

Automotive Dealer Management Software Category

WINTER 2025
Customer Success Report





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.

2025 Customer Success Awards

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



* Companies listed in alphabetical order



2025
**AUTOMOTIVE
DEALER
MANAGEMENT
SOFTWARE**

MARKET LEADER





ABOUT CDK GLOBAL



CDK is a leading provider of integrated data and cloud-based software solutions to dealerships and original equipment manufacturers (OEMs) across automotive and related industries. We're a team of continuous innovators committed to helping dealers find success through powerful, relevant technology. Our priority is to make it easier for dealerships to excel by developing solutions that simplify workflows, streamline data, and provide a flexible experience for both the dealer and consumer. Our end-to-end solutions include the CDK Dealership Xperience – an open and integrated platform that transforms how dealers sell and service cars while...

81

TOTAL CUSTOMER REFERENCES

**VIEW ALL
REFERENCES**

FEATURED TESTIMONIALS

“All orders received are automatically added to the central order list which constantly refreshes. Previously, our two office staff took the printed sales orders, sorted and prioritised them and entered them onto the system. They would have to trawl through lots of paperwork to create the relevant purchase orders. Now, it's all completed with a click of a mouse from the sales order screen.”

KATIE-NIAMH ROBSON
PARTS PLAQUE MANAGER OF WEST MIDLANDS PARTS
DISTRIBUTION CENTRE, PCR UK LTD

“In the industry nowadays you need to know where you're going on a daily basis and Autoline Drive helps us keep on top of that. Whether it's daily paper sales or WIP, once you get used to the system you know what to look out for every day.”

DAVID BOYD
RETAIL OPERATOR, ROADSIDE GARAGES

“Since bringing CDK on board in 2021, our productivity and revenues are up 200%. I attribute that to its efficiency in keeping track of everything.”

MIKE ABDUL
OWNER AND PRESIDENT, TRADITIONS CHEVROLET

“Since bringing CDK on board in 2021, our productivity and revenues are up 200%. I attribute that to its efficiency in keeping track of everything.”

MIKE ABDUL
OWNER AND PRESIDENT, CHEVROLET

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Bob Rogers Chevrolet





ABOUT 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...

169

TOTAL CUSTOMER REFERENCES

**VIEW ALL
REFERENCES**

FEATURED TESTIMONIALS

“DealerSocket's CRM has everything our managers need to hold their teams accountable and be the backstop we need them to be on every deal.”

APRIL WINES
CRM MARKETING AND PROCESS SPECIALIST, LARRY H.
MILLER HONDA BOISE

“The CRM gives me a really nice bird's eye view of everything that is happening, and more importantly, it lets me know what's not happening.”

ANGIE TERZIC
BDC DIRECTOR, ZANCHIN AUTOMOTIVE GROUP

“We joined DealerSocket so we could use all of the products. And I only have one person I need to call if I have any issues.”

ALEXA GODWIN
ASSISTANT GENERAL, GODWIN MOTORS

“Using DealerSocket's CRM and Inventory+ has really helped us place customers with specific vehicles they are looking for.”

MICHAEL GOLTCE
OWNER, BEVERLY HILLS AUTO GROUP

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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.

145

TOTAL CUSTOMER REFERENCES

**VIEW ALL
REFERENCES**

FEATURED TESTIMONIALS

“A DMS is a such a critical part of the dealership, and choosing Dealertrack DMS was a no brainer. But the number one thing for me, hands down, is the fact that Dealertrack DMS comes with a Performance Manager.”

MATT GARNER
DEALER PRINCIPAL, DOWNTOWN AUTO GROUP

“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

“There is always a fear of change when switching to a new DMS provider. Switching from one DMS provider to another DMS provider can be very challenging, unless you're switching to Dealertrack.”

PETER SMITH
GENERAL MANAGER, BOB SMITH TOYOTA

“Dealertrack DMS is a better system. It's more cost effective, it's easier to use, and our employees like it. To me, that's what a DMS is all about.”

MARCELLO SCIARRANO
PARTNER, ISLAND AUTOMOTIVE GROUP

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**Acura of
Glendale**

BIG TWO AUTOMOTIVE GROUP

DAG
DOWNTOWN
AUTOGROUP



HERMANZ **Honda**

Fowler
AUTOMOTIVE



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.

70

TOTAL CUSTOMER REFERENCES

**VIEW ALL
REFERENCES**

FEATURED TESTIMONIALS

“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

“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

“After working with many vendors over my 30 years in the business, Dominion is among the top five. Between the Prime platform and our dedicated reputation specialist, we get better every month. Our partnership is a win-win.”

LICIA WILLNOW
SALES MANAGER, CLIFT BUICK GMC

“Dominion Vision makes it easier to contact and connect with customers, even to the point of when and how.”

MIKE SHAW JR.
VICE PRESIDENT, MIKE SHAW AUTOMOTIVE GROUP

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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.

62

TOTAL CUSTOMER REFERENCES

**VIEW ALL
REFERENCES**

FEATURED TESTIMONIALS

“Having a platform that provides everything in one with a foundation for artificial intelligence—that's going to be key to being able to service customers in the future, for the long term.”

FRANCISCO PEREZ
GENERAL MANAGER, GARAGE ISLA VERDE

“Tekion gives us the tools to be more efficient at our processes and give the customers a better experience.”

DOUG EROH
PRESIDENT & GENERAL MANAGER, LONGO TOYOTA

“The reason we switched to Tekion is actually quite simple. We were looking for the right partner.”

KHALID KADRIE
VICE PRESIDENT, PHAETON AUTOMOTIVE GROUP

“Tekion truly is the only platform out there that is truly unified in the automotive space.”

MATT BIRCKHEAD
DEALER PRINCIPAL, SIR WALTER CHEVROLET

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OFFICIAL
FERRARI DEALER
FERRARI LAKE FOREST



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.

136

TOTAL CUSTOMER REFERENCES

**VIEW ALL
REFERENCES**

FEATURED TESTIMONIALS

"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

"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

"We use vAuto to ensure quality inventory, improve turn, and provide more vehicles for our customers."

MIKE O'TOOLE
MOHAWK AUTO GROUP

"Using vAuto we're able to get all of that smart, data-driven information at a touch of a fingertip."

JOE SEPPA
HELLO AUTO GROUP

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Central Houston Nissan



DCH FORD OF EATONTOWN



ABOUT 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...

109

TOTAL CUSTOMER REFERENCES

**VIEW ALL
REFERENCES**

FEATURED TESTIMONIALS

“One of the greatest strengths of Automotive Marketing Platform is being able to target customers with the right message, at the right time—at the right moment when the customer is most likely to act and create opportunities for our stores.”

JUSTIN HARMON
MARKETING DIRECTOR, EIDE AUTOMOTIVE GROUP

“With the system automatically detecting duplicate leads and marking them bad, we’re able to follow up properly with our customers instead of following up on extraneous tasks – allowing us to be more efficient.”

MICHAEL SVETLIK
INTERNET SALES MANAGER, RON MARHOFER AUTO GROUP

“Connect Automotive Intelligence is just one more of those steps that allows us to have that incremental change. The goal is to add the extra one or two percent at a time. We’re taking that to the next level with sales.”

SCOTT RISLEY
DIGITAL MARKETING MANAGER, MOHAWK HONDA

“Connect CRM with Connect Automotive Intelligence gives us the ability to run better reports and effectively manage people and process.”

ROBERT GROVES
GENERAL MANAGER, MILE HIGH ACURA

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Carter Myers Automotive
Richmond · Charlottesville · Staunton



Central Houston Nissan



Automotive Group





2025
**AUTOMOTIVE
DEALER
MANAGEMENT
SOFTWARE**

TOP PERFORMER



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...

20

TOTAL CUSTOMER REFERENCES

**VIEW ALL
REFERENCES**

FEATURED TESTIMONIALS

“I want to take some time to thank the AutoManager team. I have gotten to work with both Bill and Nasim, who have never failed to take care of me. They have always gone out of their way to be fast, efficient, and kind. My working friendship with Nasim has been more recent, but I am amazed by her as I have made many requests and asked for a lot of help, and she has assisted me without any hesitation. Not only have I been helped with how to...”

JOSEPH TRACHUK
DIPLOMAT MOTORS

“AutoManager has worked closely with us to ensure accuracy with our copyrighted RenT'Own® and LeaseT'Own® contracts and forms. Their programmers step up quickly whenever we run into a problem or unique situation. Most importantly, we have received numerous positive comments from our RenT'Own® and LeaseT'Own® dealers who use DeskManager.”

DAN BLOWERS
CHIEF OF OPERATIONS, NORTHLAND AUTO
ENTERPRISES

“Tech support is very knowledgeable and are always available for any issues that come up.”

AMJAD (JIM) ISHAK
CLIO AUTO MALL

“I could have chosen any software, clean slate, AutoManager was an easy choice.”

MARK BEHM
COTTONWOOD FREEDOM AUTOWORKS

TRUSTED BY



BOB'S
IRRESISTIBLE
AUTO SALES

Clio Auto Mall & Wholesale, LTD.





ABOUT AUTOSERVE1



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.

38

TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

FEATURED TESTIMONIALS

“The best thing about AutoServe1 is that the program is simple to use, and simple for the customer to understand. The program goes a long way towards making our shop more transparent to our customers. Taking away the mystery of what is going on with the customer's car. A picture is worth a thousand words. This program goes a long way at building trust with our customer base. It also makes it easier to communicate with the customer when they leave their car with us. Cons, sometimes downloading pictures takes a little longer than it should, however overall I would recommend this product to anyone who cares for their customer.”

DAVID ADKINS
DEALER PRINCIPAL, WILMINGTON AUTO CENTER

“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

“Honestly, AutoServe1 basically sells the job for us. The visual documentation builds trust and makes it so much easier for customers to approve the work.”

ROB WILLIAMS
SHOP OWNER, 40 WEST AUTO CARE & TOWING LLC

“AutoServe1 helps our shop prove integrity and improve communication with the customers. Data is data. All communication is direct and objective.”

EMILY CHUNG
OWNER, AUTONICHE

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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.

24

TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

FEATURED TESTIMONIALS

“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

“What I find most appealing about Autosoft is being able to pick up the phone and call for help. I usually get right through, and I've rarely hung up the phone and not had my question answered.”

JENNY ROLOFF
OFFICE MANAGER, SHAWANO AUTO SALES

“Autosoft Go is simple to use, and it's very user-friendly. You don't need to be savvy with technology because Go is so easy to understand.”

LISA PRUCHNIEWSKI
GENERAL MANAGER, SPANOS MOTORS

“The bang for the buck was there with Autosoft—a big, big savings, but really, as powerful as Reynolds or ADP.”

STEVE HIRLINGER
PRESIDENT, HIRLINGER CHEVROLET

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ABOUT CARNOW



CarNow is a next-generation digital communication platform they have developed in partnership with leading dealership groups across the country. Their technology is built on a unique software architecture that provides the foundation for digital retailing in the Automotive industry, and fundamentally enhances the interaction between customers and dealers.

19

TOTAL CUSTOMER REFERENCES

**VIEW ALL
REFERENCES**

FEATURED TESTIMONIALS

“The CarNow program allowed us to pivot to service our customers, take care of them and limit the amount of time that they spent in the actual dealership so that we could continue to sell cars in a way that kept our customer safe and allowed the customers to feel comfortable and confident through the whole process.”

EMILY BECK
PRESIDENT, MARLOW AUTOMOTIVE GROUP

“We are showing an ROI of almost 400% with BuyNow YOY. CarNow gives our customers an easy buying experience which is exactly what they are looking for.”

SARAH FISHER
CHIEF MARKETING OFFICER, DON FRANKLIN AUTO GROUP

“CarNow is our number one converting and closing tool and they are continuously innovating and getting even better! Their Real-Time Retail platform has created another vertical entirely.”

ALEX FLORES
OWNER, BRAVO AUTO GROUP

“They are great partners — the key is in the collaboration. Having a voice in a tool that you're going to use to help you grow is a special part of the relationship.”

MARC FARAJ
GENERAL MANAGER, MANHATTAN MOTORCARS

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MANHATTAN
MOTORCARS



JM LEXUS
YOUR LEXUS PLUS DEALER



DON FRANKLIN
FAMILY OF DEALERSHIPS



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.

78

TOTAL CUSTOMER REFERENCES

**VIEW ALL
REFERENCES**

FEATURED TESTIMONIALS

“Best customer support in the business and the price point on it is very attractive. DealersLink has been the single best program we have ever signed up for!”

TYLER DEJONGH
BILLION AUTO GROUP

“We like to, instead of sending cars over to auction, trade within the group through Dealerslink. That way we can maximize control of our inventory.”

AL MCDOWELL
TRAINER, TETON AUTO GROUP

“DealersLink is the wave of the future in the automobile business. I haven't been this excited about anything since I met my fiancée.”

JEFF ALTER
GENERAL MANAGER, TEXAS DIRECT AUTO

“Dealerslink makes it incredibly easy to switch over to another dealer. It has also simplified vehicle transfers between our stores.”

CLAY COLEMAN
SALES MANAGER, BILL MCRAE FORD

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ABOUT IMPEL



Impel offers automotive dealers, wholesalers, OEMs and third-party marketplaces the industry's most advanced digital engagement platform. The company's end-to-end omnichannel solution leverages proprietary shopper behavioral data and AI technology to deliver hyper-personalized experiences at every touchpoint across the entire customer journey. Impel's communication, merchandising, marketing and imaging applications work seamlessly with all major website, CRM and DMS platforms. To date, the company has delivered more than 2 billion shopper interactions across 51...

110

TOTAL CUSTOMER REFERENCES

**VIEW ALL
REFERENCES**

FEATURED TESTIMONIALS

“Service AI helps relieve the pressure in the service department when it comes to phone calls, following up on appointments, and reaching out to customers to bring them back in. We are seeing a lot of customers clicking the buttons and making appointments through the conversational AI instead of calling in – and that has boosted our service revenue. In turn, that gives our service advisors more time to focus on customers in front of them. Overall, we are highly satisfied with Service AI.”

BILL JOSAPHOITCH
GENERAL MANAGER, JAGUAR LAND ROVER

“We had constant problems with consistency and quality. SpinCar solved both. Best bang for your buck in the automotive picture world.”

BEN CHANDLER
PRESIDENT, EASYAUTO

“Impel AI just pays for itself in efficiency alone. It allows us to do more with less.”

SIMON LOGAN
DEALER PRINCIPAL, ETHERIDGE FORD

“Service AI integrates with our current systems and processes perfectly.”

BRYAN NEWTON
SERVICE DIRECTOR, FRED ANDERSON TOYOTA

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ABOUT KEYLOOP



Keyloop developing new products, forming new partnerships and building an open platform to create a connected future for the automotive retail industry. The digital transformation of car sales and servicing is top of mind for car dealers and manufacturers today. And at the same time, car buyers now expect a smooth, easy, connected experience, whether they're online or in-store. Most importantly, when they find it, they'll stay loyal. That's where Keyloop comes in.

90

TOTAL CUSTOMER REFERENCES

**VIEW ALL
REFERENCES**

FEATURED TESTIMONIALS

“For me, one of the key things with Keyloop is having the Drive system based in the cloud so that we've got stored data and servers. This will allow us to get access a lot more customer data as we move forward, and being able to take new products on board allows us to have a far more joined up customer journey.”

STEPHEN LAY
DIRECTOR, MOHSIN HAIDER DARWISH AUTOMOBILES
CO

“Since adopting the integrated autoVHC and Keyloop solution, we have already seen a marked increase in our operational efficiency. This product will help improve the overall experience both for our system users and for our customers.”

GEOFF LOWE
AFTER SALES MANAGER, GREENHOUS VAUXHALL

“What I would recommend about Keyloop is the robustness of the Drive DMS and the fact that there's a lot of capabilities that you can do within it that I don't think a lot of DMSs can do.”

NISHKLIN PILLAY
SYSTEMS BUSINESS ANALYST, HATFIELD MOTOR GROUP

“The contactless payments that Keyloop Payments allows us to offer our customers is absolutely invaluable.”

PAUL PARSONS
GROUP AFTERSALES DIRECTOR, STEVEN EAGELL GROUP

TRUSTED BY





ABOUT PROMAX



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.

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TOTAL CUSTOMER REFERENCES

**VIEW ALL
REFERENCES**

FEATURED TESTIMONIALS

“Our ProMax team has been awesome! We are extremely happy with the website design and layout. The team has done an outstanding job of helping us achieve the website that works best for our dealership. We utilize the online website management system daily. It is very easy to navigate and make changes as need to our site. My favorite feature is on our home page. We can update it with new inventory and play our current TV...”

JENNIFER SIFF
INTERNET MANAGER, BRIDGELAND AUTO BROKERS

“ProMax is great because it allows me to stay in touch with my customers easily. Also, it gives me the opportunity to remember what vehicle or vehicles my past customers were interested in and allows me to keep a good tab of what I have done with all my customers. ProMax also makes it very easy to set up appointments and makes it easy to stay in touch.”

DAWSON STOLL
SALES REP, GREEN BUICK GMC

“We think Promax is Great for a number of Reasons. Always had Great Service. We have your Website, Desking Tool and CRM. Desking tool works Great makes figuring a Lease so Easy.”

RICK SHIELDS
GENERAL MANAGER, SHIELDS AUTO CENTER

“ProMax provides great leads, great customer service, and support!”

BOB LEVER
INTERNET SALES MANAGER, VALLEY IMPORTS

TRUSTED BY

KAMA'AINA NISSAN

Since 1923
Burns
YOUR RIGHT CHOICE!



AUTO MAX
OREGON / TOLEDO

AUTO GIANTS



2025
**AUTOMOTIVE
DEALER
MANAGEMENT
SOFTWARE**

RISING STAR



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.

17

TOTAL CUSTOMER REFERENCES

**VIEW ALL
REFERENCES**

FEATURED TESTIMONIALS

“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

“I really loved the CRM system and service from the rep. DealerCenter has everything I need to run my business. I like that I don't have to sign up with a bunch of different companies. DealerCenter makes things super easy.”

DANNY LEE
HALT AUTOMOTIVE

“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

“Dealer center is a great system has a great software management for a dealership love the CRM and website I'm finally cutting of Wayne Reeves.”

MIGUEL VALBUENA
THE BIG AUTO SALES

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Queen City Motors



GREG LILLY AUTO





ABOUT DMS NAVIGATOR



DMS Navigator can be found driving major multi-franchise car and van dealerships as well as in solus, family-run businesses. In addition, with focused features for the Leisure Dealer, Navigator is used in many Motorhome and Caravan dealerships of all sizes. It delivers the same customer-focused, profit-driven management tools across the board.

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TOTAL CUSTOMER REFERENCES

**VIEW ALL
REFERENCES**

FEATURED TESTIMONIALS

“Would not hesitate to recommend Navigator DMS. The information and responsiveness at initial enquiry and fact find stage was excellent and perfectly paced. Installation team thereafter were organised and extremely knowledgeable. Ongoing support has been good also and encouraging to see the ongoing developments and improvements constantly being rolled out. All in all very much feels a genuine partnership and looking forward to a long term mutually beneficial relationship.”

JOHN MACLEOD
LAWRENCE OF KEMNAY

“Having recently installed the Navigator DMS I am very happy to recommend them. The whole installation has been well organised, the training provided and the helpdesk support is carried out by extremely knowledgeable members of their team. 5 Stars to Navigator!”

IAN MOUNCH
PDH CARS

“The Navigator implementation team achieved something that I thought was impossible. They migrated that impenetrable database from our old DMS, and made it work at last.”

IAN BULLOCK
DIRECTOR, BURTON KIA

“We have massive objectives so the quicker we can get qualified leads into the sales team, the better.”

STUART CLARK
SALES MANAGER, RICHARDSON FORD

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Pertwee & Back Ltd



BURTON KIA



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.

51

TOTAL CUSTOMER REFERENCES

**VIEW ALL
REFERENCES**

FEATURED TESTIMONIALS

"I'm always looking for shortcuts or things to make my job easier so it goes faster, DX1 has been great in that manner."

TONY DESIMONE
OWNER, TOP GEAR POWERSPORTS

"DX1 has grown with us since we started in 2015. It's been a great experience."

ED MAULBECK
CHIEF EXECUTIVE MANAGER, INDIAN MOTORCYCLE OF
SOUTHEASTERN VIRGINIA

"DX1 has become an effective tool for us in becoming a larger and more efficient business."

JEFF TAUBE
PRESIDENT, STAR POWERSPORTS & MARINE

"DX1 has helped streamline everything in our dealership from start to finish."

BARB NICHOLS
OWNER, A+ POWER SPORTS & EQUIPMENT

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ABOUT TECHNOSOFT AUTOMOTIVE



Technosoft Automotive established in 2012 and rated as one of the Premier Microsoft Dynamics Global ISV solution providers. They provide a wide range of automotive solutions, from distribution, Dealer Management Systems (DMS) to Customer Relationship Management (CRM). Their flagship product, Yana Automotive Solution, caters to automotive OEMs, distributors, and dealers' business needs.

19

TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

FEATURED TESTIMONIALS

“Nissan Philippines, Inc. successfully launched an integrated ERP and Dealer Management System, a major step forward in our digitalization strategy. This achievement would not have been possible without the support and great collaboration of our technology partner, Technosoft. From the beginning, Technosoft demonstrated professionalism and technical expertise. Their team worked closely with ours to ensure a smooth and efficient...”

PAUL CRUZ
PROJECT MANAGER, NISSAN MOTOR CO

“With Technosoft Yana Dealer Management System powered by Microsoft Dynamics, we can now obtain daily productivity reporting from our remote branches located at customers' mining sites. This has greatly enhanced our business insights, while increasing our control and management across the end-to-end vehicle sales and service process.”

JONATHAN PRASETYA
DIRECTOR, PT ALUN

“Providing high-quality automotive service is a challenge in multiple ways, from making the appointment to the experience inside the service drive, to the pickup and delivery. Otoleap provides a lot of value for us in making the car owner experience - our guest experience - easier, faster and more efficient.”

SANTOSO
IT MANAGER, PLAZA TOYOTA

“We saw that Microsoft was the best solution suitable for our needs, especially the cloud services and applications for operations that can be connected to our front end.”

HALOMOAN FISCHER LUMBANTORUAN
PRESIDENT DIRECTOR, MOBIL88

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ABOUT VELOCITY AUTOMOTIVE



Velocity Automotive delivers innovative software solutions that transform how dealerships share car buying information with their customers and create operational efficiencies in the reconditioning process to increase market readiness and gross profits. Velocity Automotive connects recon to retail with accelerating customer digital retail engagement, recon workflow management tools; and provides original OEM window stickers for maximizing buying strategy at auction. Founded in 2018 by Hugh Hathcock, founder of ELEAD1ONE, Velocity was built to help dealers streamline sales and service processes, improve communications, and maximize...

56

TOTAL CUSTOMER REFERENCES

**VIEW ALL
REFERENCES**

FEATURED TESTIMONIALS

“So far it's been really awesome, it's kind of a one in all system. I can communicate with my techs right here and on the spot kind of like text messaging and they have the app right on their phone!”

RICKY W.
MCLARTY DANIEL

“In order to have the cars in a timely manner, effiencetly and making sure everything gets done the way it needs to get done, this program really helps with that.”

KELLY RAWLINS
AUDI SAN DIEGO

“It's a great product! It's going to really help with our business process, speeding up our recon times and thats really important!”

AARON GARCIA
SYSTEMS ADMINISTRATOR, HILL COUNTRY HONDA

“Everything is really easy to see and easy to find!”

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San Diego

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Tucson