

auto

SUCCESS



HOW TO TRACK YOUR DEALERSHIP'S AI SEARCH VISIBILITY

UNDERSTANDING GEO TRACKING TOOLS — AND THEIR FLAWS





Protecting What Moves You



40+ Years of Experience

12K+ Dealers Nationwide

\$1.3B+ Wealth Managed

\$3.7B+ Claims Paid

24M+ Drivers Protected

850+ Employees Nationwide



Dealer Solutions That Move
the Needle in F&I and Beyond
easycare.com/success



Dealers thrive here.™



SALES | SERVICE | MARKETING | OPERATIONS | CONNECTED CAR

Call Center

Precision-Controlled Inbound & Outbound Platform

DMS

Mission-Critical Dealer Operating System

Marketing

Data-Driven Profit & Conversion Engine

Titling

Frictionless Vehicle Titling & Registration Engine

CRM

Command-Grade Dealer Relationship Engine

Inventory

Always-On Inventory Intelligence Platform

Service Suite

High-Performance Fixed Ops Command System

Websites

Precision-Built Digital Retail Experience

Consulting

Professional Services That Transform Your Bottom Line

LoJack®

Award-Winning Stolen Vehicle Recovery Platform

We appreciate your partnership and can't wait to help you thrive.



INSIDE THIS ISSUE

FEATURE SOLUTION 06

How to Track Your Dealership's AI Search Visibility



04

The Winning Formula: People, Process, Partners

10

How Self-Led Kiosks Are Changing Dealerships

12

From the Ice Rink to No. 1: How Bill Cafarella Built a System That Consistently Wins

14

ADAS Calibration

16

Voice Data: The Most Valuable — and Most Underutilized — Asset

18

The Hidden Costs of Car Ownership

20

The 15-Minute Rule Is Dead



22

You Created Your Competition. Now They're Charging Your Customers \$1,000

24

The Accountability Multiplier

25

Is Your Dispatching an Afterthought?

26

Turning Parts Sales into a Slam Dunk

28

Use Connected TV to Build Trust with Service Customers

30

Dealerships That Move Like Tech Companies

32

Put This Conference on Your Calendar and in Your Company's Budget

AutoSuccess (ISSN 1931-4272) AutoSuccess magazine is published monthly by Babcox Media, Inc., 3550 Embassy Parkway, Akron, Ohio 44333-8318; Direct all subscription and customer service inquiries to 330-670-1234 or info@autosuccessonline.com. AutoSuccess welcomes unsolicited editorials and graphics (not responsible for their return). All submitted editorials and graphics are subject to editing for grammar, content and page length. AutoSuccess provides its contributing writers latitude in expressing advice and solutions; views expressed are not necessarily those of AutoSuccess or Babcox Media Inc. and by no means reflect any guarantees. Neither AutoSuccess, nor Babcox Media, Inc. accepts liability with respect to the content of any third-party material appearing in this magazine or with respect to the content of any other magazine to which this magazine may be linked from time to time. © All contents copyrighted by AutoSuccess and Babcox Media, Inc. All rights reserved. Reproduction in whole or part is prohibited without express written consent from AutoSuccess. AutoSuccess may occasionally make readers' names available to other companies whose products and/or services may be of interest; readers may request that names be removed by calling 330-670-1234. Printed in the USA. Postmaster: Send address changes to AutoSuccess, 3550 Embassy Parkway, Akron, Ohio 44333-8318.

team **as**

EDITORIAL

Susan Givens - Group Publisher, sgivens@autosuccessonline.com

Meagan Kusek - Content Editor Manager, mkusek@babcox.com

Jennifer Clements - Group Editor, jclements@babcox.com

Kyle Alexander - Multimedia Journalist, kalexander@babcox.com

CREATIVE

Nichole Anderson - Executive Creative Director

RJ Pooch - Art Director

ADVERTISING SERVICES

Kelly McAleese, Ad Services Director

AUDIENCE DATA, SUBSCRIPTION SERVICES

David Ramos, Audience Insights Analyst

Tina Purnell, Subscription Services

DIGITAL

Michael Madej - Executive Director of Digital Development & Sales

Kelley Holleran - Digital Support Specialist & Project Manager

Randy Loeser - Executive Director of Video & Content Services





- Innovative and Flexible F&I Solutions
- Profit Participation and Capital Advance Programs
- Proven Dealer Profitability

Drive Your Dealership Forward:
AGWS.com/AS26



Your Trusted Source For *Premium F&I Solutions*



The Winning Formula: People, Process, Partners

There's something powerful about a story that connects the dots between where someone started and how they lead today. When the AutoSuccess team sat down with Bill Cafarella, executive manager of Coral Springs Nissan and Nissan of St. Augustine, that connection came through immediately.

This Florida dealer's journey didn't begin in a showroom. It began on the ice — in a sport that demands discipline, resilience and — above all — teamwork. And while the setting has changed from the hockey rink, those same principles continue to shape how he operates two high-performing dealerships today.

While the tools and technologies in our industry continue to evolve, the foundation of success hasn't really changed. It still comes down to people, processes and the ability to build the right team around you.

Cafarella clearly understands that success is not about doing everything yourself. It's about recognizing where you need support, and surrounding yourself with individuals and partners who elevate your operation.

That mindset applies just as much inside the dealership as it does outside of it.

We often talk about building strong teams within our stores — hiring the right managers, developing advisors, creating a culture that supports performance. But Cafarella's perspective is a great reminder that your team doesn't stop at your payroll. Your partners matter.

The vendors you choose, the technology you implement and the processes you put in place all play a role in how effectively your dealership operates. When those elements are aligned, they don't just support your business — they strengthen it.

Today's customers expect seamless, connected experiences. Cafarella has focused his dealerships' processes so that customers can move between online and in-store interactions without friction.

He's built an operation where digital tools enhance the customer experience without

replacing the human element ... and where every part of the dealership — from the website to the showroom to the service drive — is connected.

It's a thoughtful approach, but what I appreciate most is how grounded it is. There's a clear understanding that tools are only as effective as the processes behind them and the people using them.

As you read through this feature and the other editorials in this issue, I encourage you to think about your own operation. Not just the tools you're using, but how they fit into your broader strategy.

- Are your systems working together, or are they creating friction?
- Are your partners helping you move the business forward or just filling a gap?
- Are your processes clearly defined and consistently executed?

These are the kinds of questions that separate good operations from great ones.

Because at the end of the day, success is the outcome of many intentional choices: the people you hire, the processes you build and the partners you trust.

Cafarella's story is a strong example of what that looks like when it all comes together.

It's also a reminder that there's always room to improve, to refine and to learn from others who are finding success in different ways. Because whether your store is large or small, the core idea remains the same: Build the right team. Put the right processes in place. And choose partners who help you perform at a higher level.

That's a strategy that works — on the ice and in the showroom. ■



SUSAN GIVENS
Publisher of AutoSuccess
sgivens@autosuccessonline.com

04.2026

BUSINESS LEADERSHIP

Bill Babcox - CEO

Brandi Gangel - Co-President

Mike Maleski - Co-President

Jim Merle - Vice President/
Group Publisher

Sam Littman - Director of Finance &
Operations

MULTIMEDIA SALES REPRESENTATIVES

Bobbie Adams, Brian Ankney, David Benson, Don Hemming, Karen Kaim, Cathy Kulwicki, Sandy Murphy, Sarah Short, John Zick

TERRITORY SALES MANAGERS

Leanna Barnhart, Dean Martin, Scott Schumacker

ACCOUNTING

Andy Dennison - Controller

Kathy Bogdan - Accounts Receivable,
kbogdan@babcox.com

IN MEMORIAM

Edward S. Babcox - Founder (1885-1970)

Tom B. Babcox - Chairman (1919-1995)

PUBLISHER'S PICKS:

14

ADAS Calibration: Safety Risk and Revenue Opportunity

20

The 15-Minute Rule Is Dead

26

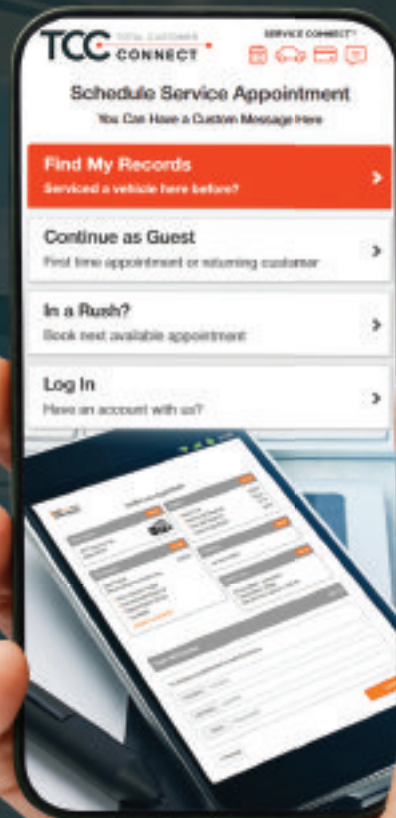
Turning Parts Sales into a Slam Dunk in 2026



Appointment Scheduling On A Higher Level

Experience the simplest yet most robust appointment system in the industry:

- Integrated factory scheduled maintenance, safety recalls, & diagnostic questionnaires
- Automated SMS/email reminders to customers & internal alerts
- Convenient scheduling through multichannel sources
- Contactless customer drop-off or at home pick-up
- Advanced advisor, technician, & transportation capacity settings



TCC Integrates With Every Major DMS



HOW TO TRACK YOUR DEALERS AI SEARCH VIS



DEalership's VISIBILITY

UNDERSTANDING GEO TRACKING TOOLS — AND THEIR FLAWS

GEO, AEO, AI Search, AI Optimization. It goes by many names, but the idea is the same: getting your dealership to show up in answers from large language models (LLMs) like ChatGPT, Gemini, Claude and others. You're hearing about it in 20 groups, OEM meetings and vendor pitches, and you're trying to separate buzz from substance and figure out how to measure your position in this new landscape.

Let's explore the emerging world of Generative Engine Optimization (GEO) and, more specifically, AI visibility tracking. You'll see what tools exist, how they attempt to measure visibility and the limitations you need to understand before trusting the numbers they produce. Reacting to flawed visibility data can carry real costs, and right now the industry feels a bit like the Wild West: plenty of activity but very few reliable signs pointing the way.

HOW GEO TRACKING WORKS

Where there's demand, supply will always fill the void. Every business in every industry is wondering how it shows up in AI search, so it's no surprise that there are already dozens of tools offering some version of tracking.

Names like Profound, Semrush and Ahrefs are some of the big ones in the space as of this writing. Each offers a window into how your brand shows up in responses to AI prompts. They offer pre-configured scans or fine-tuning options for a range of user skill levels. They can compare how you show up to how other dealers or entities show up for the same prompts. They even offer a score for an easy way to watch your progress (more on the dangers of this later).

“The first problem with AI visibility tracking is that **you have no idea** how often the prompts you're tracking are being used.”



“Free AI visibility tracking will usually mean something else was reduced, and most SEO solutions in automotive are already very light on real deliverables.”

Each tool essentially takes prompts from a precompiled master catalog — or allows you to make your own — and runs those prompts through the chosen AI/LLM. They track whether you appear in the results and how high up in the answer your citation appears. In theory, it's best to show up above other brands (presumably competitors) for maximum impact.

Each tool will default to a generic geocenter, like the U.S., giving you broad and generalized results, while also having the ability to select a specific search location if you use more advanced features.

While costs vary a bit between platforms, you can expect to pay about \$300 a month or so to track one website and just 100 specific prompts. Some of these platforms are a bit less expensive if you use their precompiled prompt lists, but we'll get into the problems with that below.

One key thing to understand here is that, if you track this yourself, you should expect to spend some money and need

to know what you're doing with configurations. If you have a trusted agency do this for you, its AI visibility upcharge is not just “because it can.” It has a hard cost between the platform fee and its labor, and the economy of scale is currently minimal, if any. The alternative is that the vendor adds this for “free,” but all costs are ultimately passed to the end user (you). Free AI visibility tracking will usually mean something else was reduced, and most Search Engine Optimization (SEO) solutions in automotive are already very light on real deliverables.

At Wikimotive, we wrestle with the realities of AI visibility tracking for our dealer partners on our SEO program. On the one hand, this is a hot-button issue, and every company wants to know how it shows up. On the other hand, the value of dealers showing up on LLMs is much less than people realize as of early 2026, and the insights from AI visibility tracking are not significantly actionable. That means the tracking cost is wasted money, unless it's worth it to you simply to have the historical data as the landscape evolves — and for many dealers, it is indeed worth it.

Let's explore the pitfalls of AI visibility measures, so you can temper your expectations and the pivots you make with this information.

NAVIGATING AI VISIBILITY CHALLENGES

Let's start with an example from traditional SEO/organic rankings to ground this in something more familiar before we expand the example to AI visibility.

Say you're a Chevy dealer and you have rank tracking set up to see your Google organic rankings. One of your keywords is “Silverado Towing Capacity,” and you rank No. 1 for that keyword. Is that good? Well, Google identifies that keyword as an informational keyword, which means they know that people who search that keyword are seeking information, as opposed to being a transactional keyword that would signal an immediate shopping intent. This means your No. 1 ranking for “Silverado Towing Capacity” is probably getting you traffic to a blog, but it's not producing any leads. It's a vanity ranking only.

Let's change the example and say the keyword is “Chevy Dealers,” and you rank No. 1. Is that good? You bet! It's a low-funnel, transactional-intent keyword, and it's also one of the most frequently searched keywords.

In the Chicago metro, for example, Google reports that that keyword is searched 5,100 times every month. But there's a

“Nearly all of the default AI visibility tracking is absolutely filled with informational prompts. Trying to push your visibility here is doing Tier 1’s job on your dollars.”

snag: Where is your rank tracking set? If it’s your own ZIP code, that’s good, but what about five miles away? Typically, a dealer will drop between two and six positions just five miles away. Bear with me, as this is going somewhere!

Now, what if the keyword is “Best Chevy Dealers” and you’re No. 1? This is a bit closer to something a person might enter as a prompt in an LLM. Well, according to Google, just 10 people per month search that keyword in the Chicago metro. That means your No. 1 ranking is again a vanity metric because there’s not enough juice to meaningfully squeeze.

According to a 2026 study by Conductor, just 0.5% of website traffic in the automotive vertical is driven by LLMs. This tells us that, while tons of people use ChatGPT, Gemini, Claude, etc., only about one in 200 low-funnel searches is being performed on LLMs, and none of them actually report monthly prompt-volume statistics like Google does for search.

So what am I saying here?

The first problem with AI visibility tracking is that you have no idea how often the prompts you’re tracking are being used.

The second problem is that the low-funnel automotive prompts — just like in Google search — are going to be location-dependent. That means you need to track in many locations at the same time if you want to use this as more than a leading indicator. Each location multiplies the number of prompts you have to pay to track, so the cost balloons very fast.

The third problem is that AI results are probabilistic, not deterministic. In short, a Google ranking is a fixed position until it changes. Search the same keyword twice in a row, and you’ll get the same ranking result. Search the same prompt in ChatGPT twice, and you’ll get variations in the answer and the cited sources.

The fourth and most major problem is that nearly all of the default AI visibility tracking is absolutely filled with informational prompts. These are the ones where it simply does not matter if you show up because no one is going to click the cited source. Trying to push your visibility here is doing Tier 1’s job on your dollars.

The result of all this is that default tracking leads to alarmingly low AI visibility “scores” due to prompts being informational

and your site being compared to the national brands and authoritative resources that LLMs will always prioritize for those prompt types. The alternative is to configure your tracking manually: Select your location, chosen LLM and prompts, and the information will still be subject to probabilistic aberrations and unknown “search” volume.

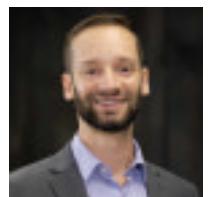
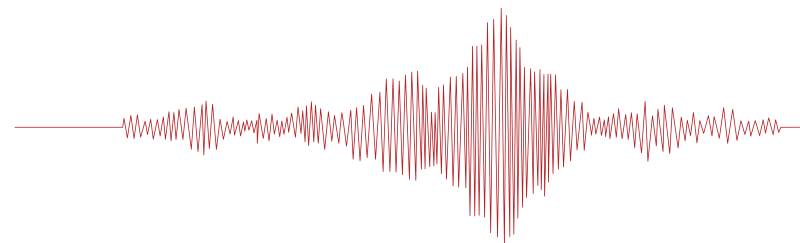
WHAT TO DO

If you don’t mind spending some money for a window into what’s happening in the LLMs, there’s nothing wrong with setting up tracking. This can help keep you aware and give you a starting point if the landscape evolves significantly. What you don’t want to do is treat the results as actionable insights, especially if you used the out-of-the-box prompt set and national geography.

Most vendors are using the out-of-the-box setup specifically for their sales audits. They’re set up in a way that will make you look bad every time, and, whether or not they even realize the flaws in their approach, they’re effectively preying on your fear of missing out to sell you something.

At Wikimotive, we’re taking a steady and measured approach to this. As we do with everything in the search environment, we’re testing carefully with our dealers to understand the pros and cons of this space. This leads to informed and contextual decision-making, which avoids knee-jerk reactions to “scores” in a cookie-cutter tool configuration.

I implore you to do the same and to ask critical questions of your agencies — or those who are pitching you — when they bring AI visibility tracking up as the latest, greatest shiny thing. ■



ZACH BILLINGS
Co-Founder & CRO, Wikimotive
Wikimotive.com

Reimagining the Service Lane: How Self-Led Kiosks Are Changing Dealerships

CSI scores remain one of the most closely watched metrics in the automotive industry. They shape dealership reputations and can determine whether customers return for future service. While your dealership might focus on technician performance or repair turnaround times to improve CSI, service check-in is just as important to the service experience.

MAKING A POSITIVE FIRST IMPRESSION

The first few minutes of a service visit set the tone for the entire appointment. For customers on their way to work or managing busy schedules, every second counts. If the process feels slow or inconvenient, customers start their visits frustrated, making perfect reviews harder to achieve.

As dealerships continue looking for ways to modernize operations and improve satisfaction, many are turning to self-led kiosks to eliminate long waits and inefficient check-ins.

When drivers have the option to start the check-in process themselves, it sets a faster pace for the entirety of their appointments. With a few taps on a touchscreen, customers can confirm their information, drop off their keys securely and describe vehicle concerns without waiting for an advisor. This fast and flexible start to appointments improves their entire experience.

MATCHING MODERN EXPECTATIONS

From ordering food to checking in at a hotel, digital screens have become part of everyday life. In fact, 84% of U.S. consumers enjoy self-service kiosks, and 66% prefer them to staffed checkouts. When customers visit a dealership, many expect the same level of convenience they receive in other industries.

Convenience has become a major driver of consumer behavior, with 77% of U.S. consumers saying speed and accessibility influence where they choose to do business. Many customers are even willing to pay up to 5% more for services that are easier and faster to use. When coming in to purchase a vehicle or discuss a repair, customers often gravitate toward processes that reduce waiting and allow them to move through routine steps quickly.

At the same time, convenience isn't the only driver. Modern customers also expect their personal information to be handled securely. Unlike paper forms or emailed documents, secure digital check-in systems can collect and process customer information through encrypted systems designed to protect sensitive data. By limiting manual handling of IDs and personal documents, dealerships can reduce the risk of misplaced paperwork, unauthorized access or data exposure.

Giving customers the chance to skip the line at check-in can improve their overall perception of the dealership. It shows you prioritize their time, creating a positive first impression that often makes them more patient if other delays arise during their visits.

IMPROVING ACCURACY BEHIND THE SCENES

When your team encounters inaccurate information, it sets the entire service timeline back, requiring customer clarification and unnecessary back and forth. Self-service kiosks allow customers to enter phone numbers and complicated names themselves, minimizing the risk of typos or missed details. By capturing information directly from the source, your team starts the visit with a more reliable picture of the customer's needs.

Accurate information allows technicians to diagnose issues more efficiently. They can prepare in advance and avoid delays caused by miscommunication or missing details. Service advisors also benefit from having a clear understanding of the customer's needs upfront.

Ultimately, accurately recording information builds customer trust. When customers see you understand their needs without repeated explanations, they feel more confident in your service department.

CREATING MORE TIME FOR MEANINGFUL CONVERSATIONS

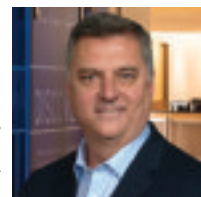
One of the greatest benefits of self-service dealership technology is how it reshapes the role of service advisors. Instead of spending valuable time entering basic information or processing routine paperwork, advisors can focus on the parts of the visit that truly benefit from human interaction.

For instance, advisors can quickly review the check-in data and engage in more detailed discussions with customers, such as providing informed recommendations or conducting follow-up calls. These in-depth conversations lead to stronger customer understanding and trust in your dealership expertise.

SUPPORTING A MORE EFFICIENT SERVICE OPERATION

Beyond improving customer experience, self-led kiosks maintain daily workflows in the service department. During rush hour, kiosks can process multiple check-ins at once, preventing bottlenecks that usually clog when several customers arrive simultaneously.

This steady flow allows service teams to focus on productivity and repair quality instead of worrying about long lines at the counter. Over time, these improvements contribute to faster service timelines and a more organized environment — both of which customers notice and appreciate. ■



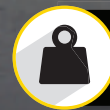
JOHN KIGHT
Automotive Sales Director, KeyTrak
KeyTrak.com

MAXIMIZE YOUR SPACE.



INCREASING CUSTOMER DEMAND

With real estate costs soaring and car sales hitting record highs, dealerships face a growing challenge: how to fit more vehicles on the lot without sacrificing style or functionality. Introducing **Autostacker**, the sleek, space-saving parking solution that doubles your lot's capacity overnight. Designed for efficiency, it installs quickly—no bolts, no headaches—and requires minimal upkeep, so you can focus on moving cars, not managing equipment. By maximizing space and keeping your dealership looking sharp, **Autostacker** ensures you're ready to meet demand and turn heads while doing it. To learn more head over to [autostacker.com](https://www.autostacker.com) or call us at 1-888-977-8225.



6K LB. CAPACITY

SHOP NOW

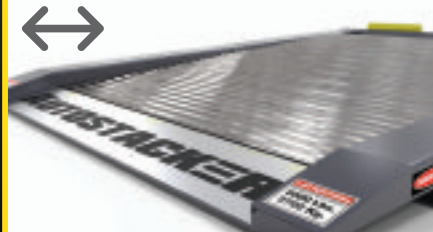


SPACE-SAVING



Commercial & Residential Use

SLEEK & LOW PROFILE



Standard & Wide Models Available

AUTO SAFETY LOCKS



5 Locking Positions

AUTOSTACKER™ 1.888.977.8225 | [autostacker.com](https://www.autostacker.com)

© 2026 BendPak Holdings LLC. A wholly owned subsidiary of BendPak, Inc. Autostacker is protected by one or more patents in the United States, China, Europe, and other countries. - AS3/26

FROM THE ICE RINK TO NO. 1: HOW BILL CAFARELLA BUILT A SYSTEM THAT CONSISTENTLY WINS

Success in the car business is hard to sustain.

Plenty of dealerships have a great year. Fewer repeat it. Almost none stay at the top. But under the leadership of Bill Cafarella, that's exactly what's happening.

As executive manager of Coral Springs Nissan and Nissan of St. Augustine, he has led Coral Springs to the No. 1 Nissan dealership in the country for five consecutive years — the latest in a track record that includes taking a Toyota store to No. 2 nationally, a Honda store to No. 1 and Rick Case Volkswagen to No. 1 on month one of operation.

"It's not one thing," Cafarella says. "It's doing a lot of things the right way — every day."

THE PROBLEM MOST DEALERS NEVER FIX





For all the focus on leads, traffic and marketing spend, Cafarella sees a different issue.

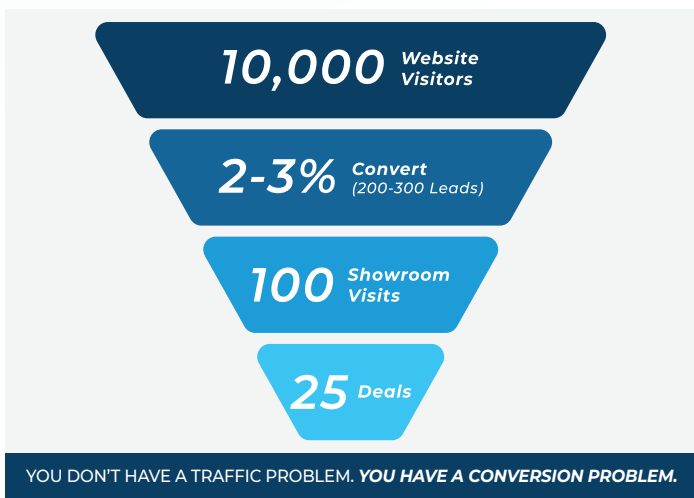
Across the industry, dealerships invest heavily to drive shoppers to their websites — but most of those customers never convert.

Industry benchmarks show that only 2% to 3% of website visitors become leads, meaning roughly 97% of traffic never engages in a meaningful way.

Even when customers do submit a lead, the experience is often fragmented — spread across disconnected tools, repeated conversations and inconsistent follow-up.

PROBLEM FRAMING

 Fragmented Tools Break the Journey	 AI Can't Optimize What it Can't See
 Disconnected Data Kills Visibility	 \$8K-\$12K/Month Wasted on Inefficiency



KEY STATS

97% of Website Visitors Never Convert	75% of Showroom Traffic Doesn't Buy
--	--

"People fall through the cracks," Cafarella says. "Not because you don't care — because you can't see everything." For Cafarella, that's not a marketing problem — it's an operational one.

COMPETE EVERY DAY

Before entering the automotive business, Cafarella played competitive hockey. "Hockey is a grind — teamwork, accountability, competition every day."

That mindset carries directly into how he runs his stores. "You're as good as your last day," he says. There's no guesswork in his operation. Every department runs against defined expectations, and performance is measured against process — not just outcomes.

"No deal is more important than the process.

When the process is executed consistently — and the operation is connected — the results follow."

NO DEAL IS BIGGER THAN THE PROCESS

At the center of Cafarella's operation is a principle most dealerships struggle to enforce: No single deal is more important than the process.

At Coral Springs Nissan, that translates into nearly 300 defined processes. At Nissan of St. Augustine, more than 150. Those aren't theoretical — they're used every day.

In the BDC alone, his team doesn't follow a single script. They follow multiple workflows, based on:

- How the customer entered
- What actions they've taken
- Where they are in the buying process

"There's not one process," he says. "There are a lot of them — and they all matter." That's what allows consistency. "Anybody can have a good day," he says. "Process is what lets you do it every day."

A TEAM THAT EXECUTES THE SYSTEM

Cafarella is clear about what drives performance. "I'm not the smartest guy in the world," he says. "What I lack in, I surround myself with people who excel in those areas."

But those people aren't operating freely — they're executing a defined system. He points to team members across the dealership — BDC, desk, service — who consistently follow process and deliver results. "I've got people here who are as good as anybody in the country," he says.

"The people are always the most important," he says. "CarSaver AI supports the system and the processes, but people come first."

WHERE MOST OPERATIONS BREAK DOWN

Cafarella doesn't see a lack of effort as the problem in most dealerships. He sees a lack of visibility.

Without knowing what a customer has already done — what they've looked at, what they've worked through — teams are forced to guess. And when teams guess, process breaks.

CONNECTING THE OPERATION

To solve that, Cafarella didn't add more tools — he connected the ones he already had. Instead of replacing his systems, he integrated CarSaver AI and Boost+ into his website, CRM, equity mining tools and workflows.

That created a CRM intelligence layer — a real-time view of every customer across website activity, payment interactions, trade and equity exploration, BDC engagement, in-store activity and service visits.

"It connects everything — the website, the chat, the BDC," Cafarella says. "It's a start-to-finish experience." "You're not guessing anymore," he says. "You can see what they're doing." That changes execution.

Now, when a customer calls or walks in:

- The BDC knows what they've already worked on
- The salesperson picks up where they left off
- The conversation starts further down the funnel

CONNECTED SYSTEMS. CONSISTENT EXECUTION.

One of the more significant decisions Cafarella made was allowing a large portion of the website experience to be powered by the same system. For many dealers, that's a concern. Cafarella looked at it differently.

"The average customer comes back multiple times," he says. Customers often return eight or more times before taking the next step. "It's the experience," he says. "They can start a deal, stop, come back and pick up where they left off."

Instead of bouncing between tools, customers stay inside one process. "There are no dead ends." For Cafarella, that consistency mattered more than maintaining separate systems.

BDC: FROM FOLLOW-UP TO PROCESS EXECUTION

With CarSaver AI feeding real-time activity into the CRM, the BDC isn't chasing leads — it's executing process.

If a customer:

- Worked payments → BDC addresses structure
- Looked at trade → BDC discusses equity
- Started a deal → BDC continues it

That's a different conversation.

And it's why engagement improves.

SERVICE LANE: FROM MAINTENANCE TO REVENUE

That same visibility extends into the service drive where Cafarella's team is converting service appointments into 60+ vehicle sales a month.

Cafarella's team uses the same system to identify:

- Customers in positive equity
- Payment opportunities
- Upgrade timing

"It's not just a lead," he says. "They've already done a lot of the work."



"It's not one thing . . . It's doing a lot of things the right way — every day."

"They understand the deal," he says. Instead of relying on guesswork, the team is working with real data, turning service traffic into consistent incremental sales.

BETTER INPUTS, BETTER OUTCOMES

When the process is followed — and supported with the right information — results improve.

Customers:

- Return more often (8+ visits)
- Spend more time in the process
- Arrive more informed

"They close 20% to 30% higher than traditional leads," Cafarella says.

THE FORMULA

Cafarella keeps it simple:

- The right people
- The right processes
- The right visibility

And above all: No deal is more important than the process. Because when the process is executed consistently — and the operation is connected — the results follow.

Across both stores, that approach has produced something rare: Sustained, repeatable performance.

Five years at No. 1... and counting.

THE FULL INTERVIEW

Elite hockey. Las Vegas. Multiple No. 1 dealerships.

Bill Cafarella's full story goes far beyond what's in print.

Watch it at AutoSuccessOnline.com/CoralSprings.

ADAS Calibration: Safety Risk and Revenue Opportunity

It's never a fun feeling when a police officer approaches you and asks, "Are you the owner of the Volvo wagon parked in the first row?" I had just stepped out of my gym when he asked me. With a sinking feeling, I told him I was, and he accompanied me outside to show me how a rental U-Haul had clipped the front end of my wagon as it turned left through the gym parking lot. "Clipped" is a pretty anodyne word for what happened. More like "tore the front end of the wagon clean off." The rear of the truck had somehow hooked into the front right inner fender and took it along for the ride.

Despite how bad it looked, it was really only the front bumper and some associated parts. The insurance company elected to fix it, so we went through the usual process: got a rental car, got the estimate and left the car with our chosen body shop for a few weeks while it fixed the face. At the end of the process, the shop returned the wagon to us looking good as new.

"ADAS calibration is not only a critical service for the safety of your customers but also a massive revenue opportunity."

Except it wasn't. The wagon behaved differently. It was equipped with multiple Advanced Driver Assistance Systems (ADAS), such as automatic emergency braking, dynamic cruise control and parking sensors (it could even parallel park itself). After spending time driving it and experiencing wandering on the highways and false positives for the parking sensors, we came to find out the various cameras and radar sensors in the front end of the vehicle had not been properly calibrated. The body shop had simply slapped on a new front end and sent us on our way. This was more than 10 years ago, so perhaps the techs didn't know any better.

Not today. ADAS calibration with pre- and post-scanning and reporting is not only a must-do for safe collision repair, but it's a tremendous opportunity for additional revenue in dealerships and body shops. Put the money angle aside for the moment and think in terms of safety. In today's vehicles, all the systems that help the car brake itself and perform other "magic" to drive themselves — automatically speeding up or slowing down and keeping us from colliding with vehicles in our blind spots — need

proper calibration when there is any physical event within the vicinity of the related cameras or sensors.

These are the eyes and ears of the vehicle, and it's important to realize that something as minor as a one-degree error in a front-facing camera translates to a 5-foot error at 300 feet in front of the car. So, when your vehicle is driving itself on the highway at 75 mph, it might be looking for obstacles in the next lane over while missing what's right in front of it. Keep in mind, 300 feet at 75 mph takes 2.73 seconds to cover. If something is in your lane but your ADAS is calibrated improperly, you are probably going to hit it.

Now, the money. The size of the opportunity for ADAS is growing exponentially. Currently, over 90% of new vehicles are equipped with ADAS features that require calibration, and there are currently over 100 million ADAS-equipped vehicles on the road. In 2029, when automatic emergency braking becomes a legal requirement, every new vehicle sold in the U.S. will be ADAS equipped. The pool of vehicles in need of calibration is going to go through the roof.

There are already dealerships and independent companies seeing wild success by offering ADAS calibration to their customers. The average per-car revenue for ADAS calibration is \$700, and that's conservative. What really gets compelling is when you realize that, on average, 61% of collision repairs require ADAS calibration, yet only 31% of initial estimates include it. The amount of money being left on the table is staggering.

The current size of the ADAS calibration market is around \$1 billion. It is projected to hit \$3 billion by 2030. That means it will triple in the next three years. ADAS calibration is not only a critical service for the safety of your customers but also a massive revenue opportunity. I'll get into the nuts and bolts of what's required to provide profitable ADAS calibrations in my next article. ■



BRIAN EPRO
National Accounts, OEMs & MSOs, ADAS, Autel
Website: autel.us

THE EASY TRIPLE

BENDPAK 4-POST PARKING LIFT



Easy as 1, 2, 3.

The **HD-973PX** is built for those who need serious parking power for larger vehicles. Designed to handle full-size trucks and SUVs, it offers more height and length than the standard **HD-973P**. With independent platforms and rock-solid safety features, it's the perfect solution for stacking big vehicles in tight spaces. Ideal for pros and enthusiasts alike. To learn more, visit www.bendpak.com or call **1-800-253-2363**.

SEE IT IN ACTION



Model **HD-973PX**
Extended Height
and Length

MRP \$23,495*
FREE SHIPPING**

BendPak.

www.bendpak.com • **1-800-253-2363**

© 2026 BendPak Inc. BendPak is a registered trademark. *Price valid until June 30, 2026.
**Free shipping to direct shipping points within the 48 contiguous United States only.

Voice Data: The Most Valuable — and Most Underutilized — Asset in Your Dealership

I've spent more than 40 years in technology, and I'll make this argument anywhere:

- Voice data is the cleanest and most actionable data set in an automotive retail environment.
- Most dealers are only using 10% to 20% of its value.

Why? Because until recently, voice analytics were trapped in keyword-based systems and siloed call recordings.

That era is over.

If you look across all the data sources in a dealership — web analytics, CRM records, DMS transactions, marketing reports — there's one that consistently stands out for clarity and richness: voice. Every phone call is a direct, unfiltered look at what customers want, how they feel and how your team responds. Yet in many stores, voice data is still treated as a recording archive rather than a strategic asset.

In the past, call analysis often relied on simple keyword spotting. If a customer said "unhappy" or "cancel," the system might flag the call. While that was better than nothing, it missed the nuance and context that actually drive outcomes. Today, AI-driven tools can understand sentiment, intent and conversation patterns.

A casual comment about liking a specific vehicle can become a sales signal. To a traditional system, that's noise. However, to a connected voice-to-CRM pipeline, that could be a nurture opportunity, a marketing trigger, a trade-in cue or a buyer identity signal.

A change in tone mid-call can indicate a save that's worth studying. A recurring complaint can point to a process or training gap before it becomes a reputation issue.

The real power comes when you combine voice intelligence with your CRM, DMS and customer data platforms. Suddenly, you can see not just that a call occurred, but how it interacted with the entire customer journey. You can ask which marketing channels produce callers who turn into buyers, which service advisors are best at turning negative sentiment into positive outcomes, or how policy changes in the store affect real customer conversations over time. Instead of working from hunches, you're working from evidence pulled directly from customer interactions.

This same data can transform training. Calls where a frustrated customer ends up satisfied become live examples of what "good" looks like. New hires can learn from real conversations that reflect your brand, your market and your processes. AI-driven tools can simulate customer scenarios, evaluate how candidates or employees respond, and provide feedback based on patterns drawn from your own call history. Onboarding shifts from being anecdotal and inconsistent to being structured and data-backed.

As voice data, AI and omnichannel communication continue to converge, we're moving into an era where the phone is not just a way to connect — it's a way to continuously program and improve how your store operates. Dealers who lean into that opportunity will find that every call, whether it's a sale, a complaint, a simple question or a missed connection, becomes part of a learning system that makes the business smarter over time. ■



**INCREASE
GROSS SALES
& NET-PROFIT
DOLLARS**

**Don Andres the owner of
Auto SCT Training & Consulting
brings hands-on coaching in structure,
workflow and leader-
ship for management,
while training frontline
employee engagement
focusing on retail
sales growth.**



**www.autosctconsulting.com
don@autosctconsulting.com
(614) 778-5482**

SEAN BARRETT
CIO, CallRevu
CallRevu.com



ALTITUDE WITH ATTITUDE



Add the
**WORLD'S
TALLEST**
Spinner Vehicle
Display to Your
Store Today!

ATTRACT
ATTENTION
**WHEREVER
YOU GO!**

**SEE IT SPINNING FROM
A MILE AWAY!**



ST. LOUIS CDJR
CHRYSLER • DODGE
JEEP • RAM
NEW
OWNERS
INVENTORY
WWW.STL-CDJR.COM
Jeep RAM

AUTO SPIN™
USA LP

www.AutoSpinUSA.com

1-800-936-2319 www.AutoSpinUSA.com

The Hidden Costs of Car Ownership Most Drivers Overlook

How Dealers Can Turn the Unknown into Better Close Rates and Stronger F&I Profit

As a dealer, you already know most customers only budget for the visible costs of vehicle ownership: fuel, insurance, registration and routine maintenance. What they often miss is the true total cost of ownership over the vehicle's life.

That gap in understanding creates risk for the customer and opportunity for your dealership.

Unexpected repairs don't just disrupt a customer's finances. They create dissatisfaction, strain the ownership experience and frequently reflect on the dealership long after the sale. By addressing these risks with customers, they become a clear, value-driven reason to say "yes" to protection, helping you improve close rates, lift F&I profit and support long-term CSI scores.

ROUTINE COSTS VS. THE REALITY OF UNEXPECTED REPAIRS

From a customer's perspective, vehicle expenses feel manageable as long as they remain predictable. Oil changes, tire rotations and fuel costs are expected and easy to plan for.

From your dealership's perspective, the challenge begins when vehicles accumulate mileage and unseen wear turns into real mechanical failure. The turning point often comes when a customer learns a repair is no longer covered under the manufacturer's warranty and the full cost now falls on them. For many customers, this is their first real exposure to the financial impact of major vehicle repairs.

Common repair costs your customers are rarely prepared for include:

- **Transmission Failure:** \$3,300 to \$5,000 or more
- **Air Conditioning System Repair:** \$1,200 to \$1,500 or more
- **Electrical Failure:** \$1,100 or more
- **Engine-related Repairs:** \$650 to \$7,000 or more.

These are not rare cases. Service departments nationwide see these repair scenarios every day. The issue isn't whether they will occur but whether your dealership will address the risk early enough to control the outcome. Once the repair happens without coverage, the opportunity to protect the customer — and the dealership relationship — is already lost.

TURNING REPAIR SHOCK INTO A VALUE-BASED COVERAGE CONVERSATION

When customer vehicles break down without coverage in place, they're forced into difficult decisions. Do they absorb a large out-of-pocket expense? Delay repairs and risk further damage? Or lose confidence in the ownership experience altogether?

From a dealership standpoint, this moment highlights a missed opportunity. Most customers haven't budgeted for unexpected repairs, especially those involving major components. When a single repair disrupts their household budget, they're often frustrated — sometimes with the vehicle, sometimes with the dealer.

This is why extended vehicle protection plans should never be positioned as an add-on. When you frame them correctly, they become a logical financial tool that replaces uncertainty with predictability. You shift the conversation from "extra cost" to budget protection, stability and long-term ownership confidence.

WHERE DEALERS CAN MAKE A REAL DIFFERENCE

Most customers have a limited understanding of vehicle systems and even less insight into how failures occur over time. When a breakdown happens, uncertainty adds stress to an already expensive situation.

Your dealership's expertise is invaluable. By understanding customer driving habits, vehicle usage, ownership timelines and financial comfort levels, you and your F&I professionals can guide customers toward coverage that aligns with their real-world needs.

Effective conversations focus on realistic ownership scenarios. Discuss what typically happens as vehicles age, which components fail most often and what those repairs cost. This approach helps customers clearly understand the risk of declining coverage and the benefit of securing protection before issues arise — not after.

KEEPING THE CONVERSATION SIMPLE

From an F&I standpoint, complexity is rarely an advantage. Customers don't need technical explanations; they need clarity and confidence.

Position coverage around peace of mind and financial protection. Present comprehensive plans that address the repairs customers fear most, including:

- Engine
- Transmission
- Drive axle
- Electrical system
- Air conditioning

Straightforward, all-inclusive coverage builds trust. Customers understand that if something goes wrong, they're protected from major, unplanned expenses.

Language matters. To keep the discussion practical and payment focused, use statements like, “Most major repairs today cost thousands, not hundreds. Many customers choose coverage because it protects their budgets and prevents unexpected repair bills.” This naturally transitions into affordability and value without overwhelming the customer.

HOW TO POSITION COVERAGE FOR MAXIMUM IMPACT

For best results, introduce coverage early — during vehicle selection or the test drive — and reinforce it in F&I once the customer is comfortable with their payment. When you set expectations early, coverage feels like part of the ownership plan, not a late-stage add-on.

Position protection as financial insurance for the customer’s investment. Emphasize how it converts unpredictable repair costs into a manageable, predictable expense.

When objections arise, anchor the discussion in real-world comparisons. Contrast the cost of coverage with a single major repair. Explain that repairs often occur sooner and cost more than customers expect. Breaking pricing down into daily or weekly amounts helps reinforce affordability and value.

Finally, tie coverage directly to the customer’s payment and overall budget. Framing it as protection for their vehicle and their

finances strengthens acceptance and confidence.

THE DEALER PAYOFF: SMOOTHER SALES, STRONGER F&I, HAPPIER CUSTOMERS

When you present protection plans early and strategically, the benefits extend well beyond the sale. Sales conversations become smoother, F&I close rates and profitability increase, and post-sale frustrations decrease. Customers feel informed, protected and supported rather than surprised by ownership costs.

Helping customers understand and plan for the hidden costs of vehicle ownership doesn’t just protect them. It strengthens their relationship with your dealership, improves CSI and delivers more consistent, sustainable performance long after the deal is signed. ■

EMILY FURIO

Copywriter and Social Media Specialist,
American Guardian Warranty Services, Inc.
AGWS.com



Where Modern Recon Begins.

Dealerships that lead the market don’t leave recon to spreadsheets or guesswork. **Rapid Recon brings clarity and control to every step, so inventory moves with purpose, not pressure.**



THE SYSTEM MODERN RECON RUNS ON.

SEE THE STANDARD | www.rapidrecon.com

The 15-Minute Rule Is Dead

What's Changing in the CRM and Lead-Response Universe, and How AI-Powered Solutions Can Help Free up Your People to Do What They Do Best

For years, dealers have treated “15 minutes” like the gold standard for internet lead response. But that no longer tells the whole story. Pied Piper’s 2026 Internet Lead Effectiveness study found 51% of dealers now deliver a “perfect response” within 15 minutes, twice the rate from five years ago. The same study revealed a new problem: When AI has to hand a lead off to a person, those inquiries score nine points lower on average. Speed is improving, but the handoff is not.

That’s the real issue for franchise and independent dealers alike. The future of dealership AI lead response is not about sending more canned texts. It’s about building an automotive CRM process that answers fast, routes cleanly and puts the salesperson into the conversation with real context.

15 MINUTES USED TO FEEL FAST

Today, it feels late.

The shopper who just submitted a lead has already reviewed your VDP, payment estimates, trade value and store reviews.

They may have visited your site late at night, bounced to a competitor or marketplace and submitted another inquiry before your BDC opens. By the time your team sees the lead, that customer isn’t waiting for a generic “just checking in” email. They’re waiting for proof your store is organized, responsive and easy to work with.

That’s why the old rule is dead. The goal is no longer to respond within 15 minutes. It’s to start helping within seconds, then keep the deal moving without losing the human touch.

WHAT GOOD AI FOLLOW-UP REALLY LOOKS LIKE

First, it should handle the easy stuff immediately. Availability checks, test drive requests and store hours shouldn’t wait on a salesperson. Good AI answers simple questions fast, confirms the right vehicle and tees up next steps by text or email, especially after hours. A lead that waits until morning is already cooling off.

Second, it should make the salesperson better prepared, not



Fast & reliable doors that refuse to quit.
Built for Retail Automotive Dealerships.
Where dependability isn't a feature—it's a requirement.
Hörmann. For Life.

HÖRMANN

SCAN
TO LEARN
MORE

HORMANN.US
1-877-OK-HORMANN

busier. A modern CRM should surface vehicle interest, prior activity, appointment history, communication preferences and buying signals before the first call. That shortens the distance between “new lead” and “useful conversation.”

Third, it should prioritize the right leads. Every store has duplicates, partial forms and long-term shoppers. AI can score intent, spot urgency and route the best opportunities first, protecting the BDC and the floor by focusing effort where it matters most.

THE BIGGER RISK ISN'T SLOWNESS

It's fragmentation.

Most stores are still stitching together websites, CRMs, DMS platforms, texting tools, desking processes and AI add ons, hoping they behave like one system. Usually they don't. Leads trigger without replies, texts go unseen and AI flags issues with no clear owner. Activity shows on dashboards while customers experience silence.

This is where many AI projects fail. Dealers don't need another widget. They need AI connected to clean data, clear workflows and real accountability.

FREE YOUR PEOPLE TO SELL

The best dealership AI doesn't replace salespeople. It clears clutter. It writes the first response, scores the lead, logs activity, prompts next steps and delivers a clean customer story in one place — then steps aside.

That's the next phase of automotive CRM lead management: faster first touch, fewer dropped handoffs, better context and more consistency across the BDC, showroom and manager tower. Most importantly, it gives your team more time with customers and less time wrestling software. ■



EARL BROWN
Director of Marketing, Solera | Dealer Solutions
Solera.com

Real Leadership Works in the Lane.

Fixed Ops leaders need technology that supports their teams, not distractions that slow them down. Dealerlogix removes friction from the service experience, helping dealerships stay focused on **flow, communication, and results.**

dealerlogix

DRIVEN BY VEHLO

Built for the people running Fixed Ops.



303-223-6213 • www.dealerlogix.com

You Created Your Competition. Now They're Charging Your Customers \$1,000

Why Dealers Are Losing Control of the Conversation and How to Take It Back

There are companies right now, like Delivr — you've seen them on TikTok or Instagram Stories — charging customers \$1,000 just to help them buy a car.

Not to finance it. Not to transport it. Not to warranty it. Just to help them buy it.

A thousand dollars. And he doesn't hide it. He says it right up front. Customers are not complaining. They aren't pushing back. They are paying it.

That should bother every dealer in the industry.

Here's the truth. I do not knock these companies — they don't exist because customers want to pay an extra thousand bucks. They exist because we create the need for them. We create the confusion. We create the friction. We create what a BDC rep in one of my training sessions said perfectly this week: virtual speed bumps. And every time you create one, you lose control. You slow the process

down. You frustrate the customer. You make it harder to do business with you. So they go find someone who makes it easier.

That should be us. Too often, it is not.

THE BATTLE STARTS EARLY

The mistake many dealers are still making is believing the battle starts when the customer walks into the showroom. It does not. The real battle starts much earlier, on the phone, in the text thread or in the internet lead response. That first conversation determines whether the deal ever has a chance to exist. If we mishandle that moment, the customer may never show up. And if they never show up, the quality of the showroom experience does not matter.

This is where dealerships are losing control. A customer calls and asks about price, and the rep goes straight into numbers. Out the door. Back and forth. Payment guesses. No direction. No leadership. No value. The conversation

becomes purely transactional within seconds. Once that happens, the dealership is no longer guiding the process. It is reacting to it. And when you are reacting, you are losing.

INFORMATION BOOTHS VS. PROFESSIONALS

The problem is that too many stores have turned their salespeople and BDC reps into information booths. The customer asks a question, and the rep answers it. The customer asks if the vehicle is available, and the rep confirms it. The customer asks for a number, and the rep sends one. That is not selling. That is customer service at best — and a help desk at worst.

Customers already have access to information. They can find inventory, pricing and reviews on their own. What they cannot get from a search engine is guidance from a professional who knows how to help them make the right decision.

That is why the phrase "in my professional opinion" matters so much. We need to start sounding like professionals again. Not evasive. Not defensive. Not robotic. Professional. If a customer asks about pricing, answer it directly. Tell them you are transparent. Tell them your dealership always provides full out the door pricing with no hidden fees. Then lead the conversation where it actually needs to go.

"In my professional opinion, you're only looking at half the deal." That line changes everything, because now you are not just answering a question. You are bringing value into the conversation.

UNCOVERING MOTIVATION

Once you do that, you can help the customer understand what really shapes the deal. Not random numbers. Not generic discounts. Programs. Rebates. Loyalty. Structure. Trade. These are

THE TIME IS NOW.

TO TAKE A LOOK AT STREAMING ADS

DEALER STREAM

Your time is valuable.
So is your ad spend.

Spend 30 minutes with us and get real insights on how streaming advertising can help drive Sales and Service revenue.

WWW.DEALERSTREAM.COM

FIND US AT THESE UPCOMING EVENTS:

**DM
SC** Digital Marketing Strategies Conference

APRIL 26TH – 29TH
HIGHLAND RESORT & SPA
SCOTTSDALE, AZ

**ASOTU
CON**

MAY 12TH – 15TH
LIVE! CASINO & HOTEL
HANOVER, MD

FUEL THE FUTURE
SALES & SERVICE SUMMIT

MAY 18TH – 20TH
MARRIOTT COUNTRY CLUB PLAZA
KANSAS CITY, MO

the areas where a professional helps a customer make sense of the deal. That is what creates confidence. That is what earns the appointment.

And that brings us to the most overlooked part of the conversation: the why.

Most dealerships are far too quick to answer the customer's first question and far too slow to uncover their motivation. Why this vehicle? Why now? What are they driving? What do they like about it? What else are they considering? Those answers are not small talk. They are the foundation of the deal. Without them, you cannot build value or properly position the visit. You are just reacting to isolated questions from someone you do not understand.

SELLING THE APPOINTMENT

The real sale is not the car. The real sale is the appointment.

The appointment is the moment the shopper becomes a buyer. Before it is set, the customer is still browsing and drifting from one option to another. The second they commit to a specific time, the psychology shifts. They begin planning the visit. They begin moving toward action. That shift is enormous, and too many teams underestimate it. The appointment is not just a calendar entry. It is commitment.

MANAGEMENT ACCOUNTABILITY

Managers need to stop blaming the leads. The leads are not the problem.

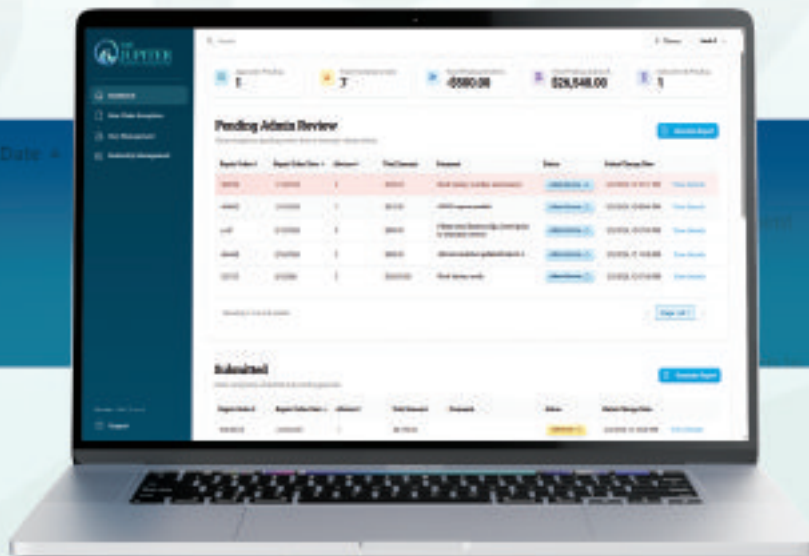
The process is the problem. If managers are not listening to calls, reviewing text conversations and coaching their teams every day, they do not actually know what is happening in their dealerships. Too many managers focus on the deals that make it into the store while ignoring the far larger number of opportunities that die before the customer ever arrives. ■



MICHAEL RENAUD
CEO, Proactive Training Solutions
ProactiveTrainingSolutions.com

DICE IS POWERED BY RI REAL INTELLIGENCE

Simple. Effective. Organized. All while helping you manage your people better.



See RI in action at warrantymanaged.com/dice

The Accountability Multiplier: Your Top Recon Profit Lever

Between used car acquisition and the front line lies a “recon swamp,” a zone of friction and holding costs that erodes front-end gross by \$50 to \$80 per car, per day.

Given the massive recovery potential, why do many dealer principals and general managers (GMs) struggle to drain this muddle? Often, it’s because the true gravity of these losses is buried in “noisy,” imprecise data.

While software brings order to the multi-step recon process, true efficiency requires tight oversight. That accountability rests squarely on the GM’s shoulders. But is the scrutiny worth their time? Analysis shows that GMs who manage recon through daily performance metrics experience gains across three critical pillars:

Every day a **car sits idle**, it depreciates.”

■ **Financial Velocity:** High accountability compresses recon time to a “line speed” of three to five days, multiplying inventory turn and converting stagnant investment back into liquid capital.

■ **Operational Growth:** Data-driven insights equip GMs for calm, fact-based conversations with staff. By addressing specific behaviors rather than “noise,” work delays and unapplied time losses disappear.

■ **Real-Time Results:** Being alerted to workflow delays or parts bottlenecks allows GMs to make high-leverage decisions in the moment, rather than performing an autopsy on the month’s losses.

TRANSITION TO PRECISION MANAGEMENT

Too often, managers address delays by walking into a department and demanding, “Why is recon taking so long?” This approach is loud, emotional and ineffective. It fails to address root causes and risks “blowing up” a valuable employee for a failure actually caused by a broken process.

Dynamic reporting allows a GM to identify the difference between a process problem and a personnel problem:

■ **Process:** If three technicians are stalled at “Parts Approval,” the system is broken.

■ **Personnel:** If only one technician is stalled, it is an individual accountability issue.

High performers stay when they are shielded from systemic failures; underperformers improve only when their specific bottlenecks are highlighted with a clear path to execution.

ESCAPE THE “BLACK HOLE”

Every day a car sits idle, it depreciates. Without automated accountability, vehicles fall into the “black hole”: a state of stagnation where no one is working on the unit and no one is being alerted. To fight margin compression, GMs must use daily reports to hunt down these wasteful delays.

GENERAL MANAGER’S ACCOUNTABILITY CHECKLIST

Leverage your accountability multiplier to achieve:

■ **Real-Time Visibility:** Know the exact location, responsible party and next phase for every vehicle in inventory.

■ **Bottleneck Identification:** Track step-completion times to pinpoint exactly who or what is slowing “time to line.”

■ **Accelerated Approvals:** Keep technicians moving by slashing the time spent waiting for repair authorizations.

■ **Holding Cost Tracking:** Create a clear financial incentive for the team to reduce cycle times.

■ **Increased Inventory Turn:** Shaving just 2.5 days off your recon process is equivalent to adding one additional inventory turn per year, allowing you to sell more cars without increasing total inventory spend.

■ **Departmental Synergy:** Standardized workflows eliminate finger-pointing between sales and service. When everyone works from the same real-time data, morale and efficiency soar. ■



DENNIS MCGINN
Founder & CEO, Rapid Recon
RapidRecon.com

Is Your Dispatching an Afterthought?

Do these scenarios sound familiar:

- Technicians run out of work in the afternoon.
- Multiple repair orders sit on a technician's toolbox.
- There are delays in multi-point inspections being completed and sent to the advisor.
- Advisors must enter the shop to ask for vehicle status.

These are clear signs that your shop's dispatching process lacks structure and, more importantly, control over technician productivity.

Even with a sophisticated DMS or third-party tracking tools, the real-time status of repair orders and accurate completion times can still be unclear.

The result? Lower productivity, vague promise times and a flood of afternoon calls from customers asking for updates — arguably the least productive call your team can take.

All of this happens when dispatching is treated as an afterthought instead of the operational hub of the service department.

I've seen many dispatch systems — centralized, electronic, groups and hybrid — work extremely well. I've also seen those same systems fail. The difference isn't the system; it's the understanding of the dispatcher's role.

Ask yourself this: Do you want technicians controlling the flow of work based on their own pace and priorities?

Every interruption — advisors asking for updates, parts notifying arrivals, waiting customers — reduces technician efficiency. That lost productivity is never recovered.

A strong dispatch process changes this.

Dispatch becomes the hub — owning visibility into repair needs, parts availability and customer promise times. With this information, the dispatcher stays ahead, ensuring each technician always has their next job ready.

Technicians can then focus on what they do best: diagnosing and repairing vehicles — not managing workflow.

The goal is simple: A technician should never run out of work. If one does, the system failed in that moment.

With effective dispatching, advisors gain real-time updates and accurate completion estimates — without stepping into the shop.

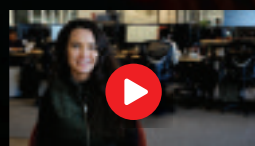
When dispatching works, productivity improves and communication becomes clear. When it doesn't, the entire day is driven by interruptions — and chaos wins. ■



DON ANDRES
Owner/President, Auto SCT Consulting & Training
AutoSCTConsulting.com

CORPORATE VIDEOS

EVERYONE HAS A STORY. WHAT'S YOURS?



Let our team of professional video storytellers bring YOUR project to life.

Whether it's a 15-second video reel for Instagram, a 30-second commercial during the local news or a 2-minute video to welcome a new employee, Babcox Video Services offers unmatched expertise in the automotive marketplace.

- CORPORATE PROFILES
- TESTIMONIALS
- DOCUMENTARIES
- LONG-FORM VIDEO SERIES
- SIZZLE REELS
- DRONE VIDEOS
- INTERNAL TRAINING
- TRADE SHOWS
- NEW-HIRE INFO
- EVENT PRESENTATIONS
- FACILITY TOURS
- LIVE STREAMING
- PRODUCT DEMOS/PROFILES
- 360 PRODUCT PHOTOGRAPHY AND VIDEOGRAPHY

Call today for a quote! 330-670-1234 ext. 285

Ending the Parts Madness: Turning Parts Sales into a Slam Dunk in 2026

For many dealership parts departments, the daily routine can feel like a constant defensive battle — answering phones, chasing down orders, correcting mistakes and trying to keep up with a fragmented system. Meanwhile, opportunities to grow sales often slip through the cracks.

The question becomes: How can parts departments move from playing defense to consistently putting points on the board? The answer lies in understanding today's repair market, strengthening relationships with independent repair facilities and modernizing how parts are sold and marketed.

THE REALITY OF TODAY'S REPAIR MARKET

The majority of mechanical repairs are no longer taking place inside dealership service lanes. Instead, roughly 70% of repairs are completed by independent repair shops, leaving dealerships responsible for only about 30% of the service work performed on vehicles.

Consumer perception plays a major role in this shift. Many drivers believe independent shops offer faster service or lower prices, leading them to leave the dealership once their vehicle's warranty expires.

At the same time, vehicles on the road are older than ever. The average age of a vehicle has climbed to approximately 12.8 years — up from 9.6 years in 2018 — representing a significant increase in demand for maintenance and repair. Older vehicles naturally require more parts and service, creating a substantial opportunity for dealerships to participate in the repair ecosystem even when the work is not performed in their own service departments.

However, much of that opportunity is currently going elsewhere. A large portion of parts used by independent repair shops come from the aftermarket supply chain. National aftermarket retailers have built massive networks and strong online purchasing systems that make ordering parts quick and convenient. The result is a marketplace where dealership parts departments often capture only a small slice of the business.

A CHANGING COMPETITIVE LANDSCAPE

Despite the strength of the aftermarket, the competitive gap between OE and aftermarket parts is not as wide as many shops

“Older vehicles require more parts and service, **creating substantial opportunity for dealerships to participate in the repair ecosystem.**”

assume. In fact, pricing differences have narrowed significantly over the past decade. In some cases, OE parts may even be comparable in price or less expensive than certain aftermarket alternatives.

Yet many repair facilities never discover this because dealerships are often not part of their initial search process. Instead, shops typically check aftermarket suppliers first and only contact the dealership when they need a captive part unavailable elsewhere.

This dynamic limits both order size and overall sales potential. Phone orders placed with dealerships tend to include only a handful of necessary items rather than the full list of components required for a repair.

MAKING IT EASIER TO BUY FROM THE DEALERSHIP

One of the most effective ways to compete for independent repair business is by removing friction from the buying process. Independent shops value convenience, speed and transparency — the same qualities they experience when ordering from large aftermarket distributors.

Digital ordering platforms designed to connect dealerships with independent repair facilities help bridge that gap. These systems allow repair shops to search dealership inventory, view pricing and availability, and place orders electronically at any time. By integrating directly with dealership inventory and catalog systems, they provide accurate information without requiring constant phone calls between the shop and the parts counter.

For dealership teams, this shift can transform the daily workflow. Rather than fielding repetitive calls about part numbers, diagrams or availability, parts staff can focus more time on sales, relationship-building and fulfillment.

Online ordering also tends to increase the value of each transaction. When shops can easily browse diagrams, view related components and confirm pricing up front, they are more likely to purchase multiple parts required for the same repair instead of sourcing them from multiple suppliers.

USING DATA TO IDENTIFY GROWTH OPPORTUNITIES

Another key factor in improving parts sales is access to actionable data. Many parts departments operate in a constant state of urgency, leaving little time to analyze reports, evaluate purchasing patterns or pursue new prospects.

Modern platforms provide reporting tools that help dealerships better understand their customers and market opportunities. These insights can reveal which repair facilities are actively purchasing parts, which ones may be buying from competitors and where untapped demand may exist.

With this information, parts managers can prioritize outreach, strengthen relationships with top customers and identify



opportunities to increase wallet share with existing accounts.

Consistent communication with repair shops also plays an important role in maintaining and expanding parts sales. Targeted marketing efforts — such as email campaigns or promotions — help keep the dealership visible to technicians and service managers who are responsible for ordering parts.

These communications can highlight special offers, seasonal promotions or new purchasing options, reinforcing the dealership's value as a reliable supplier. Even simple reminders can re-engage dormant accounts and encourage shops to reconsider the dealership as a parts source.

FROM DEFENSE TO OFFENSE

The dealership parts department of the future will look different from the traditional phone-driven operation of the past. Success will depend on embracing digital tools, strengthening connections with independent repair facilities and using data to guide smarter sales strategies.

By making it easier for repair shops to do business with them, dealerships can capture a larger share of the repair market — even when the work happens outside their service lanes.

For parts managers aiming to grow their departments in 2026, the opportunity is clear. With the right approach, the chaos of “parts madness” can give way to a more streamlined, scalable system that turns everyday transactions into consistent scoring opportunities. ■

KEVIN GERSEY
Senior Manager of Direct Sales, OEConnection
OEConnection.com



as
Dealer Insider

Love to learn what other dealers are doing to stay successful?

The AutoSuccess Dealer Insider video series showcases dealers from across the country talking about what's impacting their businesses and how they are staying ahead of the competition.

Find these videos and more on AutoSuccessOnline.com and subscribe to our YouTube channel [@AutoSuccess](https://www.youtube.com/@AutoSuccess) so you don't miss an episode!

Are you a successful dealer and would like to be considered for a future Dealer Insider episode?
Contact us at info@autosuccessonline.com.

How Car Dealerships Can Use Connected TV to Build Trust with Service Customers

In the automotive industry, trust is everything. Especially when it comes to service. Customers want to feel confident that their dealership is recommending the right maintenance, charging fairly and putting qualified professionals behind the wheel of their service department. While many dealerships focus their video efforts on social media or email, one of the most powerful and underutilized tools for building trust is Connected TV (CTV).

CTV allows dealerships to deliver high-quality video content directly into the living rooms of local customers while they're watching premium programming. Unlike traditional advertising that focuses purely on selling, CTV gives dealerships an opportunity to educate, inform and build credibility before a customer even schedules a service appointment. When used strategically, CTV becomes more than advertising. It has become a trust-building platform.

WHY CONNECTED TV BUILDS TRUST FASTER

CTV environments are inherently more trusted than many

other digital channels. Ads appear within premium content on platforms customers already watch and trust, creating a halo effect for the dealership. Instead of appearing next to random social media posts or cluttered banner ads, service messaging is delivered in a high-quality, brand-safe environment.

This matters, because customers often approach automotive service with skepticism. They worry about unnecessary repairs, unclear pricing and whether they're getting honest recommendations. CTV allows dealerships to proactively address those concerns through thoughtful, informative video content.

Rather than saying "Trust us," CTV lets dealerships show why they should be trusted.

EDUCATING CUSTOMERS BEFORE THEY NEED SERVICE

One of the most effective ways to build trust is through education. CTV campaigns can feature short segments explaining common service needs like brake inspections, tire wear, fluid maintenance or seasonal vehicle preparation. These videos position the dealership as a helpful expert instead of just a place that sells repairs.

For example, a dealership might run a CTV campaign explaining how to identify worn brakes or why regular oil changes extend engine life. When customers later experience those issues, they remember the dealership that already provided helpful information. That familiarity builds confidence and increases the likelihood they'll choose that service department.

This educational approach also reduces friction at the point of sale. Customers who already understand the value of maintenance are less likely to question recommendations and more likely to approve needed repairs.

SHOWCASING TRANSPARENCY AND PROCESS

CTV is also an ideal platform for showing what happens behind the scenes in a service department. Dealerships can produce videos that walk viewers through their inspection process, highlight multi-point inspections or explain how technicians document vehicle conditions.

By visually demonstrating the process, dealerships remove the mystery around service visits. Customers see that inspections are thorough, recommendations are based on real findings and quality standards are in place. This type of transparency builds confidence long before a customer ever steps into the service lane.

Dealerships can also highlight features like digital vehicle inspections, video walkarounds or service updates. Showing these tools in action reinforces the message that the dealership prioritizes communication and honesty.



pkp profitkeeperpro.com

ARE YOU CAPTURING ALL PROFITS FROM YOUR SERVICE & PARTS DEPARTMENTS?

“ProfitKeeperPro has changed the way we manage Fixed Ops across all 14 rooftops. The platform instantly flags labor/parts discrepancies, uncontrolled shop supplies, warranty variances, and much more.”

– Fixed Ops Director, running 14 stores, and processing more than 700 repair orders a day.

Contact Karen Dillon
KDillon@ProfitKeeperPro.com
239.595.0347

ProfitKeeperPro.com provides all this information and MUCH more.

KEEP YOUR PROFITS
ProfitKeeperPro.com

HUMANIZING THE SERVICE DEPARTMENT

Another major advantage of CTV is the ability to introduce the people behind the service experience. Many customers never meet the technicians working on their vehicles, which can create distance and uncertainty. CTV campaigns can spotlight certified technicians, service advisors and parts specialists, helping viewers connect with real people.

When customers see friendly, knowledgeable professionals explaining their roles and commitment to quality, it builds credibility. The service department feels less like a transaction and more like a team of experts customers can rely on. This human connection is a powerful driver of trust.

Dealerships can also highlight training, certifications and years of experience. These details reinforce professionalism and reassure customers that their vehicles are in capable hands.

LEVERAGING TESTIMONIALS THROUGH CONNECTED TV

Customer testimonials are another strong trust-building tool, and CTV elevates their impact. Instead of written reviews, dealerships can showcase real service customers sharing their experiences on camera. Hearing someone talk about honest recommendations, clear communication and a positive service visit resonates far more than text alone.

Testimonial-driven CTV spots create social proof at scale. Viewers see real people in their community talking about positive experiences, which reduces uncertainty for first-time customers. Over time, this consistent messaging helps establish the dealership as the trusted choice for service.

ADDRESSING COMMON SERVICE CONCERNS

CTV also allows dealerships to proactively address common customer concerns. Videos can explain topics like warranty coverage, OEM parts versus aftermarket options, pricing transparency or service timelines. By answering these questions before customers ask them, dealerships reduce anxiety and build credibility.

This proactive communication positions the dealership as open and informative. Customers feel more comfortable knowing what to expect, which strengthens trust and encourages them to choose that service department.

BUILDING LONG-TERM SERVICE RELATIONSHIPS

CTV isn't just about immediate appointments. It's about long-term relationships. Consistent exposure to helpful, transparent and educational service messaging keeps the dealership top-of-mind. When customers eventually need maintenance, they already feel familiar with the brand and confident in its approach.

Unlike traditional sales-focused advertising, CTV service campaigns nurture trust over time. They demonstrate expertise, showcase people, explain processes and highlight real customer experiences. This layered approach builds credibility in a way that quick promotional messages cannot.

Today's dealerships must go beyond price and promotions to earn service loyalty. CTV provides a powerful platform to educate customers, showcase transparency, humanize the service team and highlight real experiences. By using CTV strategically, dealerships can build trust before the first appointment while strengthening relationships long after the service is complete.

When customers trust the service department, they return more often, approve more work and recommend the dealership to others. CTV helps make that trust happen at scale, turning video into one of the most effective tools for growing service retention and long-term customer loyalty. ■



OWEN MOON
CEO, Dealer Stream
DealerStream.com

SCAN HERE

1 YEAR FREE TRIAL

BRIDGE THE GAP

Between your sales team and your online shoppers

VIRTUAL TEST DRIVES
TRY IT FREE FOR 1 YEAR

Duplicate the emotional experience of the test drive virtually, with live video calling built for dealerships.

FlickFusion

The Next Great Advantage: Dealerships That Move Like Tech Companies

In today's market, margins are shrinking, expectations are rising and agility is the new competitive weapon, which is why the fastest growing dealerships today don't act like dealerships. They act like startups that move fast, experiment constantly and make decisions backed by data instead of assumptions.

The reason is today's customers. They want immediate, transparent and confident responses from the dealership (and the individual in the dealership) with which they choose to engage. Modern dealerships can't afford to move slowly.

Consider how operating with a startup mentality can improve your edge. Startups launch, learn and adapt. They can't afford to wait for a flawless process or the next big trend to implement. Leading dealerships focus on small, consistent improvements, such as faster follow-up, clearer online listings, simpler trade-in tools and shorter handoffs. Each improvement compounds. A small gain in speed or clarity today becomes a massive advantage.

The best startups design every product around one simple question: What's best for the user? Dealers can do the same by rethinking the car-buying experience around what's best for the buyer. Digital vehicle portfolios and window stickers give shoppers exactly what they want by putting transparent information right in front of them.

Instead of customers having to ask for build details or service history, it's already there, packaged beautifully, easy to access and branded by the dealership online for their ease of access. That's what modern, tech-minded companies do. They remove friction before the customer ever feels it.

In startups, data isn't an afterthought. It's the engine. Dealers have access to more information than ever, but the advantage goes to those who know how to use it. Tools like an OBD-II

scanner put real-time vehicle diagnostics in your hands during appraisals and trade-ins. That's not just data. That's clarity that protects gross and builds customer trust. When dealers decide from verified information instead of gut feel, they operate with startup precision.

The biggest difference between legacy businesses and startups is the willingness to adapt. The best dealers today treat their operations like a living, breathing experiment, testing new approaches in how they present inventory, communicate updates or handle service recommendations. Startups run A/B tests; dealers can too. One version of a listing might lead with price, another with story or service history. Measure what converts better. Adjust. Repeat.

Startups win because their teams are empowered. Everyone from engineers to marketers can make decisions and move fast. Dealerships that empower their people the same way thrive. Sales and service teams who understand the "why" behind the tools they use will naturally create better customer experiences. The message is simple: Speed, clarity and confidence are no longer luxuries. They're the standard.

The future of automotive retail belongs to dealerships that think like startups. They learn quickly, adapt boldly and stay focused on delivering value faster. The next great advantage won't come from guessing better. It will come from moving smarter. ■

JOSH DEYOUNG

Vice President of Sales, Rapid Recon
RapidRecon.com



BendPak®

INTELLIGENTLY ENGINEERED. METICULOUSLY MANUFACTURED.



TWO-POST



FOUR-POST



PARKING



LOW / MID-RISE

It's no wonder **BendPak** is accepted worldwide as **The Benchmark of Quality™**.

IT'S NOT JUST A LIFT. IT'S YOUR LIFE.



Model 10AP

Don't Bet Your
Life on a Bargain.



LEARN MORE



CHOOSE AN ALI CERTIFIED LIFT. ANYTHING LESS IS A GAMBLE.

Every day, professionals and DIYers trust their lives to vehicle lifts. But the web is flooded with offshore resellers pushing uncertified, no-name lifts with bold claims — no proof, no oversight, no accountability.

BendPak certified lifts meet ANSI/ALI ALCTV (current edition), the only nationally recognized lift safety and performance standard. Only certified lifts carry the ALI Gold Label and appear in the official ALI Directory, proof of third-party testing and validation.

At BendPak, safety is engineered into every lift. Built strong. Certified tough. And every Gold Label tells the story.

If you're lifting cars and putting people under them, nothing matters more than safety. Don't risk it on unverified imports. Get the lift that's certified. Get BendPak.

Demand the Gold Label. Trust BendPak.
Call 1-800-253-2363 or visit BendPak.com.

Built Strong by BendPak. Certified by ALI. Trusted by Professionals.

1-800-253-2363 • BENDPAK.COM

BendPak®

Put This Conference on Your Calendar and in Your Company's Budget

I hear it every year.

People often say things like, “We’re really busy right now, so it’s not a good time to send someone.” Or they might claim, “We already have our own leadership program that we do internally.”

The Women In Automotive (WIA) Conference is more than just a nice thing to do — it’s a smart business move that gets results. It’s not just about making people feel good; it’s about investing in the people who work in the automotive industry.

THIS NETWORK ISN'T SOCIAL. IT'S STRATEGIC.

When you bring the right people together, real progress happens. Each year, the conference brings together experts from across the automotive industry, creating a focused, high-value network.

Challenges that might take months to solve are addressed in real time through shared insights and open conversation. Attendees gain practical knowledge, build meaningful connections and walk away better equipped to make decisions, choose the right partners and uncover new opportunities.

It’s a powerful reminder that the right room with the right people can accelerate success.

MENTORSHIP THAT ACTUALLY CHANGES CAREERS

Mentorship is embedded into the DNA of this conference, both formal and informal. When a mid-level manager sits across from a chief operating officer who’s navigated the exact same obstacles she’s facing right now, something shifts. Confidence grows. Decision-making sharpens. The trial-and-error that burns people out gets replaced with shared wisdom from someone who’s already been through it.

I’ve noticed that mentorship at this level has a profound impact. It’s not just about developing individuals — it’s also about building a strong leadership pipeline. The women who participate in our conference return with a newfound sense of confidence and readiness to take on more challenging roles. They’re able to communicate more effectively in executive settings, making them more likely to take on expanded responsibilities and stay with their organizations for longer periods of time. This, in turn, can lead to a more stable and talented leadership team, which is essential for driving growth and innovation.

RETENTION IS THE ROI NOBODY TALKS ABOUT ENOUGH

The automotive industry is still losing talented women, and that’s a business problem. Many women in leadership lack support and recognition, which shows up in higher turnover and missed potential.

Sending someone to WIA puts them in a space where those challenges are understood and addressed. They gain practical insight, build a strong peer network and feel a sense of belonging — not in spite of their perspective, but because of it.

For organizations, it’s more than support — it’s a smart investment. Teams come back more engaged, more committed

and better equipped to contribute.

This isn’t about goodwill. It’s about unlocking the full potential of the talent you already have.

WHO SHOULD BE IN THE ROOM?

There’s a place for everyone at WIA — from entry level to executive.

Rising leaders gain visibility and connections to take the next step. Technicians and service advisors find support, shared experience and resources to grow. Senior executives connect with peers who understand their challenges and push their thinking. And for general managers and dealer principals, it’s a simple way to invest in the women on their teams — the conference does the work.

Key leaders across marketing, fixed ops, F&I and HR also benefit, strengthening relationships and staying ahead of industry shifts.

And men should be part of the conversation too. Supporting women in leadership isn’t just the right thing — it’s a smart business move. Real progress happens when the whole industry is in the room.

THIS INDUSTRY IS MOVING FAST. YOUR PEOPLE NEED TO KEEP UP

The automotive industry is changing fast: Technology, data, retail models, customer expectations and regulation are all shifting quickly. WIA provides real insight from people who are actually working in the industry every day. This isn’t about theory or slides from a consultant who’s never actually done a deal. It’s about actual strategies from people who are making it happen right now. With shared expertise, your team comes back with current knowledge, sharper instinct and better-informed plans. That translates directly into smarter execution and faster adaptation.

THE SIGNAL YOU SEND MATTERS

Companies that send their people to WIA are sending a clear message: We believe in leadership development, we value diverse perspectives, and we’re building for the long term.

That signal matters to the talent you’re trying to keep. It matters to the talent you’re trying to recruit. And it matters to the partners and customers who are paying attention to how you invest in your people.

The Women In Automotive Conference is July 17–20, 2026, in Austin, Texas. Over 500 of the most driven professionals in automotive will all be in one room. The only question is: Who from your team is going to be there? ■

VERONICA DUNFORD
Partner, Women In Automotive
WomenInAutomotive.com



DRIVE UP WITH CONFIDENCE.

When it comes to low-clearance sports cars and professional-grade lifting, **APEX™ Ramps** deliver performance and precision you can count on. Designed for enthusiasts, mechanics, and transport professionals, each **APEX Ramp** is engineered to provide a smoother, safer approach angle and unmatched stability.



SHOP NOW

FREE SHIPPING**

TIRE SAVER RAMPS
SKU 5174410
\$995*

TRAILER RAMPS
72" SKU 5174163
\$775*

Also available
36" / 48" / 60"

GARAGE RAMPS
72" SKU 5174162
\$725*

Also available
36" / 48" / 60"

4-POST RAMPS
96" SKU 5174170
\$1,375*

Also available
48"

BENDPAK.COM/APEXRAMPS ♦ **1-800-253-2363**

©2026 BendPak Inc. All rights reserved. *Price valid thru June 30, 2026. **Free shipping to direct shipping points within the 48 contiguous United States only. - AS3/26



TUNE UP YOUR SAVINGS!

Tools | Equipment | Shop Essentials

SHOP NOW



We will not be undersold!

Ask about our price match guarantee.

Call Now for a FREE catalog!



1-800-261-7729

© 2026 Wrenchers LLC. All Rights Reserved. • AS3/26

WRENCHERS.com

Everything Looks Fine...



Until It Doesn't

Malicious activity has surged **nearly 250%** since summer 2024.

When cyberthreats slip in, will your dealership be protected?



Scan the **QR code** or visit
protontechs.com/cyberattack
to learn more about hidden malware.

PROTON
DEALERSHIP IT | CYBERSECURITY