

## **Dealertrack Registration and Title Solutions Receives Exclusive Preferred Endorsement From LADA**

*Expedited processing solution enables Louisiana auto dealerships to offer a streamlined customer experience*

**GROTON, CT, January 30, 2019** — The Louisiana Automobile Dealers Association (LADA) recently announced their exclusive endorsement of Dealertrack Registration and Title Solutions to equip Louisiana dealers with the tools they need to deliver a more accurate and intuitive titling process.

Building on a 16-year relationship with LADA, this exclusive endorsement with Dealertrack Registration and Title Solutions strengthens and expands its footprint with dealers in Louisiana, where it already connects and supports the majority of the franchise dealer market.

Dealertrack's registration and title management tools empower Louisiana dealers to transform a complex and time-consuming transaction into a seamless experience for consumers. The solution helps create a fast, accurate and compliant process, which minimizes repetitive data entry, offers automated data validation and streamlines payments and accounting. Dealertrack Registration and Title Solutions allow dealers to track the progress of each transaction and verify the collection of fees, taxes, and trade information.

"Registration & titling is the last step in the car buying process and it is critical for that process to run smoothly so that customers have a positive last impression of their interaction with the dealership. Dealertrack strives to create the most efficient registration and titling process in Louisiana and 14 other states so that this final step is simple and seamless for dealers and their customers," said Kaitlin Gavin, vice president and general manager of Dealertrack Registration and Title Solutions. "Receiving this exclusive endorsement solidifies our ongoing relationship with the LADA to provide a fast, easy-to-use and comprehensive solution which significantly simplifies the titling and registration process."

"In our mission to promote the automotive trade across the state, LADA is pleased to give Dealertrack our exclusive endorsement of their registration and titling services which signals to our dealers how great their products and service really are," said Will Green, president of LADA. "Utilizing a more streamlined solution will significantly improve the accuracy and speed of motor vehicle purchases for both dealerships and customers, as well as ensure greater compliance."

Working in tandem, LADA and Dealertrack will continue to support dealerships across the state, capitalizing on Dealertrack's proven expertise to provide insights into new market trends, industry standards and communicate any changes in DMV state regulation. In addition, Dealertrack offers dealers registration and title education, helping to ensure full compliance with the Louisiana DMV, as well as facilitating proper disclosures, the collection of state fees and taxes, and the correct processing of all required documentation.

Additionally, with more and more dealers looking to move vehicles quickly, ensure high CSI ratings, and increase customer satisfaction, Dealertrack's one of a kind tools also help Louisiana dealers expedite the sale of vehicles they take in on trade, reducing the payoff-title

release process to as little as 4-6 days, while ensuring title accuracy, along with selling of vehicles to cross boarder state customers, whether these customers are military personnel, snowbird customers or simply traveling to a dealer in Louisiana to get the vehicle of their choice with the inventory on hand.

Dealertrack's commitment to support LADA helps ensure Louisiana dealers have the tools, products, training and services required to maintain an efficient, hassle-free title and registration process — removing the complexity for all parties involved.

### **About Dealertrack**

Dealertrack provides industry-leading software solutions that give dealerships and lenders the confidence to thrive in an ever-changing automotive market. The company's integrated suite of powerful but easy-to-use products helps dealerships and their lending partners grow by increasing efficiency and improving decision-making. Dealertrack is part of the Cox Automotive family, a company that is transforming the way the world buys, sells, owns and uses cars. Dealertrack—along with its unmatched network of dealership and lending partners—is improving the car buying experience by embracing the technologies that will shape the future of automotive retail. For more information about Dealertrack, visit [www.dealertrack.com](http://www.dealertrack.com).

### **About Cox Automotive**

Cox Automotive Inc. makes buying, selling, owning and using cars easier for everyone. The global company's 34,000-plus team members and family of brands, including Autotrader®, Clutch Technologies, Dealer.com®, Dealertrack®, Kelley Blue Book®, Manheim®, NextGear Capital®, VinSolutions®, vAuto® and Xtime®, are passionate about helping millions of car shoppers, 40,000 auto dealer clients across five continents and many others throughout the automotive industry thrive for generations to come. Cox Automotive is a subsidiary of Cox Enterprises Inc., a privately-owned, Atlanta-based company with revenues exceeding \$20 billion. [www.coxautoinc.com](http://www.coxautoinc.com)

### **Media contact:**

Lisa Aloisio

[Lisa.aloisio@coxautoinc.com](mailto:Lisa.aloisio@coxautoinc.com)

c. 404.725.0651

###