



DRIVING DEALERSHIP SUCCESS



**INVENTORY +
MARKETPLACE**

Stock smarter, sell faster, and grow profits with DealersLink.



INNOVATION THROUGH INTEGRATION

ABOUT DEALERSLINK

“DealersLink is a company founded by a team of auto dealers who really know the pain points and challenges of running a successful dealership.”

- Mike Goicoechea, CEO, DealersLink

Founded in the late '90s by a team of dealers and auto industry experts, DealersLink has become the fastest-growing inventory management company in the nation.

DealersLink offers the best inventory solution for the best price.

Source, appraise, price, market, manage and exit inventory with the most powerful all-in-one solution. Paired with the nation's largest dealer-to-dealer marketplace, an impressive source of on-demand wholesale inventory, DealersLink maximizes profits for dealerships nationwide.

WHAT SETS US APART?

DealersLink is the only true-market, data-driven new and used auto dealership management solution, coupled with a billion dollars' worth of on-demand dealer-direct inventory. Every DealersLink team member is dedicated to delivering the absolute highest standard of dealership support. There is a reason that 98.9% of dealers who switch to DealersLink stay with DealersLink.

Our mission is to provide the most advanced suite of new and used vehicle inventory management tools at a price that is affordable for all dealerships.

DealersLink scans over 50,000 dealer sites a day for the most accurate true-market data available. Leverage the industry's most complete and precise

automotive data to stock, appraise, price, and market inventory more competitively and efficiently.

Inventory Solutions

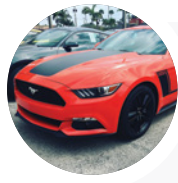


As the nation's fastest-growing inventory management solution and largest online dealer-to-dealer marketplace, dealers across the country have experienced unprecedented success with DealersLink.



New Car

Own your retail market. Price, manage, and merchandise new inventory to thrive in today's new-car market.



Used Car

Efficiently manage and price used-car inventories true-to-market. Profit from more features and deeper data sets than any other industry product.



Marketplace

The DealersLink Marketplace, a dealers-only used vehicle exchange, provides over 50,000 on-demand retail-ready units accessible 24/7.

Inventory Management

Put your dealership a step ahead of the competition using the most advanced new and used vehicle pricing software in the industry. With the DealersLink inventory-management suite, independent and franchise dealers can outperform the competition, while efficiently managing their inventory.



Stocking

Stock smarter and gain a competitive advantage in any region using the most accurate true-market data on the market. Offer the right mix of new and pre-owned vehicles for your market, based on regional and store velocity.



Pricing

With DealersLink Competition View and True-Market-Analytics, it's easy to see how competing cars in your market are priced and how quickly they sell. Bulk pricing lets you set vehicle pricing +/- invoice with just one click.



Merchandising

Drive more traffic and advertising ROI from your online sites. Generate compelling and accurate vehicle listings with integrated OEM Build Data. Monitor VDP views, create customer brochures, shoot 360° photo spins, add custom vehicle overlays, and more.

#1

In Customer Satisfaction

"We made the move from vAuto to DealersLink for new and used. Great service and support."

- Bubba Winningham, General Manager, Chevyland

More features than any vendor.

Price true-to-market, maintain gross margins and find success in any market with over 20 unique tools that help evaluate appraisals better, bulk price inventory, and improve vehicle listing performance.



OEM INCENTIVES

Ensure that all your new car inventory gets all available OEM Incentives and rebates applied to all your on line sites.



COMPETITION VIEW

Competition View, MSRP and Heat Maps provide complete auto market transparency. Visually discover, compare, and segment any retail markets in seconds.



ACCURATE APPRAISALS

The most powerful booking tool available. Scan VINs, compare all books, and leverage the most accurate OEM, retail, and historical vehicle data to maximize profit on every appraisal.



TRADE DEVALUATOR

Present a report directly to your customer that justifies the value of a trade offer in a transparent manner.



LOST DEAL INDICATOR

See which competitors are stocking trades from your customers and identify ways to reduce losing future sales with the Lost Trades Report.



INDUSTRY EXPERTS

Work with a dedicated Dealer Consultant who is an experienced auto dealership expert.



Free Inventory Report

Call (844) 534-5246 today to see how your inventory performance compares to your competitors.

“When I was growing up in the business, we were told the ‘used-car factory’ doesn’t exist. I believe DealersLink is that used-car factory.”

- Bobby Maynard, General Manager, Sims Honda

Marketplace

Deal Smart. Deal Direct.



Dealer direct vehicle sourcing.

The DealersLink Marketplace is the largest dealer-to-dealer, members-only used vehicle exchange in the nation, representing over \$1 billion worth of inventory. Whether a dealership is looking for a specific car for a customer, needing to clear out aged inventory, or stock the lot with retail-ready units, the DealersLink Marketplace is a powerful tool to source or liquidate inventory.

1

On-Demand Inventory

Exclusive 24/7 access to tens of thousands of clean retail-ready vehicles before they are available at any auction.

2

No Auction Fees

Unlimited vehicle transactions without any buy or sell fees. Stock high demand units with strong gross profit potential.

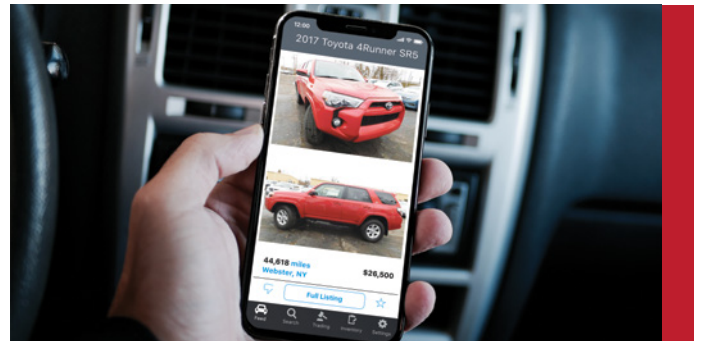
3

Eliminate Wholesale Losses

Maintain a tight turn, reduce transportation costs and eliminate wholesale losses, by selling directly to thousands of DealersLink members.

Marketplace App

A real-time stream of vehicles hitting the DealersLink Marketplace, directly at your fingertips. Swipe navigation allows dealers to "favorite" or "dislike" available units. The vehicle stream is personalized based on your search parameters and vehicle preferences. With mobile notifications, instantly see when a unit you need hits the market.



AuctionLink

A live, weekly online auction where dealers bid in real-time on back-of-book wholesale units. Buyers can set automated bids, and sellers can set reserve pricing.



Call (844) 534-5246 today to schedule a live demo to see the available inventory.

CONTACT US



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DEALERSLINK®
Automotive Technology Innovation