

## 6 enhanced features of Spireon's GoldStar GPS solution



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LAS VEGAS -

During this week's National Conference hosted by the National Alliance of Buy-Here, Pay-Here Dealers, Spireon mingled with hundreds of dealers and rolled out the latest version of its GoldStar GPS solution, offering dealers and finance companies that specialize in deep subprime underwriting what the provider says is an easy and efficient approach to mitigate risk while sustaining growth.

The new GoldStar GPS solution includes several key updates and features, including:

- Redesigned user interface: Offers a faster, more intuitive user experience
- Excessive mileage reporting: New reporting feature provides early warning of driver behavior that may accelerate the devaluation of assets
- Easy recovery link: One-step recovery process, enabling faster, more effective recovery workflows
- New mobile app: New GoldStar Connect app offers real-time location tracking, geofencing, speed alerts and other connected vehicle benefits

—Redesigned hardware: Improved GPS unit features a slim, re-engineered form factor and increased durability for extreme temperatures and tamper protection

—LTE Coverage: Additional device option offers more comprehensive service, improved wireless reception and better signal reliability, while future-proofing the investment

The company's senior vice president of sales for automotive solutions Reggie Ponsford was one of the wide array of experts NABD collected to appear on panel discussions and facilitate question-and-answer segments during the conference that took place at the Wynn|Encore in Las Vegas. Like many of the specialists looking to help BHPH rebound after several years of difficult challenges, Ponsford emphasized what solutions like what Spireon offers can do.

“Buy-here, pay-here dealers must carefully manage cash flow and protect their assets while growing their business during some of the most challenging economic conditions they've ever faced,” Ponsford said.

“GoldStar allows dealers and lenders to extend more credit and increase sales volume while efficiently mitigating risk,” he continued. The peace of mind that comes with more predictable revenue is invaluable, which is why more than 15,000 businesses trust GoldStar.”

One of those businesses is run by Michael Harris, who has a J.D. Byrider location in Tuscaloosa, Ala.

“In our business, the most important factor in every decision is making sure the lender has peace of mind. Spireon's GoldStar allows us to achieve this, making the product truly invaluable,” Harris said.

Spireon offers three different GoldStar packages with varying levels of service, allowing users to scale based on individual needs. The updated GoldStar solution will be available in June.

“GoldStar has always been the gold standard in GPS, and now, with the latest enhancements, it is by far the most versatile, mobile-friendly, workflow-efficient GPS software in the industry,” said Sunil Marolia, vice president of product management at Spireon.

“Plus, it's built on Spireon's award-winning NSpire platform that delivers unmatched reliability and performance. No other GPS product comes close to the value that GoldStar delivers to our customers,” Marolia went on to say.

To learn more about GoldStar, go to **[www.spireon.com/goldstar](http://www.spireon.com/goldstar)**.

<http://www.autoremarketing.com/bhph/6-enhanced-features-spireon%E2%80%99s-goldstar-gps-solution>