



As part of the Cox Automotive family, vAuto provides inventory optimization and pricing tools for New and Used Dealers.

DealersLink is the fastest-growing, all-in-one inventory management solution in the nation. Appraise, stock & price your inventory to maximize gross and turn.



Over 30% of vAuto users rate high product costs and being forced to pay for all the Cox products as their reason for switching.



Known for offering more features and deeper data sets, and the largest dealer direct marketplace, 98% of former vAuto users are more satisfied with DealersLink.

**70**%

42%

"Very stable, easy to use, modern interface, mobile application, lots of useful built-in utilities and add ons."

*32*% **-----50%** 

PRODUCT INTEGRATION TIME

**----- 100**%

**MOBILE** 

40%

**VALUE** 

**90**%

"Can't beat the cost. DealersLink saved us thousands this year."

*60*% **----**

**USED CAR PRICING** 

"Apples to apples; DealersLink's used car pricing is just like vAuto's but I don't have to pay hundreds more for new car."

*50*% **----**

**APPRAISING** 

**60%** 

40%

**MARKET DATA** 

**INVENTORY TURN** 

"The F&I calculator and vehicle search helps you make the most money per car."

**F&I VEHICLE MATCHING** 

**75%** 

0%

90%

"Dealerslink makes managing my new car inventory a breeze." Automated OEM Rebates saves me a ton of time"

*53*% **===** 

70%

60%

STOCKING RECOMMENDATIONS

**80**%

50% PERFORMANCE MANAGEMENT

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"DealersLink has all the functionality of the big inventory solutions but the biggest thing for me is the in-depth industry knowledge by everyone at the company."

60% COMPLETE INVENTORY OVERSIGHT

0%

MERCHANDISING

**22%** 

100%

45%

**CUSTOMER SERVICE** 

360° VEHICLE SPINS

"DealersLink support is top-notch! These people build great, long lasting relationships."

0%

DEALER-DIRECT MARKETPLACE 100%

"Now I have access to over 50k clean retail-ready vehicles without extra auction fees or flooring costs!"

LIKELIHOOD TO RECOMMEND

"The tool has worked great for us. If you're interested in reducing costs and saving time, you would definitely want to take a look at DealersLink."

DealersLink products are easy to use and implement. We offer a wide range of inventory management tools for dealerships of all sizes.