

DrivingSales' Presidents Club Crowns Drive Motors with Most Valuable Insight

NEW YORK — May 8, 2018 — Yesterday, DrivingSales' Presidents Club, the premiere event for dealership owners and general managers, hosted its Most Valuable Insights (MVI) competition in Fort Lauderdale, naming Drive Motors as the 2018 winner. Drive Motors, which builds ecommerce solutions for the largest car dealerships and dealers in the country, beat several other participants, including Cars.com, Hireology, Dealerware, and Lotlinx.

From innovative dealerships across the country, a panel of principals and owners, as well as general managers, chose five finalists. Then, finalists were invited to present their proprietary research's findings on-stage at the event, in celebration of the automotive-retail industry's inspiration and innovation. Matt Weinberg, Senior Vice President of Consumer Experience for Drive Motors, provided an insight for offering the most operational value to dealership executives and achieve competitive advantage.

"If you took 100 orders across dealers who were optimizing for e-commerce, they were getting somewhere in the neighborhood of \$63,000-\$64,000 in pre-selected F&I products on those 100 orders," said Mr. Weinberg, who referenced his company's research in optimizing online checkout for how it increases the sales of finance and insurance products online. "Unfortunately, the dealers who were not optimizing for e-commerce on the same 100 orders were getting only \$21,000-\$22,000 in F&I products, pre-selected."

Additionally, Mr. Weinberg said the most successful dealerships implemented two best practices: marketing their e-commerce option and retargeting customers who started buying online, but never completed the transaction.

"Not only did [the most successful dealerships] market online checkout, but they marketed it via their traditional advertising, such as TV and radio," said Weinberg. "We even have a publicly traded dealer group that is using billboards in their metro area that say, 'Buy this car online.' We've been amazed by how many dealers will add our button to their website, yet not retarget the customers that start the online-buying process, a hugely missed opportunity."

To view Drive Motors' winning presentation, click [here](#).

About Drive Motors:

Drive Motors builds ecommerce experiences for auto dealerships. For dealerships, Drive Motors offers an online-checkout experience that integrates effortlessly into their own website and showroom, and transforms their dealership into an ecommerce destination. For buyers, Drive Motors offers a simple, end-to-end checkout experience that removes sales pressure from the showroom, and lets people buy at home in their comfort zone. For more information, visit drivemotors.com/dealers and follow them on [Twitter](#), [Facebook](#), and [LinkedIn](#).

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