

Spireon Rolls Out New GoldStar GPS Feature

June 19, 2018



ORLANDO, Fla. — Vehicle intelligence company Spireon today introduced [Quick Locate](#), a new feature equipping its GoldStar GPS solution. Designed for the Buy-Here, Pay-Here (BHPH) market, the solution provides instant visibility to a vehicle's location and current status, reducing the need to manually locate vehicles individually.

With Quick Locate, GoldStar delivers near real-time information, such as how long a vehicle has been parked in a particular location, or how long it has been in motion.

“For the BHPH industry, having immediate access to the most accurate data possible is key to successfully managing risk and running a profitable business. With Quick Locate, that's exactly what we deliver, saving our customers valuable time and increasing the likelihood of continuing payments,” said Brian Deeley, director of product management at Spireon. “As the industry leader, our job is to continually introduce features that streamline operations and increase data intelligence for our customers, giving them more time to focus on growing their business.”

Deeley will present “Quick Locate and Predictive Insights: Taking Risk Mitigation and Vehicle Recovery to New Heights” at the National Independent Automobile Dealers

Association's 2018 Expo & Convention. The session, which is scheduled for Thursday, June 21, at 8:30 a.m. ET, will focus on how dealers and lenders can use location data and predictive insights to improve operational efficiencies and positively impact their bottom line through early detection of potential customer delinquency, improved customer payment behavior, and streamlined recoveries.

The new Quick Locate feature is viewable through the GoldStar dashboard. Feature rollout has begun and will be available to all GoldStar Basic, Pro and Enterprise customers through an over-the-air firmware update.

<http://www.autodealermonthly.com/news/story/2018/06/spireon-rolls-out-new-goldstar-gps-feature.aspx>