**CASE STUDY**

Auto Now

**INTRODUCTION**
THIS CASE STUDY OF AUTO NOW IS BASED ON A DECEMBER 2017 SURVEY OF SPIREON GOLDSTAR CUSTOMERS BY TECHVALIDATE, A 3RD-PARTY RESEARCH SERVICE.

**CHALLENGES**
The business challenges that led Auto Now to evaluate and ultimately select GoldStar:
- Reducing vehicle recovery time
- Quickly locate delinquent customers/vehicles

**USE CASE**
GoldStar customers see better results by installing devices on more of their vehicles:
- Auto Now installs GoldStar on 76-100% of their vehicles

**RESULTS**
Auto Now achieved the following with GoldStar:
- Significantly reduced delinquencies
- Significantly increased vehicle sales
- Significantly reduced vehicle recovery time
- Significantly increased return on capital
- Significantly increased number of buyers able to extend credit to
- Found the following GoldStar features most beneficial to their business:
  - Recovery Link

**How has GoldStar positively impacted your business?**

“We were able to help a couple of customers connect with law enforcement to recover stolen vehicles and it provides us easy tracking.”

Michelle Snider, Service Manager, Auto Now

**About GoldStar:**
GoldStar™ is the leading GPS solution empowering subprime dealers and lenders with insightful data analytics to make financing vehicles easier, less risky, and more profitable. For Lenders, Credit Unions and BHHP Dealers, GoldStar delivers tools for vehicle location, reference verification, easy recovery recourse, predictive default analytics, and payment collection.