



**FOR IMMEDIATE RELEASE**

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**Cox Automotive Leverages VinSolutions CRM Solution  
for its Automotive Retailing Clients**

**Atlanta, GA, February 11, 2016** – Cox Automotive today announced its decision to make the VinSolutions CRM product its primary CRM solution, reinforcing the company’s commitment to integration, client service and product innovation. Current Dealertrack CRM clients will begin to migrate to VinSolutions’ CRM immediately. During the migration, which should be completed within 24 months, all Dealertrack CRM clients will be fully supported under the terms of their existing contracts.

“As part of the acquisition of Dealertrack, Cox Automotive became the owner of multiple CRM products between Dealertrack and VinSolutions,” said Mark O’Neil, CEO of Dealertrack, and head of the Cox Automotive Software Group. “We are committed to delivering on our promise of providing exceptional client service and solutions, and therefore need to streamline the CRM products from two to one. We are confident this step will better position us to deliver intentional integrations that are scalable and easy to manage, and benefit our dealer clients in the near- and long-term.”

“We look forward to bringing Dealertrack CRM clients onto the VinSolutions CRM platform and ensuring they have a seamless transition experience,” said Lori Wittman, vice president and general manager of VinSolutions, a Cox Automotive brand. “There are several admirable features of the Dealertrack CRM product that we look forward to leveraging in our single CRM solution going forward. With this decision, we believe our clients – existing and future ones – will

be best positioned to grow their businesses more profitably and efficiently, and take full advantage of the integrated set of solutions within Cox Automotive.”

The VinSolutions CRM offers deep integration with other Cox Automotive products, including the Dealertrack DMS and F&I, vAuto for market pricing, Xtime for service scheduling, and Dealer.com Websites for customer insights. Additionally, VinSolutions’ dedicated client service team helps CRM clients maximize the product by providing quick responsiveness and insights.

### **About Dealertrack**

Dealertrack, a Cox Automotive brand, delivers integrated digital solutions designed to enhance the efficiency and profitability for all major segments of the automotive retail industry, including dealers, lenders, vehicle manufacturers, third-party retailers, agents and aftermarket providers. From bridging the gap between the online and in-store experience to developing industry leading innovations, Dealertrack is transforming automotive retailing through its comprehensive award-winning solution set, including Dealer Management System (DMS), Fixed Operations, F&I, Digital Marketing, CRM and Registration and Titling solutions. For more information please visit [www.coxautoinc.com](http://www.coxautoinc.com).

### **About VinSolutions**

VinSolutions helps make every customer connection count by providing individual dealers and dealer groups with sophisticated, yet easy-to-use software solutions that span the scope of dealership operations. With its cloud-based system, VinSolutions’ all-in-one internal management, sales and service marketing solutions platform is accessible from anywhere an Internet connection is available, including mobile devices.

VinSolutions has been named to the Inc. 5000 every year since 2011 and has received numerous industry awards for its innovative products. VinSolutions is OEM certified by every major manufacturer and is CDK, Autosoft, Reynolds & Reynolds and Dealertrack DMS certified. Founded in 2006 and headquartered in Mission, Kansas, VinSolutions is wholly owned by Cox Automotive™, which has built the industry’s strongest family of more than 25 brands to provide industry-leading digital marketing, software, financial, wholesale and e-commerce solutions to help our clients thrive in a rapidly changing automotive marketplace. Committed to open choice and dedicated to strong partnerships, the Cox Automotive family includes Autotrader®, Kelley Blue Book®, Dealer.com, Dealertrack®, Manheim®, NextGear Capital®, vAuto®, VinSolutions, Xtime® and a host of other brands. Cox Automotive is a subsidiary of Cox Enterprises. Visit VinSolutions online at [www.vinsolutions.com](http://www.vinsolutions.com).

### **About Cox Automotive**

Cox Automotive, Inc. is transforming the way the world buys, sells and owns cars with industry-leading digital marketing, software, financial, wholesale and e-commerce solutions for consumers, dealers, manufacturers and the overall automotive ecosystem worldwide. Committed to open choice and dedicated to strong partnerships, the Cox Automotive family includes Manheim®, Autotrader®, Kelley Blue Book®, Dealertrack®, Dealer.com, vAuto®, Xtime®, NextGear Capital® and a host of other brands. The global company has nearly 30,000

team members in more than 200 locations and is partner to more than 40,000 auto dealers, as well as most major automobile manufacturers, while engaging U.S. consumer car buyers with the most recognized media brands in the industry. Cox Automotive is a subsidiary of Cox Enterprises, Inc., an Atlanta-based company with revenues of more than \$17 billion and approximately 50,000 employees. Cox Enterprises' other major operating subsidiaries include Cox Communications and Cox Media Group. For more information about Cox Automotive, visit [www.coxautoinc.com](http://www.coxautoinc.com).