

GOODE MOTOR BRIDGES HISTORIC PAST AND FUTURE GROWTH

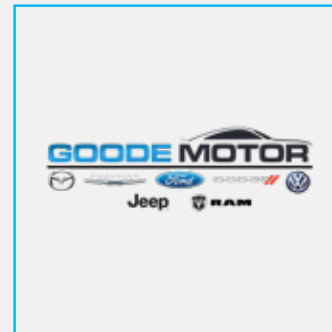
With four locations across Southern Idaho, Goode Motor Auto Group is proud of its rich history. As the oldest Ford dealership in Idaho, Goode Motor has gone from humble beginnings in 1917 to employing more than 100 people and being consistently rated as the top dealership group in Southern Idaho. Between 2011 and 2015, Goode Motor made several major business acquisitions, which allowed the family-owned dealer group to expand its operations and continue its commitment to excellence in customer care, community involvement, and employee importance. But, such large growth within a relatively short amount of time came with some unexpected obstacles.

After experiencing several reporting difficulties throughout the expansion process, including difficulty obtaining information about car sales and customer visits, Goode Motor came to the realization that it had outgrown its legacy DMS. But, because of a bad experience with a prior DMS transition, the dealership was reluctant to make another change. After researching several new providers, Goode Motor finally found what it was looking for in Dealertrack DMS – an assurance that Dealertrack could keep up with the company's business growth and provide a seamless switch.

By partnering with Dealertrack DMS, Goode Motor found the reporting capabilities, connected integration, and easy-to-use technology it was looking for. And, the seamless transition from outdated DMS to the cutting-edge technology of Dealertrack DMS was delivered as promised. The group's employees received on-site training and a single, stable point of contact for all support, training, and system utilization needs through Dealertrack. For Goode Auto, the switch to Dealertrack DMS allowed the dealership to bridge the divide between its historic past and ambitious future growth, paving a way to bring its commitment to excellence to generations to come.

“We were promised by Dealertrack that it would be a smooth transition. The whole process was much smoother than I thought it would be.”

—Matt Cook
Owner, Goode Motor Group



Challenges:

- Goode Motor Auto Group was outgrowing its legacy DMS.
- Problems with reporting and obtaining information during a time of business expansion prompted the dealership to find another DMS.
- Finding a provider that could promise a smooth DMS transition was a must.

Solutions:

- Through on-site training and a single, stable point of contact for all support, Dealertrack DMS delivered a smooth tech transition.
- Dealertrack DMS allowed Goode Auto to keep up with its business expansion.
- Dealertrack's easy-to-use interface and intuitive functionality made employee training and technology transition simple.

Results:

- Real-time data and drill-down capabilities made tracking and reporting simple. Access to data at anytime from anywhere makes it easy for Goode Motors to access customer data and adapt immediately.
- As Goode Motors continues to grow, they can easily plug new stores into the system, resulting in easy set up and holistic reporting across the entire franchise.
- Goode Motors increased employee satisfaction by implementing a user friendly DMS. Employees are able to move through processes easily and accomplish more each day.

For more information, visit Dealertrack.com/DMS.