



vAuto  
by Cox Automotive



# THE DATA ADVANTAGE

**TURN MARKET INSIGHTS INTO DEALER PROFIT**

# INTRODUCTION

The car buying game has changed—and thriving dealerships are changing with it.

Today's dealerships face rising costs, shifting consumer expectations, and an overwhelming amount of data. New research from Cox Automotive shows that the dealers who are coming out ahead of their competition are utilizing live market data and insights to make smarter decisions that help them price right, source and sell fast, and protect profit.

Drawing on key information from the 2024 Cox Automotive Digitization of Automotive Study, which surveyed 1,926 car shoppers, 267 car buyers, and 385 franchise dealers, this short guide will demonstrate how vAuto arms you with the tools you need to move inventory and maximize your profitability—using actionable data, automation, and AI-driven insights.

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## Chapter 1

# STOP THE PROFIT BLEED—WHY DIGITAL EFFICIENCY MATTERS NOW

Every minute matters. If your team suffers from slow recon, inefficient pricing, or clunky workflows, you're losing money—fast. Buyers want speed and transparency, but too often they're left waiting around. In fact, **40% of their time at the dealership is spent idle.**

Digital-first buyers expect better—and **81% say they're highly satisfied when the process is smooth and efficient.** The takeaway? Dealers who go digital and streamline their operations win more customers and keep more profit.

### Smarter Processes, Better Results

It's tough to make the right call when you're guessing. Dealers who use data-driven solutions to guide their decisions—like which cars to focus on and how to price them—see better results. When you know a vehicle's true value and have up-to-date market info, you can price confidently and avoid costly mistakes.

Real-time insights help you avoid the guesswork. Instead of relying on hunches, you're working with facts. That means fewer surprises, faster sales, and stronger margins from the start.



### How vAuto Helps

vAuto gives you real-time market data and smart tools that take the guesswork out of pricing and inventory decisions. You get clear insights to help you focus on the right vehicles, price them confidently, and keep your sales moving—all with the goal of meeting your profit objectives.



## Chapter 2

# PRICE TO MOVE, NOT TO HOPE— USING DATA TO DRIVE DECISIONS

When you use up-to-date data to guide your pricing, inventory moves faster and profits stay strong. Dealers who use data to guide pricing and merchandising avoid stale stock and keep margins strong. The best performers—those thriving in today's market—are **30% more likely to say their tools help them deliver a seamless experience, online and in-store.**

But here's the challenge: only a quarter of dealers actually trust third-party data. That means many, if not most, are missing opportunities on vehicles misaligned with the current market.

### Smarter Pricing, Smarter Merchandising

When you base pricing on real market demand, you can adjust instantly as supply and demand shift. That means fewer surprises and less risk of over- or under-pricing. Automation also helps keep your listings fresh—photos, descriptions, and prices update across all platforms, so your inventory gets maximum visibility without extra work.



### How vAuto Helps

vAuto connects your pricing and merchandising to live market data. Automated updates keep your listings accurate and up to date everywhere, so you reach more buyers and move inventory more efficiently.

## Chapter 3

# APPRAISE SMARTER, SELL FASTER—AI THAT WORKS FOR YOU

Speed and accuracy are everything in today's market. AI and automation help dealers appraise vehicles faster, cut down recon time, and close deals sooner. According to the study, **49% of omnichannel dealers use 1 or more AI capabilities.**

In today's market, AI-powered automation and insights help you efficiently handle the routine work—so your team can focus on selling.

With the right data, every VIN is appraised, priced, and sold with confidence. Intuitive, end-to-end workflows help you manage everything from acquisition to sale in one place, making your process smoother and more efficient.

**“AI-led automation puts repetitive tasks on cruise control.”**



### How vAuto Helps

vAuto delivers VIN-level demand and pricing forecasts, so you know exactly what each vehicle is worth and how fast it will sell. Intuitive, end-to-end workflows keep your team moving, from appraisal to final sale—all in one dashboard.

# SOURCE, PRICE, AND SELL SMARTER WITH VAUTO

Digital technologies, powered by AI and automation, are reshaping automotive. These emerging tools are not only essential in meeting evolving consumer expectations, they can actually boost efficiency and maximize dealership profitability.

But as AI becomes the new norm, it will only ever be as good as the data that drives it. By prioritizing data quality and connected technologies, you can deliver real results and reinforce customer trust at every step.

As a true technology partner, vAuto is dedicated to helping you appraise and price your vehicles to maximize your sales and gross profits—using actionable data, automation, and AI-driven insights powered by Cox Automotive.

**To learn more about AI-powered, end-to-end inventory management solutions, and how they can help you stay ahead in the ever-changing car buying game, schedule your personalized demo at [vAuto.com](https://vAuto.com).**