

DWAYNE LANE'S THREE NEW STORES BECOME SELF-SUFFICIENT IN SEVEN DAYS

Dwayne Lane's Family of Auto Centers has been a fixture in the Everett, Washington community for decades. Its six locations—including three stores acquired in March 2016—represent nine new-car franchises that sell up to 500 new and used cars a month. The company's success is based on delivering the most reliable and efficient customer experience. This delivery originates in powerful, easy-to-use technology.

Back in 2005, Dwayne Lane realized its legacy DMS was too small and obscure to keep up with expansion plans. In addition to strong integration to tie future stores together, the group required a flexible DMS that would adapt to the group's process and employees. Dwayne Lane also required a long-term partner who would be there through thick and thin. The dealer group implemented Dealertrack DMS for all of its stores.

With a strong DMS partner, Dwayne Lane worked more efficiently. The time savings Dealertrack afforded the group's stores translated into time savings with time-sensitive customers. By the first week, all three of the company's new stores were self-sufficient because of the system's ease-of-use. Working within a tight timeline, Dealertrack was able to devise a plan to get the new stores running advanced technology with minimal problems. After the new stores were self-sufficient, Dwayne Lane's management realized, without a doubt, that they made the best decision for their business today and in the future.

“Dealertrack is never stagnant. They keep moving forward so that we can have the best system to help us compete in today's market.”

—Ken Barczynsyn, CFO
Dwayne Lane's Family of Auto Centers



Challenges:

- Dwayne Lane's Family of Auto Centers required a long-term partner who would be there through thick and thin.
- The DMS needed to have strong integration that would make it easy to tie future stores together.
- The dealer group wanted a flexible system that would adapt to its processes and be easy for their employees to use.

Solutions:

- The Dealertrack support team listens to customers for questions and feedback to make the dealership's experience innovative and efficient.
- Access to real-time data and drill-down capabilities allows for easy and quick use from anywhere at any time with mobile compatibilities.
- Dealertrack DMS is easy to use with point and click navigation with simple interfaces.

Results:

- The system was so easy to use that employees at the company's three new stores were 100% self-sufficient within only seven days.
- Dealertrack worked with the dealer group to get new stores up and running with minimal problems.
- Dealertrack DMS had the full flexibility and integration that brought the dealer group's new and old stores onto the same page.

For more information, visit Dealertrack.com/DMS.