

CASE STUDY

Corridor Motors II

Company: Corridor Motors II
Company Size: Small Business
Industry: Automotive & Transport

INTRODUCTION

THIS CASE STUDY OF CORRIDOR MOTORS II IS BASED ON A DECEMBER 2017 SURVEY OF SPIREON GOLDSTAR CUSTOMERS BY TECHVALIDATE, A 3RD-PARTY RESEARCH SERVICE.

CHALLENGES

The business challenges that led Corridor Motors II 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:

- ▶ Corridor Motors II installs GoldStar on 76-100% of their vehicles

RESULTS

Corridor Motors II achieved the following with GoldStar:

- ▶ Significantly reduced delinquencies
- ▶ Significantly increased vehicle sales
- ▶ Significantly reduced vehicle recovery time
- ▶ Increased return on capital
- ▶ Able to extend credit to more buyers
- ▶ Found the following GoldStar features most beneficial to their business:
 - Proactive Alerts
 - GeoFence Alerts
 - Location Genie

HOW HAS GOLDSTAR POSITIVELY IMPACTED YOUR BUSINESS?

“GOLDSTAR HAS GREATLY LOWERED OUR RECOVERY TIME AND COST. WE HAVE ALSO SET UP GEOFENCES THAT NOTIFY US WHEN A CUSTOMER TRAVELS OUT OF STATE, GIVING US A BETTER CHANCE TO RECOVER THE VEHICLE IF NEEDED.”

*Nikki Boots,
General Manager, Corridor Motors II*

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.