

# **Automotive Dealer Management Software Category**



## Automotive Dealer Management Software Category

Automotive dealer management software, also called dealership management system (DMS), helps automobile retailers to capably manage their operations. This platform can aid in both front- and back-office routines and provides features for authorization, financing, cost calculation, and inventory – for both cars and consumers (e.g., accident history, credit reports, etc.)

Automotive dealer solutions also present functions for creating, storing, and tracking sales contracts, warranty information, recurring e-payments, appraisals, and auto repairs. They are mostly used by office admins and the sales team in used or new car dealerships. Further, the software offers features for or integrates with CRM, website builder, inventory management, and billing applications. Finally, automotive dealer software also provides capabilities like sales floor assistance, customer authorization, and vehicle inventory automobile dealerships.



# Customer Success Report Ranking Methodology

The FeaturedCustomers Customer Success ranking is based on data from our customer reference platform, market presence, web presence, & social presence as well as additional data aggregated from online sources and media properties. Our ranking engine applies an algorithm to all data collected to calculate the final Customer Success Report rankings.

The overall Customer Success ranking is a weighted average based on 3 parts:

## CONTENT SCORE

- ▣ Total # of vendor generated customer references (case studies, success stories, testimonials, and customer videos)
- ▣ Customer reference rating score
- ▣ Year-over-year change in amount of customer references on FeaturedCustomers platform
- ▣ Total # of profile views on FeaturedCustomers platform
- ▣ Total # of customer reference views on FeaturedCustomers platform

## MARKET PRESENCE SCORE

- ▣ Social media followers including LinkedIn, Twitter, & Facebook
- ▣ Vendor momentum based on web traffic and search trends
- ▣ Organic SEO key term rankings
- ▣ Company presence including # of press mentions

## COMPANY SCORE

- ▣ Total # of employees (based on social media and public resources)
- ▣ Year-over-year change in # of employees over past 12 months
- ▣ Glassdoor ranking
- ▣ Venture capital raised

## Award Levels



### MARKET LEADER

Vendor on FeaturedCustomers.com with substantial customer base & market share. Leaders have the highest ratio of customer success content, content quality score, and social media presence relative to company size.



### TOP PERFORMER

Vendor on FeaturedCustomers.com with significant market presence and resources and enough customer reference content to validate their vision. Top Performer's products are highly rated by its customers but have not achieved the customer base and scale of a Market Leader.



### RISING STAR

Vendor on FeaturedCustomers.com that does not have the market presence of Market Leaders or Top Performers, but understands where the market is going and has disruptive technology. Rising Stars have been around long enough to establish momentum and a minimum amount of customer reference content along with a growing social presence.



## 2021 Customer Success Awards

Check out this list of the highest rated Automotive Dealer Management Software based on the FeaturedCustomers Customer Success Report.



### MARKET LEADERS



### TOP PERFORMERS



### RISING STARS



\* Companies listed in alphabetical order





#### ABOUT CDK GLOBAL



CDK Global is a leading global provider of integrated information technology and digital marketing solutions to the automotive retail and adjacent industries. Focused on enabling end-to-end automotive commerce, CDK Global provides solutions to dealers in more than 100 countries around the world, serving approximately 30,000 retail locations and most automotive manufacturers. CDK solutions automate and integrate all parts of the dealership and buying process from targeted digital advertising and marketing campaigns to the sale, financing, insuring, parts supply, repair, and maintenance of vehicles.

82

## Total Customer References

[VIEW ALL REFERENCES](#)

### Featured Testimonials

“I like the way it all fits together. It's all right there — account reconciliations, receivables, payables, payroll, parts, sales everything.”



CINDY HELMS  
OFFICE MANAGER, BOB ROGERS CHEVROLET

“One of the best things about CDK Service is the reporting tool. I need data to achieve our goals. It helps us retain customers and that's our primary focus. I'm all about efficiency and innovation. With CDK Service, there's one platform with multiple tools — like CDK Inspection and CDK Lane — and one contact for support. That's a big advantage for us. With 180,000 square feet of space, we have a lot of room for growth.”



LUIS GUTIERREZ  
GENERAL MANAGER, MERCEDES-BENZ OF CORAL GABLES

“Each and every KPI increased. We've become more profitable, and our Customer Satisfaction Index (CSI) has improved. And so has our ability to drive more volume because we've become more efficient.”



DAVID BERNARDINI  
PROCESS DEVELOPMENT AND TRAINING DIRECTOR, #1 COCHRAN

“CDK Drive allows us to make better decisions because we know what's going on in real time. We know with confidence that our dealership is performing at its best.”



DONNA BOST  
COMPTROLLER, CHUCK NASH AUTO GROUP

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#### ABOUT DEALERSOCKET

SoLera | DealerSocket

DealerSocket is a leading automotive technology platform that helps dealerships in the United States, Canada and Australia improve profitability through a fully integrated suite of marketing, sales, service, customer experience, DMS, data mining, digital marketing, website, digital retailing, and inventory management solutions. Headquartered in San Clemente, California, DealerSocket employs more than 1,000 people and serves 11,000 dealerships and 300,000 active users in the United States, Canada and Australia. DealerSocket's advanced technology provides benchmarking data that paces the industry, and its insightful experts identify trends and develop strategic roadmaps that help dealers optimize processes and operate more profitably.

151

Total Customer References

[VIEW ALL REFERENCES](#)

## Featured Testimonials

“With DealerSocket, I can do everything on my phone the same as I can on my desktop. Adding and editing email templates makes it easy to follow up with customers. I could work at home from my phone if I had to.”



DARREN BURNS  
INTERNET SALES MANAGER, WOLTZ & WIND FORD

“For dealers looking for a dealership management system that coordinates their service, their collections, and their sales all in one area, IDMS is definitely the way to go. It allows us to have an omnichannel approach to our business, and if your DMS can't provide that, you ought to look at IDMS.”



TRAVIS ALLISON  
CHIEF FINANCIAL OFFICER, COAST TO COAST

“Part of the reason I went with DealerSocket over the other vendors was to have continuity. I knew if I had the DealerFire platform that the triangulation between my website, CRM, desking tool, and, when I'm ready, PrecisePrice, would make for a much better experience for customers.”



FRANK MAHER  
GENERAL MANAGER, TREND MOTORS VOLKSWAGEN

“The ability to customize the CRM to how the group wants to operate is what really separates DealerSocket from the competition.”



MARYANN CHARBONNEAU  
TRAINING AND CRM CONSULTANT, DESTINATION AUTO GROUP

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BROOKLYN  
MITSUBISHI

Great Lakes  
Honda

Nielsen  
SINCE 1983  
AUTOMOTIVE GROUP

SPOKANE  
HYUNDAI



SAN FRANCISCO  
TOYOTA





#### ABOUT DEALERTRACK



Dealertrack provides market leading digital solutions for automotive retail. Their unique ability to combine dealer perspectives, consumer insights, and technologist-fueled innovations has helped them create a marketing, sales, and operations platform that—together with the largest online credit application in North America—is enabling the transformation of one of the world's most important and dynamic industries.

113

Total Customer References

[VIEW ALL REFERENCES](#)

### Featured Testimonials

“With Dealertrack, I've got all the information I need accessible on a mobile device, on an iPad; anywhere that I go, I can see what's happening with all our stores.”



JOHN ALTMAN  
CHIEF OPERATING OFFICER, BEYER AUTO GROUP

“Compliance requirements are always evolving and Dealertrack's compliance solution helps keep our dealership up-to-date.”



MARSHALL DANIEL  
FINANCE MANAGER, INFINITI OF WILLOW GROVE

“Dealertrack's DMS has put us in a position to handle things both in the present and prepare for the future, whether it's improving our processes now or acquiring more dealerships in the future.”



RON VER PLANCK  
CHIEF FINANCIAL OFFICER, TODD WENZEL AUTOMOTIVE

“I want my staff focused on taking care of the customers. I don't want them struggling with the DMS. The Dealertrack DMS is intuitive to use. It's simple and allows my staff to focus on their jobs.”



BERT HODGE  
GENERAL MANAGER, HERITAGE FORD

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57

Total Customer References

[VIEW ALL REFERENCES](#)

#### ABOUT DOMINION DEALER SOLUTIONS



Dominion Dealer Solutions improves dealers' performance by developing advanced technologies including reputation and social media management, responsive websites, digital advertising, SEO, SEM, multi-channel marketing, and custom market reports. Coupled with award-winning lead management, inventory merchandising, equity mining, customer relationship (CRM) and dealer management (DMS) solutions, Dominion redefines automotive retail by delivering first-class customer experiences for today's automotive dealerships.

### Featured Testimonials

*“I like the Prime Response dashboard. I can respond to surveys as well as monitor the progress of sales and service managers following up on customer reviews. The internal surveys are also closely monitored. If there are any bad ones, they'll be forwarded to the GM to make sure the situation is resolved.”*



KEN NEEL  
DIGITAL MARKETING MANAGER, MOTOR MILE KIA

*“Dominion Dealer Solutions and their staff has done wonders for our dealership's website. Their team is extremely efficient and helpful with all of my website needs. Not only do they keep you in the loop during the entire build out process, but they also continue that service through the months to follow by giving advice, making suggestions, and even catching things I haven't had a chance to look at yet. I can't say enough about the service they have provided me and our store. Our unique site visits are up, our conversion rate is up, and each month is getting better and better. Thanks to the Dominion team for everything they have done and continue to do.”*



AUTUMN LAMB  
INTERNET SALES DIRECTOR, CHATHAM PARKWAY TOYOTA

*“In general, the data is the most useful piece. The ability to have the correct data and reference it is as important as touching the right customers. DealActivator works well and does exactly what it's supposed to do.”*



VICTOR MAYOLI  
GM AND SALES OPERATION DIRECTOR, MIAMI LAKES KIA

*“Customers expect a responsive website they can navigate quickly and easily. Otherwise, they move on to the next dealer. With more than 52% repeat visitors in two and half months, we couldn't be happier. My responsive website built by Dominion provides my customers with the best user experience possible and consistency across all devices. I no longer have to limit what my customers are able to see.”*



HONDA CARS OF BELLEVUE

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#### ABOUT TEKION

## TEKION

Tekion believe that business applications don't have to be boring. In fact, they should be simple, fun and cool! They should be as delightful to use as your favorite social or consumer application, yet powerful enough to seamlessly and efficiently run global businesses that provide unparalleled consumer experience without compromise.

15

Total Customer References

[VIEW ALL REFERENCES](#)

### Featured Testimonials

*“There's really no limits to what Tekion can do.”*



WALT MASSEY  
PRESIDENT, WALT MASSEY AUTOMOTIVE GROUP

*“I want to be in business with people I trust. That's why I do business with Tekion.”*



CHARLES WINTON  
DEALER PRINCIPAL, WINTON AUTO GROUP

*“Tekion is a game changer and is the wave of the future in the automotive industry.”*



MICHAEL WINDING  
GENERAL MANAGER, GILROY BUICK GMC

*“Having gone through multiple DMS changes over the last 27 years, the recent Tekion implementation was the smoothest I've ever seen and it was done 100% remotely.”*



KATIE BOWMAN COLEMAN  
PRESIDENT, BOWMAN AUTO GROUP

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Stevens Creek  
Volkswagen

GILROY  
BUICK GMC





#### ABOUT VINSOLUTIONS

## VinSolutions

VinSolutions helps more than 4,000 dealers make every connection count. VinSolutions products integrate dealership systems, processes, and tools to deliver a single view of the customer across the business so dealers can focus on building relationships throughout the sales cycle. VinSolutions fosters dealership success by providing a fully customizable suite of solutions, including equity mining, market pricing and desking tools, combined with the continuous, personal support of a designated Performance Manager. VinSolutions is OEM certified by every major manufacturer and is Autosoft, CDK, Reynolds & Reynolds and Dealertrack DMS certified.

41

## Total Customer References

[VIEW ALL REFERENCES](#)

### Featured Testimonials

“If there's a lot of activity and information coming out of the CRM, it helps us take action. Having all of the information in one place provides additional insights to help us narrow down where the problem is and make better pricing and merchandising decisions.”



CHRIS MARHOFER  
PRESIDENT COO, RON MARHOFER AUTO GROUP

“Connect Desking is a huge asset to us. It allows for so many different possibilities for the customers in a timely fashion. It saves us a lot of time. Picking up one or two minutes per deal multiplied by the 1200 deals we work a month is a lot of time. The desking tool is a huge asset to us here at Mohawk Honda, and we couldn't do it without it.”



GREG JOHNSON  
SALES MANAGER, MOHAWK HONDA

“We bolstered our Connect Texting in Connect CRM to include MMS, the ability to send videos and photos. We then rebuilt our processes. We cut our phone calls by 55% and replaced those with texting, and we included automated texts rather than automated emails. And as a result, our contact rate has skyrocketed.”



KEVIN FRYE  
MARKETING DIRECTOR, JEFF WYLER AUTOMOTIVE FAMILY

“The Document Library offers us an unprecedented means of managing our customers' data within VinSolutions and safeguarding our customer information.”



CHRIS FINK  
USED CAR MANAGER, BURT WATSON CHEVROLET

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#### ABOUT VAUTO



vAuto provides innovative software and technology, tools and business intelligence to help dealers improve their used vehicle department sales and profits. Founded in 2005 by Dale Pollak and a group of automotive industry veterans, vAuto is determined to develop innovative methods for dealers to manage their vehicle inventory and increase sales.

79

Total Customer References

[VIEW ALL REFERENCES](#)

### Featured Testimonials

“Stockwave puts the cars in front of us, saves time, and gets us a better cost of goods.”



TONY RAMMER  
DEALER PRINCIPAL, AUTO KINGDOM

“I’ve always known how to turn my inventory fast, but with vAuto my turn is even faster than I ever imagined possible.”



ADAM SIMMS  
TOYOTA SUNNYVALE

“vAuto is so much more than inventory management. Now we go where the customers are, with the right cars, at the right prices, at the right times. We negotiate less and hold more gross. It transformed our business.”



GREG GOODWIN  
KUNI AUTOMOTIVE GROUP

“vAuto is part of the Walser way of doing business. Our customers appreciate our haggle-free pricing, and it kept us in business these past few years when other dealerships closed around us. I can’t imagine selling cars without vAuto.”



ANDREW WALSER  
WALSER AUTOMOTIVE GROUP

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# 19

## Total Customer References

[VIEW ALL REFERENCES](#)

### ABOUT AUTOMANAGER

## automanager

AutoManager is a DMS, online vehicle marketing and website provider with over 25 years of experience helping independent and franchise dealers increase sales and business productivity. AutoManager now serves thousands of users across the U.S. and Canada. DeskManager DMS (dealer management software) and WebManager (online vehicle marketing) are scalable solutions for car, truck, boat, RV and even airplane dealers. Both are priced aggressively to satisfy the needs of small independents, and can be expanded with a litany of high tech add-ons that allow them to serve the needs of larger franchise dealers. Above all else, AutoManager takes pride in its reputation for excellent post-sale support and service.

### Featured Testimonials

“I decided on WebManager because I'm not paying \$600 a month to have my website maintained. Our clients tell us they love how easy it is to navigate our site. [WebManager] gave us a really great, unique look that fit our outdoorsy, campground theme.”



KELLY VOGEL-TELLSTOM  
VOGEL'S RVS

“I am so impressed with the way that DeskManager interfaces with QuickBooks so beautifully, even letting me click on a transaction in DeskManager and having it open the transaction in QuickBooks for me. I just wanted to let you know how thankful I am that you kept bugging me about trying your software, because it has become an amazing tool and will save me tons of time and frustration.”



ABBIE LAZARO  
ACCOUNTANT, RANDAN, LLC

“Having our dealer management software feed information to our website and the online marketplace has been pretty invaluable for us. It keeps us away from computers and on the floor with our customers, which is where we belong.”



SCOTT LEHMAN  
DEALER PRINCIPAL, PREMIER AUTO CENTER

“I am not tech savvy. [WebManager allowed] me to customize my website the way I wanted it to be promoted and represented. I make the changes, additions, [theme] colors and even the color of the car. It's very easy to understand, very simple. I can't say enough about these guys.”



SHUSHU AMIR  
PRESIDENT, EAGLE TRUCK AND AUTO

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#### ABOUT AUTOSOFT DMS



Autosoft provides and supports a complete dealer management system (DMS) that improves processes and reduces operating costs for over 2,000 franchised automotive dealerships across the U.S. Autosoft's easy-to-use and innovative software helps dealers focus on their customers and not just their DMS. Autosoft has received the DrivingSales award for Highest Rated DMS three years in a row and was awarded three Stevie Awards for customer service excellence in 2017.

18

## Total Customer References

[VIEW ALL REFERENCES](#)

### Featured Testimonials

“With Autosoft, the training process is very simple and user friendly. We're able to train our new employees efficiently within a short amount of time. Most of our employees learn it within a day.”



ANGIE  
SERVICE MANAGER, BOB POYNTER COLUMBUS

“I haven't found a Dealer Management System who can beat Autosoft's customer service, value, or ease of use and yet still offer leading-edge tools.”



MATT PETERS  
DEALER PRINCIPAL, MASTEL FORD-LINCOLN

“We use the color-coding system to distinguish customers that bought from us and those that didn't. We can highlight ones that need extra attention, the waiters, the ones that need loaners. There are still avenues of Autosoft that I haven't tapped yet that can make my job even easier. All of it is very easy to operate.”



JERRY JOSEPH  
FIXED OPERATIONS DIRECTOR, HIRLINGER CHEVROLET

“I like the personal interaction with the Autosoft Customer Success team. I value the relationships and that I can pick up the phone to talk to someone I know. If you have an issue, they get things resolved very quickly.”



GREG DUTCH  
DUTCH CHEVROLET BUICK

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#### ABOUT DEALERSLINK



DealersLink is the largest private dealer-direct wholesale Marketplace in the US. DealersLink pioneered online dealer-direct wholesale trading in the late 90's. With 9 years of live transactions, DealersLink® has the stability, reputation, and expertise to provide auto dealers the most robust and active wholesale marketplace in existence.

42

## Total Customer References

[VIEW ALL REFERENCES](#)

### Featured Testimonials

“We just started with DealersLink and sold a car immediately. We now have an opportunity to keep all of our appraisals within one system and they are easy to locate, and our exporting system is so much smoother with ExportPro™.”



TONY BRITTON  
GENERAL SALES MANAGER, CAPITAL CITY NISSAN OF TOPEKA

“DealersLink allows me to research the vehicles I really want and need. I find that dealers are really honest about the way they want to present their inventory and to keep a great rating. We usually sell around 15 vehicles a month and purchase 40 vehicles a month, with NO lane fees.”



DAVE SLOAN  
GENERAL SALES MANAGER, WELD COUNTY GARAGE

“DealersLink allows me the opportunity to supplement my current inventory, and I have had great success with working with other dealers on buying and selling inventory.”



JASON DUGGER  
MANAGER, TOM SCOTT HONDA

“DealersLink allows me to find the exact vehicle that my customer is looking for; I just bought the Jeep my customer wanted from a dealer in Montana. I can find vehicles that are front-line ready and I love working dealer to dealer rather than through a middle man or auction. You know who and what you are dealing with.”



LOWELL BUSHART  
USED VEHICLE MANAGER, GLENWOOD SPRINGS FORD

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# 142

## Total Customer References

[VIEW ALL REFERENCES](#)

### ABOUT PROMAX UNLIMITED



ProMax has been leading the industry in automotive software for 20 years, and offers the only complete solution for your dealership. From their award-winning Desking and CRM modules, to their industry-first Compliance solutions and Pre-Screen products, to Lead Generation, Inventory, ILM, Dealer Websites, Direct Mail, Credit Reports and more, ProMax has all the tools you need to succeed.

### Featured Testimonials

“ProMax is an amazing way to keep all client information safe and easily accessible for us here at the dealership. Extremely easy to navigate and with plenty of useful features that assist me daily in making appointments, following up with references, and closing deals.”



JOHNNY BRAVO  
SALES CONSULTANT, STEVE COURTY FORD

“In today's dealership, nothing is more important than Your CRM tool. I have had the opportunity to work with several different CRM providers, and ProMax by far has been the best. I strongly recommend ProMax to any dealership due to their outstanding Customer Service. My calls are answered immediately and resolutions come quickly and hassle free. I have dealt with several of the ProMax Team Members but primarily with Mindy, who provides us with stellar Customer Support. We at Mossy Motors consider ProMax an integral part of our success and value our business relationship with them.”



DAVID CERRITELLI  
BDC DIRECTOR, MOSSY MOTORS

“One Stop CRM! ProMax delivers outstanding tools to perform multiple tasks on a daily basis. From desking, inventory management, lead handling and everything else in between ProMax can deliver a very well performing tool to make your everyday tasks much more efficient. But it doesn't stop there; they have an outstanding team behind the scenes that are always willing and more than capable to help if you ever need anything.”



ADAM BREEN  
GENERAL MANAGER, EARNHARDT HYUNDAI

“The Stanley Automotive Group has had 11 dealerships using the "CLICK TO CALL" feature in ProMax for over 9 months. This feature has afforded our dealerships to track and listen to outbound telephone calls in both sales and service. We have found it to be an excellent training tool as well as an excellent documentation tool. I would highly recommend it to any dealership that is currently utilizing ProMax as their CRM.”



MATT CLARK  
MANAGER, E-COMMERCE COMPLIANCE, STANLEY AUTOMOTIVE GROUP

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#### ABOUT SERTI DEALERSHIP SYSTEM



SERTI has been providing its DMS to automobile and heavy truck and dealerships since 1988. We have always made it our goal to evolve our products, so they help dealerships better perform and offer the best experience to their customers, with cutting-edge technological platforms. In recent years, SERTI has developed web and mobile software and will continue to do so with the goal of providing a new generation of DMS that is hardware agnostic and browser agnostic.

11

## Total Customer References

[VIEW ALL REFERENCES](#)

### Featured Testimonials

“SERTI offers a unique approach to dealership software and delivers this approach in a user-friendly product. The service and support of SERTI have been second to none and we look forward to the future with SERTI for many years to come!”



RANDY CHARLEBOIS  
OWNER, R.R. CHARLEBOIS INC.

“I could not be happier with our decision to replace our old computer system with SDS and highly recommend SERTI to anybody looking for a great software at a fair price with none of the aggravation that normally goes with it. SERTI is as good or better than the big players out there, with none of the attitude or games that they play! You won't go wrong with a decision to implement SERTI.”



TIM WESTAWAY  
CONTROLLER, AUTO HOUSE HONDA

“Speaking on behalf of the entire staff and management of Acura West, we are completely satisfied with the SDS system and wholeheartedly recommend SERTI to anybody in the market for a new computer system. SERTI has met all their commitments, and thus earned my loyalty and that of our staff.”



PAUL JENNERY  
GENERAL MANAGER, ACURA WEST

“Overall, the sales process was excellent, as well as the setup/install work. Having an install co-coordinator was the best. Every trainer came in extremely knowledgeable and dealership savvy. Support is amazing, everyone is very friendly and helpful. SERTI delivered on all commitments – wow how rare!”



KATIE LEBLANC  
SECRETARY-TREASURER, KEN KNAPP FORD

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#### ABOUT AUTOSERVE1

### Auto Serve1

AutoServe1 provides a customer-centric workflow to allow dealerships & aftermarket service repair shops to communicate with their customers using actual photos of problem parts, educational animations, and real-time communication with remote customers. This helps auto service centers increase sales per vehicle-visit by more clearly explaining the benefits of repairs required on a customer's vehicle and mitigating the lack of trust. It also facilitates faster decisions, improves work flows, and decreases costs from traditional paper-based inspections.

33

## Total Customer References

[VIEW ALL REFERENCES](#)

### Featured Testimonials

“With AutoServe1 our customers see what the technicians see and can be involved in the process of choosing the repairs for their vehicle. I don't have to sell them. They tell us which jobs they want to get done. Using AutoServe1 integrated with both my Hunter alignment gear and my shop management system, Protractor, my average ticket price went through the roof. After the first month it was up over 34%.”



ALAN BEECH  
OWNER, BEECH MOTORWORKS

“It's simple and easy to use. AutoServe1 lets us be completely transparent to the customers which is a huge thing in this industry. To the customer it lets them see everything that's going on with their car and eliminates all speculation. In our area, since we are close to a lot of colleges, AutoServe1 works really well to help us communicate with the parents of the kids who are bringing in their cars. The parents are all over the country but we can send them the pictures and videos by email and text about what needs to be fixed and they can make the decision to go ahead.”



JASON MARSH  
SERVICE MANAGER, AZAR AUTOMOTIVE

“Our professional customer reports with pictures deliver great wow factor and make it so much easier to build trust and stronger client relationships. It's one thing to find all the work a vehicle needs – it's another for my customers to actually understand what we're recommending. Since using AutoServe1, our ARO is up 17% and my team and customers love it.”



DAVE ERB  
OWNER, DAVE'S ULTIMATE AUTOMOTIVE

“We have been with AutoServe1 for over 3 years and our business has grown a lot with the help of AutoServe1. They have listened to what we need from them and are always looking to make the product better for us while always keeping the customer #1.”



BRYAN GOSSEL  
PRESIDENT, BG AUTOMOTIVE

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#### ABOUT DX1



DX1 is a leading Dealership Management System, CRM, Marketing and Website provider for the motorcycle and powersports industry. They've built their organization around their dealers, working hard to ensure that their team functions as an extension of their customers' businesses by providing the technology, tools and support needed to succeed. They are proud to be able to provide a dealership management solution that is truly changing the way powersports dealerships are running their businesses.

46

Total Customer References

[VIEW ALL REFERENCES](#)

### Featured Testimonials

“Until you have [DX1], you don't realize how much time and energy it saves you.”



DAVID HANSIN  
OWNER/GENERAL MANAGER, ALL OUT CYCLES

“Now that we're with DX1, the integration between all departments has been tenfold.”



JASON DEARCHS  
ASSISTANT GENERAL MANAGER, WESTERN HONDA POWERSPORTS

“All-in-one. No one else offers the true all-in-one platform.”



TREVOR MESSERSMITH  
GENERAL MANAGER, CALIFORNIA CUSTOM TRAILERS & POWERSPORTS

“When I did the math on what I'd be paying a guy each week versus the DX1 monthly cost, it's a no brainer. Whenever we can save time, we're making money.”



GARY PHILLIPS  
SALES MANAGER, VIRGINIA POWER MOTORSPORTS

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#### ABOUT DEALERCENTER

### DEALERCENTER

DealerCenter is an all-in-one, web based dealership management solution for the independent used car dealer. Together with their partners, they created the most advanced Dealer Management System in the market. DealerCenter's main focus is continuous technological innovation and improvement. They created their platform with one thing in their minds - the needs of the independent used car dealer. With DealerCenter, the dealer has total control over the most important functions of managing their dealership efficiently and effectively.

15

### Total Customer References

[VIEW ALL REFERENCES](#)

### Featured Testimonials

“This system has many great features, but my favorite program is the deal driver instant pre-qualification program! I like the fact that it is very convenient for myself and customers to get instant approvals without impacting their credit score! Fantastic! We also really like the website designs also. True definition of all in one system.”



NICHOLAS ROBERTS  
GENDER AUTO SALES

“The entire system is very versatile, and everything is one place, my DMS, CRM, Website, and online marketing all in one! The mobile app is killer! I can scan my VINS and scan my customer's drivers licenses to save me so much time.”



JOE BRELLAHAN  
GREG LILLY AUTO SALES

“We love DealerCenter! It is the one stop shop for all my dealership needs. My favorite aspect of DealerCenter is the DMS functionality in terms of managing my inventory and being able be user friendly at the same time is amazing.”



RIAN HODGE  
SUPERDEAL AUTO GROUP

“The DMS will definitely help me easily get more deals funded efficiently so I can go buy more cars! I like how I can submit all my deals at one time to all of my lenders.”



CHRIS HAMMOCK  
C.H. AUTO SALES

#### TRUSTED BY

Queen City Motors







#### ABOUT SPINCAR



SpinCar offers automotive dealers, OEMs and online marketplaces the industry's most advanced platform for digital automotive merchandising. The company's 360° WalkAround® technology builds trust between buyers and sellers by bringing the physical showroom experience to car shoppers wherever and whenever they want. SpinCar's proprietary shopper behavioral data and VINtelligent® Retargeting solution enable dealers to deliver hyper-personalized interactions across the entire car shopping journey. To date, more than 140 million virtual WalkArounds have been experienced by car shoppers across 14 countries.

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Total Customer References

[VIEW ALL REFERENCES](#)

### Featured Testimonials

“SpinCar's ability to personalize each ad has led to a significant increase in my site's overall conversion rate, which has enabled me to sell more vehicles.”



JASON SCOTT  
GENERAL MANAGER, HENDRICK TOYOTA NORTH CHARLESTON

“Our customers love SpinCar because it gives them a realistic view of each vehicle from every possible angle. Our salespeople love it for the lead intelligence data that allows them to have more informed conversations with prospective buyers.”



KARIS MCKIE-KAISER  
INTERNET DIRECTOR, MCKIE FORD LINCOLN

“From an easy-to-use app to always being able to get someone on the line when we have a question – SpinCar does it all. And with the reports that I receive every week, I can track everything. The numbers don't lie. It's just an exceptional product.”



JOE TURCHYN  
DIGITAL MARKETING AND MEDIA MANAGER, BURNS HYUNDAI

“SpinCar is a huge benefit to us for many reasons. We love the 360 feature that gives our customers a virtual tour of the vehicle interior from their mobile phone or desktop and we love the retargeting and pre-roll ads that are vehicle-specific and dynamic. It's increased our time on site as well as page views.”



JULIE P.  
MARKETING DIRECTOR, TINDOL FORD

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