMERCIAL MULTI-SHOT



Use Auto-fill to guess the car
year, make and model





RallyReel AI Engine

RallyReel AI Engine

CUSTOM MODEL

- Fine-tuned on automotive car footage
- Combination of AI image and video technology
- GPU performance optimizations down to the hardware (kernel) level

PRIVATE, SECURE COMPUTE

- User jobs run in isolated virtual machines
- Scalable architecture capable of generating 10,000+ videos at a time
- API access available to select users

GROWING THEME LIBRARY

- Currently have 24 themes with more on the way
- One-off themes such as rotating podium
- Compatible with Multi-Shot Commercials

NOT A WRAPPER

- We own and deploy our own AI video model
- 4+ years of experience in automotive AI video
- Ongoing development, regular code changes rallyreel.ai/release-notes

Roadmap

Where we're headed next

01

Initial Public Release

Nov 16, 2025

Launched RallyReel with the core AI generation engine.

02

Scalability Upgrade

Dec 9, 2025

Async multi-stage pipeline supporting 10,000+ concurrent jobs.

03

RallyReel MAX & Quality Leap

Mar–Apr 2026

Released the MAX model, added a model selector, and upgraded Pro for higher fidelity and more stable generation times.



We are here

04

Computational Cinematography Platform

Q1 2027

Advanced creative control and ultra-high fidelity. Optimized for enterprise-scale content generation to empower global automotive brands and dealership networks.



Happy generating!

contact@rallyreel.ai