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VinSolutions announces integration with GoMoto

Integration improves consumer experience, streamlines car-buying process

MISSION, Kan. (October 26, 2015) — VinSolutions has announced a new integration between its VinConnect CRM tool and GoMoto's Digital HUB technology.

The HUB is a large-format kiosk that bridges the gap between online shopping and the in-dealership experience, offering consumers self-led and pressure-free shopping. With this new integration, the customer information entered at a GoMoto HUB is sent directly to the dealership's VinConnect CRM tool.

The HUB is a cloud-based, customizable tool that enables dealers and their customers to enter their contact information with an integrated driver's license scanning tool, assign salespeople, track ad sourcing, research vehicles, value trades, browse dealer incentives and much more. Once this customer information is sent to VinConnect CRM, the award-winning CRM enables dealers to build and maintain customer connections by managing lead flow across sales and Internet departments. It's a single source of comprehensive customer insight, accessible dealership-wide.

"We are very pleased to add GoMoto as a valued partner to deliver efficiency to the in-store customer experience," said Jim Nelson, senior director of product for VinSolutions.

Todd L. Marcelle, GoMoto CEO and founder, commented, "We are excited to announce an integrated customer experience with VinSolutions as they have continually been innovators in automotive. Our partnership will improve the in-store customer experience, streamline the car-buying process and provide powerful data for dealer management to improve performance."

GoMoto has successfully rolled out the integration with dealers nationally. For more information on the VinSolutions and GoMoto integration, please [contact VinSolutions](#).

About VinSolutions

VinSolutions helps make every customer connection count by providing individual dealers and dealer groups with sophisticated yet easy-to-use software solutions that span the scope of dealership operations. With its cloud-based system, VinSolutions' all-in-one internal management, sales and service marketing solutions platform is accessible from anywhere an Internet connection is available, including mobile devices.

VinSolutions has been named to the Inc. 5000 every year since 2011 and has received numerous industry awards for its innovative products. VinSolutions is OEM certified by every major manufacturer and is ADP, Autosoft, Reynolds & Reynolds and Dealertrack DMS certified. Founded in 2006 and headquartered in Mission, Kansas, VinSolutions is wholly owned by Cox Automotive. Additionally, Cox Automotive also owns Manheim Auctions, Autotrader, Kelley Blue Book, vAuto, Haystack Digital Marketing, Xtime and HomeNet Automotive. Cox Automotive is a subsidiary of Cox Enterprises. Visit VinSolutions online at vinsolutions.com

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About GoMoto

GoMoto has developed a truly unique technology platform designed to enhance customer experience in automotive showrooms and service waiting areas. Their suite of interactive solutions extends a dealer's digital footprint, and complements customers' online shopping experience when they arrive at the dealership. In line with rapidly evolving and technologically-sophisticated car buyers of today, GoMoto's Digital HUB provides progressive dealers a turn-key medium to stay digitally ahead of the curve in-store—and think beyond furniture and coffee station upgrades. Their sleek, intelligent, and easy to use interfaces provide instant customer engagement, increase CEI/CSI, and ultimately drive measurable ROI from existing and prospective customers. Learn more at shopgomoto.com