

# VinSolutions + vAuto

*The Cox Automotive integration to align your inventory with your customers' wants and needs*

**vAuto**  
LIVE MARKET VIEW

**Inventory management is more than the number of cars on the lot. Having a large lot without the right models to meet customer demand can have a negative impact on profitability and customer satisfaction.**

Two-thirds of car shoppers spend time online searching for the actual vehicles listed for sale, but 41 percent of customers do not purchase from the first dealership they visit because they do not have the car the customer is looking for\*. What are you doing to make sure you have the cars customers want?

VinSolutions and vAuto are working together to give dealers more actionable insight into the appraisal, acquisition and pricing of used vehicles. Connect CRM and vAuto's Provision work together so dealers can access key CRM data and create a stocking strategy that puts the right vehicles on their lots – all from their own customer base.

## Know your buyers before they buy

Get real-time alerts when a vehicle you are appraising matches a customer's wish list, giving you a way to formulate exit strategies with real-time visibility to active leads.

## Adjust price for customer demand

View active leads for each vehicle in vAuto's pricing tool. Leveraging this with vAuto's market data helps you make the most competitive pricing decisions.

## Source more easily

Receive notifications when the right vehicles for your stocking strategy enter your service lane, giving you the opportunity to present those customers with personalized offers.



\* Cox Automotive. (2017).  
2017 Car Buyer Journey. IHS Automotive.

**VinSolutions**  
Make every connection count.