

Southwest Kia of Austin

AUSTIN, TEXAS

Ben Klein, general manager of Southwest Kia of Austin, has always wanted to keep an eye on the competitive landscape and lead the pack in new car sales. Before he started working with vAuto's new car solution, Conquest, that level of knowledge involved hours of reviewing data, grids and numbers. The possibility of making a costly new car decision was high.

In fact, Ben felt like his new car strategy was largely guesswork. To get the edge he needed and to beat his competition, Ben turned to vAuto Conquest.

After just six months with live market insights, Ben increased his new car sales by implementing more effective stocking and pricing strategies and marketing. Now, he manages his inventory with greater precision, reduced his expenses and dominates the market.

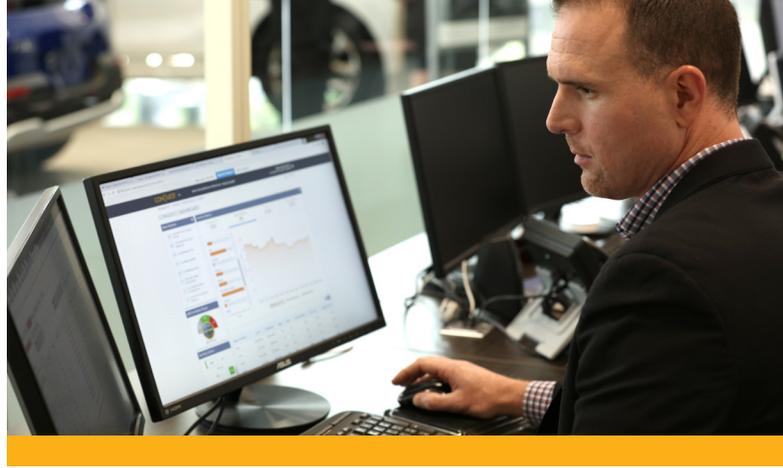


“It helps me turn cars quicker. Now my sales are actually one of the highest in the region.”

BEN KLEIN / General Manager
Southwest Kia of Austin



SUCCESS STORY



STRATEGIC DEALER TRADES

vAuto Conquest lets Ben look into other dealers' inventory and gain insight into the fastest turning combinations so he can pinpoint exactly which vehicles he needs to attract customers.

"The new dealer trade functionality helps me win at dealer trades. I'm able to identify the vehicles that I need most. So by being specific like that, it helps me have that bit of an edge."

SMARTER STOCKING

Ben realizes the power of the best inventory mix that will attract customers and reduce aged inventory. By keeping a certain days supply and ordering the right trim levels, Ben has control over his floor plan.

"Having the right inventory is key. If I've got the inventory that people want, then I'm going to get more people."

PRICING

Ben knows that the right pricing strategy is a key factor in selling hot cars, so he uses vAuto Conquest to promote vehicles as soon as they are allocated. With two-tier pricing in place, Ben is able to demand a higher premium for his in-demand inventory.

"You're able to put multiple [pricing] levels and all the way down to specific manager specials and loss leaders and so forth. You're able to just use those specific cars to where you don't have to price all of your inventory that way."

ONLINE MARKETING

Ben relies on vAuto Conquest to work with his OEM tool to develop the most effective new vehicle marketing strategy, capture buyers outside his market, drive more online interest and generate more showroom traffic, resulting in higher sales.

"I see more interest in my inventory here in the showroom. New cars are typically thought to be where you only sell within a certain radius of your dealership, but it allows me to reach farther out than I did before."

Learn more at vAuto.com/SouthwestKia or by calling 888-536-4086.

