

# Vehicle Stock Marketing Solutions

Profitability *delivered*

The online tool to simplify the marketing of cars, trucks and motorcycle stock

## ASE'S VEHICLE STOCK MARKETING TOOL DRIVES PROFITABILITY THROUGH:

- A simple one-step process to distribute daily new and used vehicle, and motorcycle, stock updates to numerous on-line platforms
- Import interfaces with the dealer management system to ensure complete and up-to-date description data is maintained electronically, reducing manual input requirement
- A responsive web module, with updated stock and multi-lingual capability, for integration into existing dealership websites
- **Saving manual input with:**
  - Automatic application of correct price tags, whatever the model or brand
  - Standard selection of additional options on price tags e.g. warranty, finance
  - Automatic notification of any amends to price tags and alert to print new price tag
- Supporting manufacturer approved sales schemes and standards programmes e.g. vehicle programme qualification, pricing, warranty, certification, stock analysis, units sold monitor, residual values, bonus payment
- Enhancing vehicle and bike promotional images with dealer logos, photo frames and banners
- A mobile app to provide the key features of this tool whilst on the move

# ASE

Driving Profitability



**We have seen a considerable increase in stock turnover**

*For companies the size of ours, it is very important to design actions and sales campaigns extending across locations flexible and easy. Additional emphasis lies on being able to exactly define right management and obligations within our group of companies as well as offering our partners a business oriented B2B-access to our vehicle offer. Since the introduction of GMS we cultivate a professional and consistent public appearance and have seen a considerable increase in stock turnover.*

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Head of Sales, Eisner Auto



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Driving profitability across the global automotive industry