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**Dealertrack's Enhanced DMS Answers Dealership Demand for DMS Data Availability,
Analytics and Service Support**

Dealertrack Unveils Performance Management and Business Intelligence – the latest additions to the High Tech, High Touch DMS offering

Salt Lake City, Utah, January 24, 2017 – Dealertrack, a Cox Automotive brand, continues to elevate the capabilities and expectations surrounding today's dealership management systems (DMS) with the unveiling of Performance Management and Business Intelligence. Dealertrack's 'High Tech, High Touch' approach to DMS features a unique combination of powerful reporting technology, or Business Intelligence, with a personalized level of support, called Performance Management, allowing dealers to maximize the full potential of their DMS.

Performance Management and Business Intelligence build on Dealertrack's cloud-based, open integration DMS platform to support dealership operations and optimize performance. With real-time performance insights and at-a-glance metrics, Business Intelligence allows dealers to quickly gauge department health and identify opportunities for growth. Performance Management provides dealers with an industry expert to help analyze the insights provided through Business Intelligence. Drawing from their experience, the Performance Manager partners with dealership management to develop long and short term objectives to achieve their business goals.

"Surprisingly, even in 2017 dealers continue to struggle with DMS providers regarding access to data, third party fees, and retrograded service for something so critical to a dealership's business," said Sharon Kitzman, vice president and general manager of Dealertrack DMS. "The launch of Dealertrack DMS' Performance Management coupled with our latest Business Intelligence shows the commitment and investment at Cox Automotive to offer complete data access, seamless third party integration, innovative technology, and unmatched customer service."

Dealertrack piloted the DMS product enhancements with select dealers starting in December 2016. Dealertrack and Cox Automotive recognize that a DMS is a critical component to a successful and efficient dealership operation, and the company continues to take steps in advancing the technology to increase integration, data availability, and personal support.

"Performance Management is a game-changer for my business," said Ryan McCulloch, general manager at Temecula Hyundai in Temecula, Calif. "It provides an experienced industry expert who not only helps me best utilize the DMS, but also works with me to define short and long term goals for my dealership. The value of this program sets Dealertrack DMS above the rest."

"Business Intelligence allows for dealerships to understand what's happening in their dealership in real-time and evolve accordingly to achieve continued growth," said Kitzman. "Performance Management, our key marketplace differentiator, goes beyond a personal customer support representative - it's more



of a business partner to support dealerships' growth and opportunities. We are excited to demonstrate the new capabilities of our DMS at NADA 2017 and help change dealers' expectations of their DMS."

For more information on the products, please visit Dealertrack DMS booth (no. 1914) at NADA 2017. To schedule a demo of Dealertrack DMS, please visit us [here](#).

About Dealertrack

Dealertrack is the leading provider of digital solutions to the automotive retail industry. Whether you're a dealer, a lender, a manufacturer, or a state agency, our integrated and intuitive approach to products and services makes your workflows more efficient, transparent, and profitable. From our pioneering Digital Retailing tools—bridging the gap between the online and in-store experience—to our lender network (the largest in North America) Dealertrack is the only company helping enable the transformation of auto retailing. Dealertrack is a part of Cox Automotive. For more information please visit www.coxautoinc.com.