

CASE STUDY

Auto Now

Company: Auto Now
Company Size: Small Business
Industry: Automotive & Transport

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 BHPH Dealers, GoldStar delivers tools for vehicle location, reference verification, easy recovery recourse, predictive default analytics, and payment collection.