



Experian Automotives AutoCount dealer report positions Michigan dealership for success

AutoCount provides automotive dealers with a 360-degree view of their market to help them discover new opportunities to increase market share and rise above their competition.

THE FACTS:

Dealership: Champion Chevrolet

Years in operation: 18 years

Location: Howell, MI

“ I was in need of a way of knowing more than just the number of vehicles that our competitors were selling. I needed to know what models were selling and where ... my dealership needed a new strategy and a product to accommodate that.”

— Dean L. Gauthier
Variable Operations Manager

MARKET SHIFTS

Champion Chevrolet's Variable Operations Manager, Dean L. Gauthier, a twenty-five year industry veteran, is charged with the task of navigating the murky waters of today's automobile market, which are not haphazardly being referred to as “unprecedented times”.

With monumental shifts in product demand and changes in lending patterns, Dean recognized that it has never been more important to have the right tools to stay on-top of the current market movement.

AUTOCOUNT CAPABILITIES

Not completely satisfied with their current market reporting tool, Champion Chevrolet went looking for a more effective solution that would help them get the deeper market reporting insight they needed — when they needed it.

Experian Automotives AutoCount dealer report was their answer. It helped them get the understanding they needed to rebalance their used vehicle inventory and better position themselves for profit. Along with providing greater flexibility of data and on-demand reporting.

“Not only are we more effectively stocking the right mix of used vehicles but we are benefiting from other dynamic AutoCount report features like, developing new relationships with lenders and learning where our weak areas are to more effectively target our marketing campaigns.”

— Dean L. Gauthier
Variable Operations Manager

The AutoCount report has many unique features that helped Champion to understand, quickly, what actions they needed to take to perform at their best.

- **Executive summary** — Mapping and graphs provided an easy-to-interpret visual representation of their market strengths and weaknesses
- **Dealer market area summary** — Competitive insight revealed what other dealerships in the their market were selling and how much
- **Lender summary** — Summary of lending gave the dealer clear insight into what lenders are active in their market and to what degree
- **Geographic analysis** — Details provided insight into how their dealership was performing by Zip Code™ to streamline marketing efforts

THE RIGHT ANSWER

One of the key factors that helped Champion to rebalance their inventory was not only to understand the used vehicles the competitors were selling, but also the vehicles that consumers were demanding. The AutoCount Executive Summary lists the top five vehicles that consumers are looking for and the top five vehicles that the competition is selling to ensure that they knew what vehicles to hold on to at trade or what vehicles to sell at auction.

SUMMARY OF RESULTS

- **Quick reaction to market with on demand reporting**
- **Increased profitability making hold/wholesale decisions**
- **Greater reporting flexibility**
- **Increased lending options for prospective customers**
- **Direct targeting of marketing campaigns**