

# TEMECULA VALLEY AUTOMOTIVE CASE STUDY

As a growing dealership, operating multiple locations from a single increasing profits in a competitive industry. They also understand that choice in technology, and more specifically choice in technology provider, plays a major role in finding gains in operational efficiency. Because of this, Temecula chose Dealertrack DMS based on its innovative software and Performance Management tools.

Dealertrack DMS has been key to the success of Temecula Valley Automotive in part because of Performance Management. For Temecula, the value of Dealertrack DMS is already apparent in its industry leading software. But Performance Management ensures they deliver on the promise the software provides—utilizing the DMS to its fullest capabilities—at no extra charge.

## TEAM EFFORT

Having support from industry experts to help identify both the efficiencies and inefficiencies within Temecula's business plan, and then find ways, utilizing Dealertrack DMS, to drive business growth has been invaluable to the dealership. Performance Management helped Temecula **focus on areas of improvement and discover opportunities to increase profitability.**

“Performance Management within Dealertrack is one of the most beneficial portions of the business model of Dealertrack, amongst just the software. To actually have somebody that can utilize the tool and help us utilize the tool to be most efficient (should be) industry standard.”

-Ryan McCulloch, General Manager, Temecula Valley Automotive



## Challenges:

- Find ways to **increase efficiency and profits**
- **Identify a technology partner**, not just a software provider
- **Discover areas of opportunity and growth** within the industry

## Solutions:

- In addition to providing cutting edge technology, Dealertrack offers Performance Management services—**at no extra charge.**
- Dealertrack's Performance Management ensures that Temecula gets the most out of their technology.
- With a team of industry experts at the ready, Performance Management helped Temecula focus on areas of improvement and opportunity.

## Results:

- Performance Management helped **drive business growth** for Temecula.
- Thanks to industry leading software and Performance Management, Dealertrack DMS **increased operational efficiency** for Temecula.
- Temecula leveraged its technology partnership with Dealertrack to **increase profitability and improve processes.**

For more information, visit [Dealertrack.com/DMS](http://Dealertrack.com/DMS).