

GERALD AUTOMOTIVE GROUP FINDS INCREASED PRODUCTIVITY

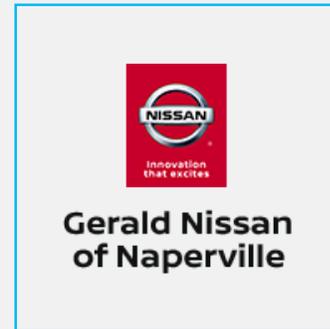
Since opening in the 1930s, the Gerald Auto Group has been a fixture in the Chicago market. The family-owned dealership has grown to seven stores- including two Nissan, two Kia, a Subaru, and Hyundai- thanks to a business philosophy built on honesty and the highest standard of customer treatment.

Gerald Auto Group stuck with its legacy provider for years until increasing system outages, spiraling costs, and virtually non-existent customer service pushed the group to look for other options. The auto group wanted a powerful, flexible, and reliable DMS. They were looking for a partnership with a provider that was familiar with their business. Ultimately, Gerald Auto Group wanted a system that would improve their business by allowing them to be faster, more knowledgeable, and more present with customers. After evaluating DMS options, Gerald went with Dealertrack DMS in 2003.

Dealertrack DMS impressed the Gerald Auto team with its powerful technology that simplified tasks and increased productivity, without giving up functionality. The DMS gave Gerald access to real-time data, simplistic navigation through drill-down capabilities, and open architecture between dealerships and the vendors of the group's choice. A major component of Gerald Auto's success is the tools that helped streamline operations so employees could put their focus where it matters: with customers. Since implementing Dealertrack DMS, Gerald Automotive Group continues to stand out for its superior customer service and retention, even in a crowded market.

“Dealertrack keeps us flexible, quick, and accurate, so we can adapt to change, overcome obstacles, and persevere through any economic or business condition.”

—Dean Collins, Operating Partner



Challenges:

- Find a DMS with the right combination of power, flexibility, and reliability.
- Partner with a DMS provider that is familiar with their business and provides quality support.
- Get a system that improves business by allowing the dealership to be faster, knowledgeable, and present with customers.

Solutions:

- Dealertrack DMS is a powerful software that can drill-down though a deal instead of going from screen to screen. Dealertrack support is there every step of the way.
- Dealertrack DMS displays real-time data with mobile access anywhere at any time. It is also easy to learn and use, making it optimal for employees.
- Open architecture allows for access to any vendors that match the business best.

Results:

- The flexibility of Dealertrack DMS allowed Gerald Automotive Group team members to adjust output to meet their needs.
- Gerald Automotive Group can deliver easily tailored reports with accurate information and personalize intuitive navigation to make processes quicker for employees.
- Dealertrack DMS has opened Gerald Automotive Group to access to more vendors of their choice rather than the sanctioned list of vendors other DMS providers offer.

For more information, visit Dealertrack.com/DMS.