



FOR IMMEDIATE RELEASE

vAuto Launches the Industry's First Strategy-Driven Acquisition Tool that Enables Dealers to Source Vehicles Across Multiple Channels—All in One Place

An enhancement to ProfitTime® GPS, the new Global Search platform makes it easier than ever for dealers to acquire more vehicles, more profitably and manage their success across multiple sources.

ATLANTA – January 18, 2024 – With the used vehicle inventory shortage persisting, dealers will need to continue to look beyond traditional channels to source vehicles. But to give themselves the best chance at retailing those cars profitably, they'll need to be highly strategic in which vehicles they purchase—and how much they pay. That's why vAuto is launching **Global Search, an innovative enhancement to its flagship inventory management solution, ProfitTime® GPS**, this month. The first tool of its kind in the industry, Global Search makes it easier for dealers to find and acquire the right vehicles across numerous channels, ensuring that the inventory they bring in fits their strategy and enables them to generate the best ROI.

"At vAuto, we are committed to helping dealers maximize returns on every vehicle—and one of the most effective ways to do that is to help them acquire the right vehicles at the right prices," said Derek Hansen, vice president of Operations, Inventory Management Solutions, at Cox Automotive. "Global Search helps them do that and more by bringing together their dealership's strategy with the largest pool of vehicles from multiple sources and actionable insights that only vAuto can provide."

Fueled by the power of ProfitTime GPS's investment-minded methodology, Variable Management, Global Search helps dealers set and execute a more profitable multi-channel acquisition strategy with just a few clicks. It gives dealers access to nearly one million listings—more vehicles than any other tool—ultimately enabling them to prioritize and purchase vehicles more strategically, establish the right exit strategy and manage their performance across multiple channels from a single dashboard.

Highlights of the new Global Search include:

- **Strategic Omni-Channel Sourcing:** Global Search surfaces highly targeted vehicles from a pool of nearly one million listings across seven different real-time sources, including auctions, a dealer's service drive, Kelley Blue Book Instant Cash Offer, lease returns, private party listings, missed appraisals and inventory from a group's sister stores. Dealers can filter to see vehicles across all sources or in a specific channel.
- **Deep Customization:** Dealers can leverage additional unique filters like Market Days Supply, strategy actions necessary to fill holes in their inventory, ProfitTime Score and more to generate relevant results that include only the vehicles most likely to be a profitable fit for their individual store's strategy. They can also further narrow and refine their searches and then save those searches for the utmost efficiency.
- **Process Consistency and Efficiency:** Global Search helps dealers standardize their acquisition process, establishing pricing parameters and an approach for every channel being mined to ensure that everyone stays on strategy and invests their valuable time only on the vehicles with the highest potential.
- **Maximized Performance:** ProfitTime GPS clients are fully supported with an extensive network of highly trained Performance Managers who work closely with them on an ongoing basis to optimize their performance and results.

Current ProfitTime GPS dealers will gain access to Global Search at no additional cost. And with the addition of Stockwave, vAuto's auction acquisition software, Global Search users will see additional insights that follow the vehicle to the point of purchase, including live Simulcast auctions.

Dealers interested in learning more about ProfitTime GPS and Global Search are invited to visit the vAuto booth (#1527W) at the 2024 NADA Show in Las Vegas February 2-4, reach out to their vAuto representative or visit vauto.com.

About vAuto (<http://vauto.com>)

Founded in 2005, vAuto revolutionized dealers' used vehicle operations by providing them with innovative technology, tools and business intelligence. As a Cox Automotive brand today, vAuto delivers unmatched solutions and actionable insights that help dealers maximize returns on every vehicle. Fueled by the Variable Management philosophy, vAuto's flagship offering, ProfitTime® GPS, helps dealers optimize each vehicle's unique profit potential, from appraisal through pricing. vAuto's other solutions include Provision, a used vehicle management solution; Conquest, a new vehicle inventory management and pricing system; Stockwave, which enables dealers to efficiently find and purchase vehicles from 300+ marketplaces; merchandising solutions such as Intelligent Promotion and Snaplot 360; and iRecon, which helps dealers improve their reconditioning process and get vehicles retail ready faster.

About Cox Automotive

Cox Automotive is the world's largest automotive services and technology provider. Fueled by the largest breadth of first-party data fed by 2.3 billion online interactions a year, Cox Automotive tailors leading solutions for car shoppers, automakers, dealers, retailers, lenders and fleet owners. The company has 25,000+ employees on five continents and a family of trusted brands that includes Autotrader®, Dealertrack®, Kelley Blue Book®, Manheim®, NextGear Capital™ and vAuto®. Cox Automotive is a subsidiary of Cox Enterprises Inc., a privately-owned, Atlanta-based company with \$22 billion in annual revenue. Visit coxautoinc.com or connect via [@CoxAutomotive](#) on X, [CoxAutoInc](#) on Facebook or [Cox-Automotive-Inc](#) on LinkedIn.

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