

RESEARCH

Dealership CRMs Must Evolve or Get Left Behind

The Disconnect Between CRM Capabilities and Dealer Expectations

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Executive Summary

The Automotive CRM is at an inflection point. In two years, what dealers call a CRM will look very different from the platforms used today. CRMs will become engagement hubs that will operate in a fully automated agentic support framework. The AI functionality that auto dealers are just starting to leverage will be dramatically better in two years.

This prediction is dependent on the pace at which dealers realize they need an accurate, accessible, and actionable Unified Customer Profile (UCP). The UCP should (at least) include all touchpoints that the consumer has with the dealership: website visits and conversions, phone, email, SMS, purchases, vehicle maintenance, recall data, and showroom visits. This requires data collection (step 1) from DMS, CRM, Google Analytics (GA4), identity resolution software, call platforms, chat tools, and the list goes on.

On September 3, 2022, I published my first [LinkedIn newsletter article](#) to educate dealers on the need for a Customer Data Platform (CDP), or equivalent technology, with a core focus on data hygiene and activation. Few dealers were experimenting with AI frameworks to fill gaps in business processes, so the focus was on the waste associated with dirty data.

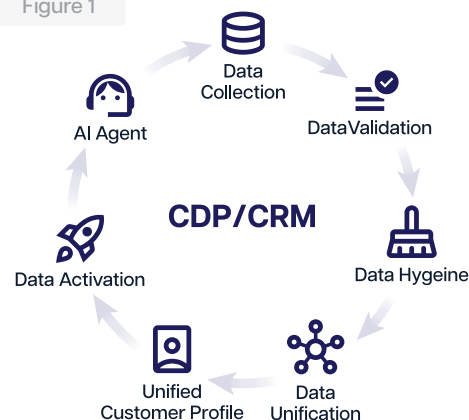
At that time, some dealers laughed at the need for another core piece of technology because they didn't understand the cost of dirty data. Since then, we have published over 20 articles on first-party data management and CDPs in our LinkedIn newsletter. The investments in CDPs in automotive retail have just begun.

The concept of a CDP creating a master record for each customer, with their current address, phone, email, vehicles in the garage, buying signals, buying power, and contact history is what CDP vendors call the Golden Record, Master Record, or the Unified Customer Profile (UCP). In an ideal world, all vendors would be accessing the UCP before any communications or marketing takes place to make sure the messaging is accurate and relevant.

In hindsight, our work to educate dealers on the need for a UCP is now the foundational work that AI needs to effectively activate their data and fill gaps in sales and service processes.

In addition to a centralized UCP to support the next generation of customer engagement tools, dealer and vendor mindsets must shift. For the past two decades, the CRM has functioned primarily as a workflow and task management tool utilized by new/used car sales teams to help manage leads and help sales teams sell more cars.

Figure 1



The next era of dealership operations requires far more functionality with seamless integration of AI insights, agent prompts, and communication activations. The most effective CRM of the future will need access to a UCP or become the UCP which will lead to the collapse of 15+ data silos currently in operation inside the dealership. This platform should integrate well with dealership investments in CDPs, proprietary data warehouses, and specialized tools required by the OEM.

The CRM platforms used by car dealers must evolve into the central operational platform of the modern dealership. It must be capable of orchestrating customer engagement, unifying data, consolidating technology, and leading the industry's rapid shift into AI-driven interactions.

The CRM system of the future will have AI capabilities to listen to or make calls. It will review all call transcripts, messages, and emails to make sure appointments and commitments are recorded. No longer will dealers need to be concerned that all inbound sales calls will be logged in the CRM.

The CRM of the future will manage the entire lifecycle of the customer, building value for the customer and making them feel appreciated.

The old adage “if it’s not in the CRM, it didn’t happen” was a band-aid warning to sales associates to log all opportunities. What will be interesting to see is how many new opportunities are added when AI captures or creates all the context of calls, messages, and emails. In the future, will General Managers stop focusing on getting more leads and concentrate on how the AI tools and staff members are handling all the opportunities?

Will the CRM and CDP Become One Platform?

In the next 12-18 months, we see dealers having three platforms: DMS, CRM, and CDP. One reason for this is that the UCP needs to have data independence from the DMS and CDP, deciding if new data updates are appropriate to include in the UCP.

Right now, CRMs do not work in a protected environment or data layer that analyzes the quality and intent of user data before sending updates to a CDP. There is a concern that bad data in the CRM could potentially corrupt the UCP if the CRM does not have governing rules about data quality.

Given enough time, and CRM leaders who understand the importance of maintaining a highly accurate UCP, dealers could have only a DMS and CRM (with CDP features). Dealer feedback from our 2026 Automotive CRM Survey indicates dealers want fewer tools. Our vision for how CRM platforms can evolve in the coming years could support product consolidation.

One key element of our vision is that the CRM may become the coordinator of customer outreach and directly connected to the UCP or become the UCP.

Due to our previous research and publications on Customer Data Platforms (CDP), dealers are starting to understand the reasons behind investing in maintaining and activating their first-party data across their entire business.

Dealers are investing in CDPs but those who are dreaming big are finding out that their CRM platform is actually holding them back. Lack of API integrations will become a breaking point for long-time customers as they realize that data management, identity resolution, and interoperability are the new competitive edge.

We believe that the line between CRMs and CDPs will blur in the future.

The majority of CRM platforms have been playing catch-up in the area of data hygiene, centralized customer data, and development of bi-directional APIs to allow multi-vendor coordination of dealership operations. The companies that solve these five challenges most elegantly will win market share.

CDPs Are Not Going Away; They Will Be Morphing

In the meantime, Customer Data Platforms (CDP) will continue to grow and fill the gap for data aggregation, data hygiene, and real-time data activation. The differentiation in CDP platforms will likely be driven by these factors:

- 1.** Data security and compliance
- 2.** Ability to ingest data from all dealer software, engagement touchpoints, and data brokers
- 3.** Ingest engagement level and outcomes from marketing campaigns so the UCP can learn which media and communication channels the consumer prefers. (i.e., email, phone, SMS, Meta, Google, etc.)
- 4.** Identity resolution and unification of customer data with high-quality data hygiene services
- 5.** Real-time activation of audiences, including suppression
- 6.** Robustness of marketing activations and media endpoints
- 7.** AI tools to analyze data and make business recommendations

Five Areas of Evolution - A Challenge To CRM Leaders

To survive this evolution and to lead it, CRM platforms must solve five critical challenges. Those that do will define the future of the category and become the true backbone of modern dealership operations.



Challenge #1 Expand Beyond Sales Workflow Management

The CRM was built around managing sales tasks and following up on leads for new and used vehicles. The customer lifecycle can be described in five stages: awareness, research, decision, support, and loyalty (Fig. 2).

Older CRM platforms were built to only handle the **DECISION** stage of the customer journey, leaving dealers to buy additional products to cover the other aspects of the customer lifecycle. The height of each bar in the chart above represents the relative number of competing solutions in the marketplace, which creates silos of customer data.

The CRM platform of the future must become the dealership's primary engagement platform, coordinating every customer touchpoint, from acquisition and lead generation to nurturing, communication, service, recalls, and lifecycle follow-up. It will be an enterprise communication and engagement platform, not limited to sales professionals.

Challenge #2 Become the Dealer's Data Hub and Consumer Identity Engine

The modern CRM must excel at data management, functioning as the central nervous system for customer data. Dealers will depend on the CRM not only as a communication tool, but as a secure and compliant data management platform. General Managers need to invest time in understanding local,

state, and Federal guidelines regarding automated AI phone calls, emails, and SMS messages.

Then, General Managers should conduct an inventory of all vendors who may be contacting consumers outside of the CRM or those who are not referencing the UCP.

The CRM platform of the future includes the ability to:

- Offer bi-directional integrations (API) with the dealer's tech stack for data exchange and synchronization.
- Transcribe all inbound and outbound calls with automations to make sure all sales opportunities and commitments are logged in the CRM.
- Implement identity resolution technology on the dealer's website to include online shopping signals in the UCP.
- Automated data cleansing of the UCP and self-healing data when emails bounce, SMS messages are undeliverable, or mail pieces indicate a move from NCOA.
- First-party data protection (Cyber security and certifications like SOC2/ISO).
- Ingest, validate, and aggregate vital transactional data from third-party sources (such as changes in vehicle ownership or onboard vehicle service alerts) to improve the accuracy of the UCP.
- Robust DNC/TCPA compliance and governance including opt-in/opt-out APIs to allow for all vendors to check one central flag in the UCP for communication permissions.
- Power advanced marketing automation campaigns (MAP) and accept marketing campaign outcomes from third-party MAP to showcase which media message the consumer may have seen.

Challenge #3 **Reduce Tech Sprawl Through Consolidation or Seamless Integration**

Dealers are overwhelmed by fragmented technology stacks. The CRM must help reduce this complexity by either replacing unnecessary bolt-on tools with native capabilities, or providing deeper, cleaner, more affordable, and more reliable integrations across the dealership ecosystem.

Right now, dealers have 10+ technology platforms in their sales and service workflows which contain pieces and elements of the customer journey. These silos of customer data are slowing the pace of retail and adding risk to dealers who are attempting to control costs and mitigate compliance fines. Vendors who refuse to develop bi-directional APIs will become irrelevant.

The CRM of the future must actively support tech consolidation, not contribute to or be the leading cause of tech bloat within a dealership. While stating that dealers need to simplify their tech stack, it will be incumbent on the winning CRM platforms to avoid resting on their laurels and falling behind with new tech trends.

Since software development in the automotive industry has been traditionally moving at a snail's pace, incumbents who do not switch to modern development frameworks will be left behind.

The software bloat that dealers have today is partially due to the fact that the largest software companies in automotive retail can't iterate quickly or choose not to integrate due to fear of revenue loss or related politics.

Software bloat and contracts with bundled “free” software work as golden handcuffs on dealers who are seeking to change out technology.

Challenge #4 Improve the User Interface

The top reason why dealers are changing CRM platforms is the complexity of the user interface. The current CRM interfaces, in most cases, need a major overhaul after years of feature bloat. Cramming extra customer data into CRM note fields is a legacy issue created by tech companies using the ADF/XML data sharing protocol which was developed in 2000. Unstructured data is causing new problems with AI.

With the introduction of AI bolt-ons and rushing to market to catch up, CRM User Interface and experiences have also suffered. Dealers in our survey said that the current AI implementations in their CRMs have minimal business value, with the exception of users of DriveCentric, which gave their AI tools the highest scores.

AI should be the underpinning of all engagement decisions and not just a chatbot in the corner of a screen. Voice prompting is also good for beginners, but power users will be frustrated if they have to type or talk their way through repetitive tasks. Let's hope the next generation of CRM designers understands that less is often better when it comes to daily engagement tools.

Challenge #5 Lead the AI Evolution Across the Entire Customer Engagement Journey

AI will define the next decade of dealership performance. CRMs must lead this transformation, not follow it - by powering:

- Conversational AI (chat, text, email)
- Predictive AI (identifying buyers' churn risk and opportunities based on first-party data and injected data from trusted third parties)
- Generative AI (writing messages, creating campaigns, analyzing intent)
- Agentic AI which automates multi-step operational tasks, workflows, and proactive engagement and marketing. Agents perform tasks from phone calls to text without intervention 24/7 and 365 days a year. Agents will fill the gaps due to intentional and unintentional neglect of sales processes.

The CRM must own and orchestrate the customer engagement journey across every touch point and every department within a dealership. And if these touch points aren't natively built within the CRM platform, the CRM must be tightly integrated with every AI-driven platform that is engaging with customers.

Who Has The Desire To Win?

I believe dealers and technology companies would agree with the five challenges we presented, yet one question remains: *Which CRM company really wants to win?*

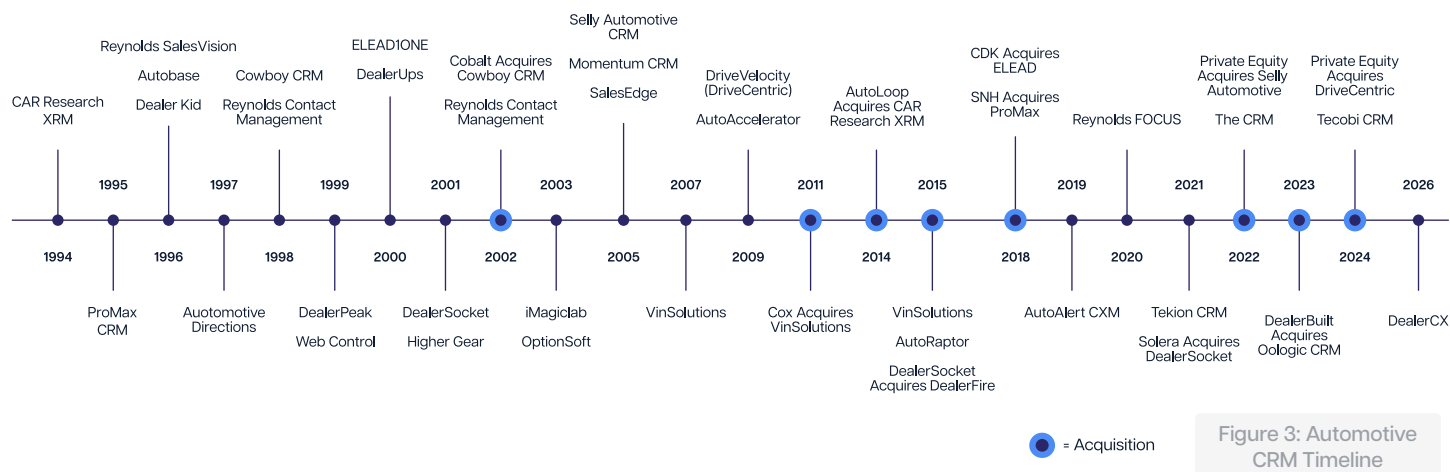
These challenges have been known for years, with the exception of AI. Established platforms like Reynolds & Reynolds and Cox Automotive have the scale, but not always the speed. Companies like Tekion and DriveCentric have the speed but not yet the full platform.

This research report will allow readers to determine which companies have the best chances at success and market share leadership. Before we look at the future, let's take a trip down memory lane and see how many CRM companies influenced the platforms that we have in place today.



The Evolution of the Automotive CRM Platform

CRM platforms have existed since the 1980s. Outside of the automotive sector, companies like Siebel, Salesforce, and Oracle pioneered these capabilities. Here is the 30-year evolution timeline of automotive CRM platforms.



A Stroll Down the CRM Memory Lane

In 1994, CAR-Research XRM was first launched as a commercial product. The founders had previous experience in the retail automotive industry and used that knowledge to build their dealership solution over time, beginning with this initial launch.

In 1995, ProMax CRM came to market and had a nice run of success, but after Elead and VinSolutions came to market, they lost share. In 2018, ProMax was acquired by SNH Capital Partners, which also owns NCC. ProMax and NCC have more recently been working together (as sister companies) to upgrade ProMax with credit insights and enhanced tools from NCC.

We had the opportunity to speak with ProMax executives as part of this research project, and we were told that the latest version of their platform called ProMax Complete will evolve from a traditional CRM into an AI-driven Unified Retail Platform (URP): a system that acts, decides, and converts on behalf of the dealership. Instead of “Customer Relationship Management,” the new ProMax becomes the engine of conversion, efficiency, compliance, and profitability across variable operations.

In 1998, Cowboy CRM was introduced to dealers by Brad Title, who offered tailored lead handling processes for dealers. Cowboy CRM was later purchased by Cobalt in 2002.

Reynolds & Reynolds had several products in the 90s, including Contact Management CRM. Over the years, product upgrades resulted in rebranding their CRM to FOCUS, which is currently used by dealership leaders today. In the past two years, Reynolds and their Gubagoo division have partnered with Fullpath to create Curator; a connected data layer across Reynolds software powered by a unique

customer ID. Curator delivers CRM enhancements, data analytics, and marketing activation. It will be interesting to see how this platform has evolved at NADA 2026.

In 2000, Elead was brought to market led by Hugh & Judy Hathcock, and was an early innovator of dealership CRM systems. Their CRM software was born in their Fresh Beginnings business, which was used to manage cookie deliveries that auto dealers sent to customers. In 2018, CDK Global purchased Elead and integrated it into their Dealership Xperience platform as CDK CRM.

In 2001, DealerSocket co-founders Jonathon Ord and Brad Perry decided to combine entrepreneurial passion with extensive CRM experience and launch a solution built exclusively for dealerships. After a year working for free and learning the day-to-day life of the dealer, Jonathon and Brad launched DealerSocket in July 2002.

DealerSocket helped to reshape the category with amazing customer support. Their user conferences set the high bar for vendor events and regularly attracted over 1,000 dealership leaders. In 2016, private equity came into the business and since then, its market leadership and market share have significantly faded.

In 2006, VinSolutions was founded by Matt Watson, starting in his Kansas City basement, to help car dealers manage online leads and photos for sites like Autotrader before becoming a leading dealership CRM platform. VinSolutions was a disruptor and took the auto industry by storm. In 2011, after amazing growth, the company was acquired by Cox Automotive.

DriveCentric began in 2009, focused on transforming how dealerships manage customer relationships. Founded by David Fultz, John Kohlmeyer, and Philip Fusz, the company set out to build a customer relationship management (CRM) platform purpose-built for the dealer retail industry, addressing challenges dealers faced with fragmented legacy tools, and developing a natively built, modern CRM focused on engagement and mobile.

Over time, DriveCentric evolved its offerings to integrate advanced automation and artificial intelligence (Genius), unifying data, communications, and lead follow-up into a single platform. In 2025, DriveCentric appointed an industry veteran, Matt Leone, as CEO to drive the business forward working closely with the co-founders David Fultz, John Kohlmeyer, and Philip Fusz, who are still deeply involved in the business and continue to focus on DriveCentric's expanding Augmented Intelligence products. Matt has been fostering integrations with major industry players and data providers to enhance its platform's capabilities, emphasizing open APIs and expanding the product capabilities.

In 2019, Tekion introduced a new DMS to automotive franchise dealers and set a vision for an expansive enterprise software framework called the Automotive Retail Cloud (ARC). Dealers were

attracted to Tekion for many reasons, including their dynamic Founder, Jay Vijayan. Jay is the former Chief Information Officer (CIO) at Tesla, who left in 2016 to build a modern, cloud-based software platform for the automotive industry. Vijayan also previously held leadership roles at Oracle and VMware.

In 2021, Tekion CRM was introduced as part of the Automotive Retail Cloud (ARC) architecture. This was the next key software element offered to dealers after their DMS introduction in 2019. Their first version of their CRM software was not ready for “prime time.” However, after a few major updates over the past four years, the CRM tools are gaining traction with vocal advocates, including the Rohrman Automotive Group. Their CRM churn rate is 3.2%, which shows the loyalty among Tekion customers.

New Entrants in CRM Marketplace

In 2026, a number of new CRM companies will be showcasing their platforms at the NADA show. We will keep an eye on how well they do in the US marketplace over the coming year.

Keyloop: A UK-based company will be showcasing its Fusion Automotive Retailing Platform at NADA. Their first product for the US market will be their Sales Hub CRM and, while we don’t have much insight into its functionality, information is available on their [website](#).

DealerCX: Industry veterans Gary Graves and Jack Behar (founders of InteractiveTel and TotalCX, which sold to CallRevu in May 2024) are launching a [new CRM platform](#) at NADA 2026. The platform will be a ground-up build using cloud-based technology and insights from their 30+ years of automotive experience. We hope to obtain some additional information on their new company prior to NADA, which will be used to update this report shortly after NADA.

TECOBI: This company has reinvented itself from an SMS marketing platform to a full CRM package for auto dealers. What makes it different from anything else in the market is that it’s built ground-up with an agentic AI framework woven throughout the entire system, not just a chatbot bolted on. There are no traditional workflows or task lists. The agents proactively reach out to customers, surface opportunities, and bring ready conversations to salespeople and BDCs. The platform focuses solely on SMS and phones with no email support, which makes them an outlier, but that focus is also what makes the approach interesting. It will be worth watching how [this platform](#) matures over the coming year.

Fullpath: They are introducing a new agentic CRM built directly on the foundation of their Customer Data Platform (CDP). Unlike legacy CRM platforms, Fullpath believes its data-first architecture will bring dealers a real-time look at the dealership’s inventory, operations, and shopper intent with lightning-fast implementation. Fullpath’s CRM will pull unified data directly from the CDP, including live website

activity and connected shopper profiles, bringing teams the full, real-time context for every customer so they can move straight to the deal.

[Fullpath's agentic CRM](#) will be released with a suite of intelligent AI agents designed to work alongside the dealership team. Securely integrated into the dealership's tech stack using Model Context Protocol Servers (MCP), Fullpath's AI agents will specialize in task building, lead handling, data analysis, and voice interactions. These agents eliminate the administrative "busy work" that traditionally keeps teams off the sales floor.

According to the company's vision statement, the platform is built to set every dealership employee up for success from the moment they clock in. Sales reps start their day with AI-streamlined tasks and workflows that ensure every opportunity is handled with precision and efficiency. For GMs and managers, the CRM provides unprecedented operational oversight without the 'black box' mystery that tends to come with AI-backed platforms. Role-specific command centers strip away the noise to reveal real-time pipeline health and rep performance. Managers maintain total control of their agentic fleet with the ability to adjust and define assignment rules and escalation paths via simple prompts in accordance with the dealership's own unique playbook. This level of transparency and control ensures that Fullpath's CRM technology scales the store's specific strengths rather than forcing a one-size-fits-all process.

M&A Stagnation Created Product Gaps

If your CRM evaluation criteria is simply a software program that "sends emails, texts customers, logs deals, and tracks workflows," then every vendor currently in the market can get the job done. But over the past decade, many automotive CRM platforms were acquired, absorbed into larger corporate ecosystems, and maintained around the same basic functions.

The largest CRM platforms, which were acquired in the past 15 years, were DealerSocket, ELEAD1ONE, and Vinsolutions. Only VinSolutions has been able to grow its customer base, while DealerSocket and Elead have struggled. Today, DealerSocket has dropped out of the top three CRM platforms since DriveCentric has been growing its customer base faster than any former leader.

Talent drain and cost cutting seems to always hinder M&A success stories in automotive technology. It is not uncommon, after a major tech acquisition is made, for dealers to say, "That's the end of their innovative edge!" Here is one example from our dealer-centric viewpoint.

When Elead was purchased by CDK Global, they were known for having the best onboarding and customer support, and a high-performance lead management tool. Their outsourced call center was best-in-class, and their sales teams were expert sellers because many were ex-dealership managers.

Post acquisition, the quality of support and pace of innovation slowed to a point where dealers started to abandon the platform for DriveCentric, Tekion, and VinSolutions. Our survey results from Elead customers confirm that meaningful upgrades, AI innovation, and first-party data management features are lacking.

Which Tech Platforms Filled The Gaps?

As a result of the slowing pace of innovation by leading CRM companies over the past 15 years, entirely new categories of software were created to fill gaps. While dealers would have loved to see fewer screens and fewer tools on their desktops, they have embraced bolt-on products, which include:

- **Chat / Customer Engagement Platforms (CXP):** These platforms were created to allow real-time communications with customers who were shopping online. Chat and identity resolution frameworks (i.e., Client Command, Clarivoy) provided tools to engage “now” instead of the CRM model of chasing consumers after they left the dealer’s website. Real-time retailing became the rallying cry of software vendors who proved that engagement platforms increased showroom appointments.
- **Customer Data Platforms (CDP):** These platforms filled the gap in data hygiene services that the DMS providers were not providing or not sharing openly with the vendor community. Paired with identity resolution software, dealers could have a centralized profile for each customer with accurate data and actionable insights. The lack of centralized data with robust APIs has created an entirely new class of software, and, in some cases, CDPs will evolve to cover CRM functionality.
- **Marketing Automotive Platforms (MAP):** Since data was protected or siloed, dealers needed tools to market to their customers at scale. However, CRM and DMS platforms did not see the need for bi-directional APIs, so data dumps (i.e., CSV files) became the clunky solution for marketing. This led to the rise of automated marketing platforms, which could create compliant graphics, videos, and banners and create targeted audiences to meet the needs of dealers. CRM platforms never evolved their simple marketing campaigns to fend off MAPs, which have now become a competitor of sorts.
- **AI Platforms & Agentic AI Systems:** Since many CRM platforms were slow to implement machine learning or AI assistants, dealers turned to third-party companies for assistance with email and SMS messaging. Some of these “bolt-on” tools have evolved to become pseudo-CRM platforms (i.e., Tecobi and DealerFunnel).

The historical pattern is clear. The largest CRM companies have allowed competitors to inject software into the dealer ecosystem because they could not iterate as quickly as the marketplace. Maybe this will never change, but with the speed at which software can be created using AI, maybe platform providers can create a larger moat around their revenue streams.

Dealer Choice or Unified Platforms?

Stagnation has created product gaps. Today there are many data platforms and tool choices leading to multiple vendors managing complex and expensive data flows. This has resulted in a poor user experience with sub-optimal results. A typical dealer's landscape has become fragmented, and few vendors are tackling the challenge of building a powerful data platform:

Tekion's Automotive Marketing Cloud (ARC) vision hit the market by storm. Dealers bought into the vision of having a single retail platform that would replace dozens of smaller vendors. Their success has mostly been on the strength of their DMS, and time will tell if the most recent iteration of the CRM platform and a completely redesigned digital retailing platform will attract more end-to-end Tekion ARC customers.

Cox Automotive was one of the pioneers in creating an automotive-specific identity graph and an internal Customer Data Platform (CDP) to power better marketing and merchandising on their marketplace portals and Dealer.com websites. Cox never called their data management platform a CDP yet that is what they built for themselves to leverage. Their unified data layer has been powering marketing automation via Dealer.com services, and their identity graphic has been giving VinSolutions customers alerts when existing customers are out shopping. What has been missing is an open ecosystem to enhance the dealer's first-party data and the ability to create a dealer-owned CDP in a partnership with Cox, but that could be in the cards for the future.

Reynolds is coming to market with a connected AI data layer called Spark AI, which will power high-quality decisioning and insights across their entire product suite. Their work with their Curator platform, a unique data reporting, analytics, and activation portal, may solve many of the challenges listed in this research report. Their work to connect their FOCUS CRM to a Unified Customer Profile (UCP) and Marketing Activation Platform (MAP) is well underway as well.

CDK CRM and Solera's DealerSocket CRM have platform options but with decades of acquisitions, it's hard to call them a natively built end-to-end platform, which Tekion is promoting.



Figure 4

More Tech Choices On The Way

New communications, data management, and engagement tools are hitting the market at a record pace to make up for their lack of innovation. Dealers are having their first-party data pulled into dozens of systems, all trying to accomplish similar functions, and none of the vendors are working with each other.

Still hindering innovation is an ugly truth. DMS vendors want to charge a fortune to have data pulled out of the DMS to protect their moat. New players are pulling data out, but are unwilling to integrate with others. And the final result is that each vendor passes through their fee to the dealer for access to that dealer's data.

Dealer choice sounds great in theory until multiple vendors and data silos start to put the dealership's business at risk.

Risks of multiple platforms and vendors include:

- Multiple vendors mean more chances of cyber threats, more chances that your customer data is floating in Excel files, CSV files, and unprotected data lakes.
- Multiple vendors mean multiple opportunities for issues pertaining to who's talking to your customer and whether they are following opt-out requests, DNC lists, and TCPA rules.
- More vendors equate to more costs, more integrated pass-through fees from your DMS provider, and more subscriptions to manage.
- More vendors mean more screens/UI/UX to be trained on, spend time in, and manage, not to mention the efficiencies you lose by dozens of systems talking to your customer, not knowing what the other system is saying or sending.

Truth is, it's partly inevitable to have multiple vendors with the way the automotive tech industry is structured, how DMS players designed data access, and how OEMs force top-down programs by brands. So how do you manage it?

Customer Engagement Platform Leadership

Four companies have the best shot at creating a modern retail platform that can scale thousands of rooftops: Cox Automotive, DriveCentric, Reynolds & Reynolds, and Tekion.

We are adding DriveCentric to the platform players because of their product roadmap, a strong commitment to bi-directional APIs, and their best-in-class partnerships with data hygiene and enhancement companies. They also have identity resolution frameworks, native AI, chat, and a Marketing Automation Platform (MAP). DriveCentric is not looking to become a DMS or acquire one, which fits into our general vision that the future will have DMS and CRM leaders, with the CRM morphing to include CDP, MAP, and identity features.

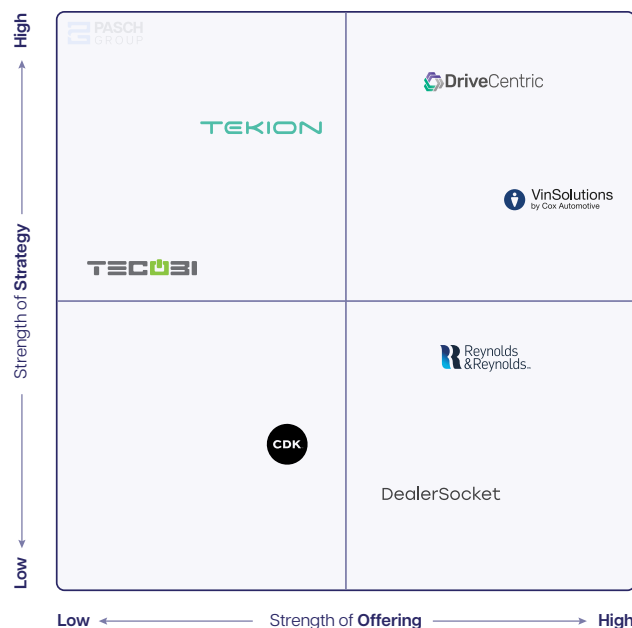


Figure 5: Customer Engagement Operational Platform

I am sure that all CRM companies are working to evolve their CRM into a true customer engagement and communication platform. Cox Automotive and DriveCentric have the technology lead, but in a year, anything can happen.

The Technology Landscape is Changing Fast

Your CRM must change faster. As the dealership business landscape undergoes rapid transformation, the ways consumers interact with retailers are shifting just as quickly. Amazon is entering automotive retail. Carvana continues acquiring traditional rooftops. A new generation of dealership employees, digital-native, mobile-first, and highly tech-savvy are reshaping expectations for how modern tools should function.

Meanwhile, breakthroughs from companies like OpenAI are accelerating innovation and ushering in a new era of AI-driven operations. Collectively, these forces have created a tsunami of change unlike anything the industry has seen. Even the way in which consumers will be buying products will be changing as ChatGPT and Shopify are now integrated to allow purchases without ever visiting a business website.

Legacy dealership systems built in the '80s and '90s are being replaced at record speed. At the same time, hundreds of new companies are emerging seemingly overnight, each pitching the latest AI-enabled platform. Dealers are being hit daily with promises of “revolutionary” capabilities.

Need an example? There are over a dozen [digital voice assistant](#) platforms (powered by AI) less than 18 months old offering dealers the ability to handle inbound and outbound phone calls.

What was already a complex technology ecosystem has become even more tangled. There are simply too many tools, too many overlapping features, and too many niche point solutions driving too many inefficiencies within a dealer's operations. Not to mention more and more OEM-mandated tools (i.e., digital retailing) and services (i.e., CDP audiences) are being forced onto dealers.

Over the past decade, dealership tech stacks have turned into Swiss-army knives: CRMs, DMSs, CDPs, websites, digital retail platforms, chat tools, equity mining systems, appraisal tools, marketing automation platforms, loaner management software, reputation management tools, call measurement platforms, and "AI" tools are everywhere you look.

As I mentioned earlier, one major reason for this explosion of technology is that the core dealership platforms (the DMS and the traditional CRM) did not evolve quickly enough. Their stagnation opened the door for innovative bolt-on or data scraping vendors to fill the gaps.

Stagnation also created a paradox: these bolt-ons made the legacy DMS and CRMs appear stronger and harder to replace, even though the innovation wasn't happening natively.

Dealers continued funding these aging platforms while simultaneously paying integration fees to bolt-on vendors; fees that those vendors then passed directly back to the dealer. It has become a reinforcing cycle that benefits the legacy platforms while driving up dealer costs.

It's time to shine a spotlight on this model and help dealers push their vendors to innovate, evolve, or be replaced.

DMS and CRM Platforms: Core Tech That Needs A Refresh

In this research report, we aim to help dealers make sense of the core platforms that truly matter inside the modern dealership, primarily the DMS and the CRM.

Dealers require two fundamentally different core platforms. The DMS is designed to function as the dealership's system of record for accounting, compliance, financial reporting, payroll, inventory costing, and OEM-required processes. It is optimized for ledger accuracy, auditability, and tax compliance, not for customer engagement. Expecting a DMS to serve as the foundation for customer interaction and revenue growth creates structural limitations that cannot be solved through incremental feature additions.

The most important “platform” a dealer must get right is the one centered on the customer: engagement, identity, communication, and revenue generation. CRM and engagement decisions should not be downstream consequences of corporate ERP or DMS vendor strategy. When CRM selection is driven by back-office standardization rather than customer outcomes, dealers inherit platforms whose primary R&D focus is accounting, compliance, and operational control—not selling, marketing, or customer experience. This misalignment consistently leads to underperformance in sales and retention, case in point, Tekion and the history of CDK and Reynolds.

The ideal dealership architecture: two platforms, one customer-centric hub.

In an ideal dealership technology landscape, the DMS and CRM exist as two peer platforms, connected but purpose-built. The website and digital touchpoints sit at the center of the customer journey, coordinated by a best-in-class CRM engagement platform that owns identity, communication, and activation.

DMS-first models from providers such as CDK, Reynolds, or Tekion struggle because their economic and product gravity is anchored in back-office systems—their highest-margin and most mature offerings, making CRM and engagement secondary concerns. A dedicated CRM engagement platform, independent from the DMS, aligns technology investment.

Our National Survey: The Voice of Dealers

In addition to our research of the automotive CRM marketplace, we included the **voices and experiences** of hundreds of automotive dealership leaders currently working at retail locations in the United States. To collect these in-the-field insights, we surveyed automotive leaders starting December 15, 2025 and ended the survey on January 21, 2026. In total, our survey results are based on **over 460 dealership leaders**, with confirmed business email addresses associated with a dealership website.

Here are some additional details about our survey participants:

- 90% were working at new car dealerships, and 10% were working at independent used car dealerships.
- While we listed sixteen different CRM platforms for dealers to choose from, only seven platforms had over 20 customers participating in the survey.
- If participants did not provide their work email address, their votes were not included in the final survey set. Over 100 submissions were deleted due to missing dealer contact information.
- Even though we are not evaluating DMS platforms in this report, the participants did indicate which DMS platform their stores were using. Here is the distribution of those responses: CDK Global: 32%, Reynolds 30%, Dealertrack 17%, Tekion 9%, PBS and DealerBuilt 4%, and AutoMate 3%.

What Every CRM Can Do Today

Most CRM platforms used by dealers today check the same fundamental boxes:

- ☐ **Lead and Contact Management Workflows:** The CRM handles lead ingestion from websites via ADF/XML and OEM lead programs and digital retailing tools. It allows input of inbound phone calls, SMS messages, and walk-ins.

Based on the cadence set by management, these signals are processed by configurable sales processes to generate outbound engagement which hopefully leads to a sale. Some do this better than others, but centralizing recent consumer activity is a core and basic function of any automotive CRM.

- ☐ **Communication Orchestration:** It is used to incorporate email and SMS/text campaigns, one-to-one follow-up, and some level of automation or templates.

Implied in this functional area is the ability to perform communication tasks via a mobile phone, since employees are not sitting at a desk all day. Some perform omni-channel communications better than others, with embedded native features like video or live rooms and have more advanced mobile capacities and UI/UX.

- ❑ **Salesforce Automation and Management:** It regulates tasks, follow-ups, appointments, and basic pipeline views. Some have modernized this experience better by focusing on engagement and less on defined and rigid workflows to help drive adoption.
- ❑ **Reporting and Business Intelligence Dashboards:** Sales agents, sales managers, and general managers depend on CRM reporting to monitor performance and identify areas for improvement.

The key performance indicators (KPI) will vary for each platform, but one consistent KPI is lead closing percentage by agent or lead source, which is a faulty metric once you understand how lead source attribution is determined. The “first-in” lead source gets the credit for the lead, even though dealership leaders install pop-up coupons and resort to gamification to get consumer information without any real context.

CRM platforms need to reconsider which lead source is the most relevant, based on a flexible timeline. For example, a lead that came in nine months ago from a marketplace website should not keep position one “influence” if a new dealer-owned website lead just came in from a social media campaign.

Dealers who limit their vision for CRM platforms to the four traditional functional areas will miss the biggest transformation for customer communications in the past 30 years. The CRM platforms that can rethink and redesign their platforms to be the centralized communication platform between dealers and their customers will break through, and satisfaction scores will rise.

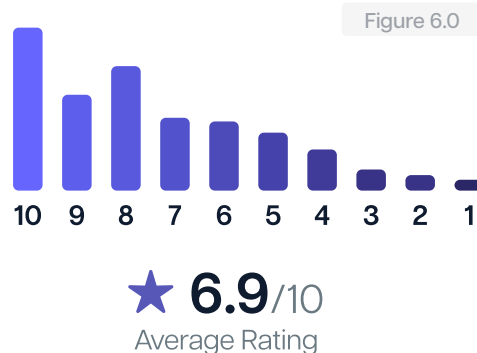
How Well Are CRM Platforms Doing The Basics?

Since these four functional areas have been well defined for years, our 2026 Automotive CRM Survey shows a basic failure of current vendors to keep up with the needs of customers.

Question: Rate your overall satisfaction with your CRM platform:

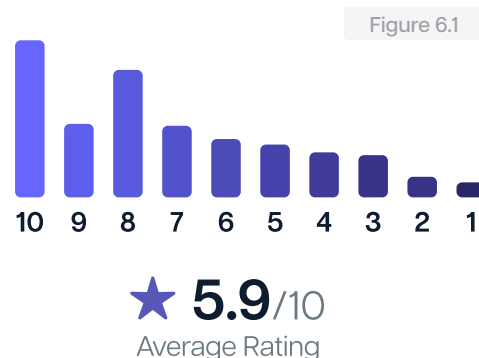
We started out by asking dealers in our survey to rate their overall satisfaction with their current CRM platform, and as you can see, the score indicates that dealers are less than satisfied with their current platforms.

Why is this the case? CRM platforms failed to push dealers past lead management services, and now dealers have leapfrogged their CRM companies and are asking for more first-party data management and activation services across their entire enterprise.

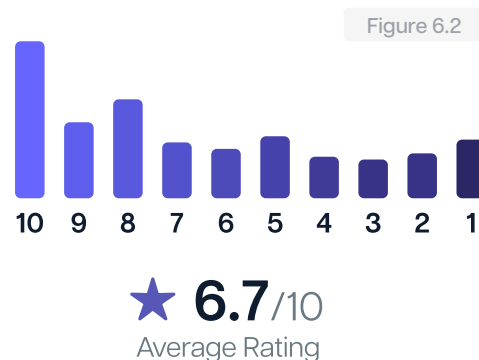


Question: Rate your overall satisfaction with your CRM's mobile app:

This is where the signs of friction truly begin to emerge. It is clear that the next generation of CRM platforms must do a better job with their mobile app. With an average score of 5.9/10, this gives the incumbents meaningful room for improvement. The one company that stood out from the crowd with their mobile app scores was DriveCentric, with an average of 8.8/10.

**Question:** Rate your overall satisfaction with your CRM's reporting capabilities:

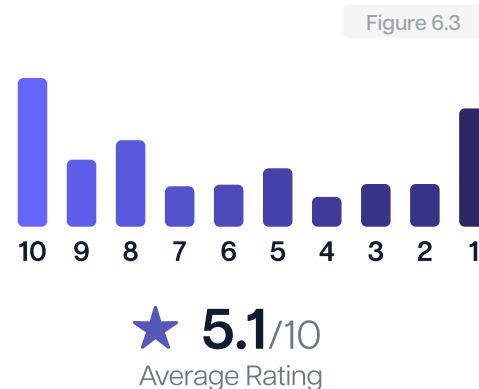
CRM reporting remains a challenge for automotive dealers in the USA. This problem has not been resolved over the past 20+ years, and an average score of 6.7 is sad. The highest reporting score was 7.9/10 from DriveCentric users.



I believe reporting gaps will be met with “ChatGPT-like” queries within the CRM in the future, which can give meaningful feedback to managers outside of strict templated reports. Today, DriveCentric's Genius Reporting feature does exactly this, which may help to explain why more than 36% of dealers are choosing their platform as they upgrade their tech stack.

Question: Rate your satisfaction with your CRM platform's use of AI to help improve customer communications and engagement:

Dealer dissatisfaction with AI integration is most clearly seen in this survey question regarding their satisfaction with built-in AI tools. With an average score of 5.1/10, it is clear that the incumbents have been less than proactive in delivering meaningful AI benefits to their CRM platforms.



Dealers are now realizing that in order for AI to revolutionize the customer experience and increase dealer profitability, they need to have a centralized source of truth for each customer. Since DMS and CRM platforms have historically been siloed or loosely connected, dealers have been forced to purchase and develop better first-party data management tools.

AI is exposing the long-term stagnation of Automotive CRM platform technology and the data silos within the dealership's tech stack.

The best AI insights and reporting will come if the CRM is connected to or managing the unified-customer-record of all current customer interactions. This should include website visits, calls, chat, SMS, and transactional data.

From dealer feedback, DriveCentric is far ahead with their integrated AI technology, receiving the highest AI satisfaction score of 8.4/10 with second place going to FOCUS with a 6.5/10 score. We expect DriveCentric to retain that lead with their 2026 roadmap. At NADA, Reynolds & Reynolds will be showing their enterprise AI framework, which has access to the UCP. Their Spark AI is a unified AI data layer that will assist customers engage and activate their data. The goal of Spark AI is to facilitate intelligence in every department of the dealership and power Reynolds' ecosystem of AI tools to ensure accurate, up-to-date information.

Dealers Will be Shopping at NADA

At NADA, 14% of franchise dealers will be out shopping for a new CRM platform, based on our survey data. Two companies will be seeing the lion's share of the NADA shopper traffic: DriveCentric and Tekion. There is still a large group that is undecided, so all CRM vendors at NADA should be prepared for interested buyers.

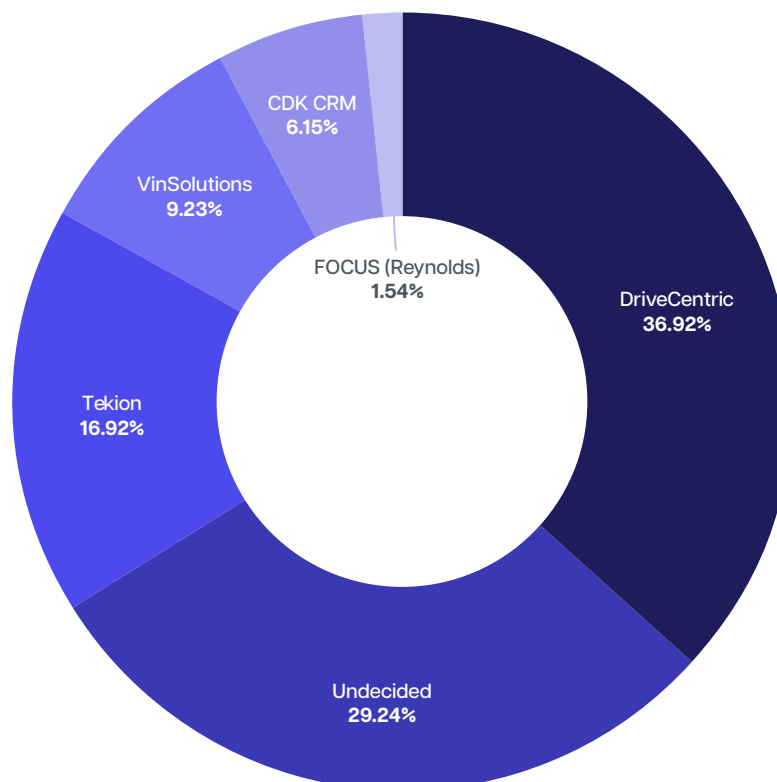


Figure 6.4

Tech Stack Overview: Leading CRM Platforms

As we review the feedback from the dealer survey we conducted, it is important that the most active CRM platforms in the survey be compared based on their current software scope. While we expect announcements at NADA for upgraded features, it is prudent to compare the CRM platforms based on what dealers can expect today.

The majority of the survey participants were using six CRM platforms, and then there was a falloff of votes for the remaining CRM platforms. With a minimum sample size of 25 dealer votes, these six platforms will be reviewed in greater detail than those with fewer than 25 votes. We have included information on CRM platforms not listed here in the following sections.

	CDK	DealerSocket	DriveCentric	Reynolds Focus	Tekion	VinSolutions
Overall	6.1	6.1	8.6	7.5	6.6	6.8
Reporting	6.0	5.7	7.9	7.4	6.8	6.6
Mobile App	4.1	4.8	8.8	6.4	6.0	5.8
Customer Support	4.8	5.3	8.9	8.1	5.5	6.8
AI Utilization	3.7	2.5	8.4	6.5	4.9	4.6
Desking	7.0	5.8	8.3	8.0	7.1	6.9
Service CRM	7.1	-	-	7.5	7.1	7.1

First Place

Second Place

Last Place

Figure 7.0

CDK Global

CDK has a popular DMS, CRM, Digital Retailing (Roadster acquisition), Inventory Management Software (IMS), and dozens of software products in its [Dealership Xperience Platform](#). They sold their website and Marketing Automation Platform (MAP) to Ansira in 2020. So today, it appears they are missing a robust identity graph, an integrated AI layer for their CRM, and a centralized customer data management strategy (i.e., CDP).

Fortellis was once thought to be a breakthrough data connector to CDK software products, but robust, bi-directional APIs have taken too long to come to market since its public release in 2018. Developer interest has cooled, and CDK’s overall commitment to innovate their CRM platform is being questioned by its dealer customers.

Bundling the CRM or Roadster with a DMS purchase may have less leverage than in years past. Few dealers are talking about online digital retailing strategies, and some are even removing digital retailing tools from their websites. CRM platforms with integrated data management and AI guidance will break the hold of bundled software if the CRM platform is seen as holding back the dealership’s sales and retention growth.

We shared our research with the CDK leadership team, and they quickly shared their roadmap for NADA 2026, which addresses some of our concerns. According to CDK, their 2026 CRM strategy is to

deliver simplified communications, unified customer data, and embedded AI throughout workflows to help dealership teams work smarter, not harder. Here are some details they provided:

- **Simplified Communication:** Their Conversations inbox will streamline workflows by consolidating all customer interactions—texts, emails, and more—into a unified workspace, simplifying followup and eliminating communication gaps. According to CDK, these features—paired with embedded conversation tools and campaign management enhancements—will help dealerships drive higher-quality engagements while reducing manual effort across the front office. The predicted result: a more intuitive, guided workflow that boosts both productivity and employee satisfaction.
- **Unified Customer Data:** Their roadmap includes integrating data across the customer journey. This will allow CDK CRM to ensure every engagement is timely, consistent, and actionable—providing real-time insights directly within salesperson workflows so dealers can follow up faster, close more deals, and elevate the customer experience. Without owning a website platform or Marketing Automation Platform (MAP), dealers should ask which customer journey data points will be included in their UCP. If an identity spine will be used, dealers should understand their existing integration with website platforms and third-party retail tools: digital retailing, chat, trade, service schedulers, etc.
- **AI-Powered Workflows:** Their AI-enabled front office framework will reimagine communication and opportunity management. Their AI tools which include AIVA (AI Virtual Assistant), AI Writing Assistance, AI Summary, My Day, and AI Equity Mining are built directly into CRM workflows to save time, automate tedious tasks, and ensure high-quality customer interactions. These embedded AI capabilities will make it easier for salespeople to qualify leads, personalize communications, and follow up with precision—improving appointment set rates and engagements that drive conversions, retention and ROI.

The roadmap for CDK CRM shows they plan to transform how dealerships communicate across the buying journey, with an AI-powered, multichannel approach that blends efficiency with personalization. Their suite of intelligent communication tools is designed to reduce friction, boost response rates, and help sales teams follow up with speed and relevance. We look forward to visiting the CDK booth to see how well these three strategies have been deployed in the user interface and product features.

DealerSocket

Founded in 2001, DealerSocket became a very popular CRM platform. They also hosted the best user conference by an automotive vendor we have attended, attracting over a thousand attendees each year. At their user events, dealers raved about the platform. Today, not so much.

In 2015, they expanded their services into website platforms with the purchase of DealerFire. DealerFire

was an early pioneer of high-quality, graphics-forward website designs. A change occurred when the company was purchased by Solera in 2021. Solera has an impressive portfolio of companies and services from many acquisitions, which include DME, AutoPoint, AutoMate DMS, Omnitracs, and Sperion.

Since the Vista investment, DealerSocket has fallen behind in its once-leading position in the CRM market. Some customers have commented that there have been no meaningful product upgrades in the past few years. Dealers are not singing the praises of the company, as reflected in the company having the lowest overall CRM satisfaction score in our 2026 survey. Recently, Solera shut down its support of DealerFire websites, so it looks like it will be out of that business segment in Q1 of 2026.

DealerSocket has very limited texting capabilities compared to its competitors. Despite Solera owning marketing automation companies, there is no centralized customer record with integrated marketing campaigning (MAP) inside DealerSocket. The current lack of meaningful task automation and prompting powered by AI is another reason why dealers are shopping elsewhere.

Loyal customers have commented that their reporting is better than many of the competing solutions and are hoping that at NADA they will see some much-needed upgrades.

DriveCentric

Positions itself as “the only dealer CRM software built for real engagement,” with their Engagement Hub showing a unified feed of every text, email, call, and video in one mobile-friendly dashboard. Automation Hub is their market-leading embedded AI tools, also referred to as Genius, and the co-pilot AI tool for the dealer. Their Augmented Intelligence Marketing (AIM) products, a marketing automation platform, are built around a single, live view of the customer and pipeline, not separate modules stitched together later or a third-party bolt-on partnership.

After speaking with the DriveCentric leadership team, they are preparing to unveil a three-pronged strategic roadmap centered on unifying data, expanding engagement across the dealership, and accelerating agentic AI innovation within their native Genius portfolio. This roadmap reinforces the DriveCentric vision of becoming the automotive industry’s most comprehensive customer engagement platform unlike legacy workflow-based CRMs.

From the dealership survey responses, competitors must create a strategy to catch-up to DriveCentric across key categories such as reporting, mobile, support, desking, and its long-standing unified customer card with embedded AI. It will be interesting to see whether DriveCentric can further widen its competitive lead, as many market responses now echo themes DriveCentric has been executing on for years, playing catch-up. Here are some of the details we learned about their roadmap for 2026:

- **Centralized Data Platform:** DriveCentric is advancing toward a fully centralized data platform built around a unified CRM and CDP, with its broader Customer Engagement Platform launching in 2026. This strategy is designed to eliminate data silos and reduce dealership tech bloat by consolidating capabilities that have traditionally required bolt-on solutions.

New services such as data hygiene, data cleansing, and data enrichment will be incorporated directly into the platform, alongside expanded bi-directional integrations through the DriveCentric *Partner Hub* API program. Continued enhancements to the Unified Customer Record and *Customer Card*, along with advancements in website visitor identification through *Insite*, will deliver a more complete and actionable view of every customer. The introduction of dynamic *Smart Tags* will further elevate personalization, strengthening DriveCentric's native Augmented Intelligence Marketing (AIM) product.

- **Expanding Engagement Beyond Sales and Marketing:** Beyond data, DriveCentric is expanding its flagship Engagement Platform to reach the entire dealership. Engagement occurs with Service Advisors and F&I Managers, and throughout the entire ownership lifecycle. To support this vision, DriveCentric will release its highly anticipated *Service Engagement Hub*, a dedicated Service CRM with scheduling integrations designed to improve both customer experience and operational efficiency. A new *F&I Engagement Hub* will further extend engagement by bringing F&I interactions natively into the platform, while payment touchpoints will become part of the engagement experience through the rollout of DrivePay.
- **AI Innovation to Genius:** Driving the roadmap forward is DriveCentric's continued investment in artificial intelligence through its native Genius portfolio, which has been a market leader in integrated AI for several years. Recent innovations include *Genius Reporting* with natural language insights, *Genius Inventory*, and *Genius Voice Assist*. Building on this foundation, DriveCentric is expanding into agentic AI with a new portfolio of intelligent agents, including marketing, lead generation, and BDC agents. The expanded Genius Agent portfolio will support both voice AI and video AI capabilities, further positioning DriveCentric at the forefront of scalable, intelligent dealership engagement without bolt-ons and ensuring all customer engagement and records are unified and centralized.

Reynolds & Reynolds

This company has a long history of CRM products for dealers. In 1996, Reynolds launched SalesVision, one of, if not the first, CRM built for dealers. In 2002, Reynolds launched Contact Management, one of the first CRMs to prioritize internet leads and vehicle telematics. In 2014, Reynolds launched New Contact Management, prioritizing mobile and customizability.

More recently, in 2020, Reynolds launched FOCUS, which provides real-time sales process management and automatic workplan prioritization. Their current roadmap includes deep integration with Fullpath CDP, Spark AI, and Curator.

Core to the future direction of their CRM platform are four tightly integrated pillars:

- **Productivity:** Driven by AI automation and a simplified UI to maximize efficiency.
- **Analysis:** Putting the right information front and center and letting your team mine rich databases for real insights.
- **Strategy:** Delivering actionable suggestions and data to help your team make smart decisions and grow the business.
- **Unification:** Leveraging the CDP to give everyone, from sales to service, a complete, shared view of the customer.

Spark AI is the Reynolds unified AI data layer, which will facilitate intelligence in every department of the dealership and power Reynolds' ecosystem of AI tools to ensure accurate, up-to-date information. Each of the solutions under the Spark AI umbrella will be showcased this year, as well as Reynolds' new AI assistant, built to drive smart, fast decision-making across your business.

The Reynolds leadership team believes the CRM of the future isn't just about tracking activities, managing leads, or even desking deals. It's all about freeing up salespeople and sales managers, moving the busy work off their plates so they can fully engage with the customer in front of them. At the end of the day, Reynolds' goal is to make it as easy as possible for the customer to say, "yes."

Reynolds is checking all the boxes in their revised tech stack. I believe they were smart to partner with Fullpath because their pace of innovation in the CDP/MAP feature set is the fastest in the auto industry.

Reynolds is also working on a new UX for FOCUS so that data in the unified customer profile (UCP) and the suggestions from their AI intelligence engine can be seamlessly introduced to the sales associate in the dealership to power better outcomes.

Since Fullpath now has an integrated CRM with their CDP, will Reynolds lean into this new CRM technology or continue to upgrade FOCUS?

The current Reynolds Curator framework requires dealers to use Reynolds DMS, FOCUS, Fullpath, and Gubagoo DR to take advantage of the unified data platform. This will limit the number of customers initially, but hopefully, their platform will include other DMS options.

Feedback from our CRM survey from early adopters of Curator has been mixed, specific to the capabilities of FOCUS CRM, which were promised. As with any beta testers, it is never an easy road to

be involved in software development, but it will be good to see the platform at NADA to understand how FOCUS has evolved.

VinSolutions

The many products within the Cox Automotive family creates a formidable platform effect: DealerTrack DMS, their multi-channel Automotive Marketing Platform (AMP), Accelerate Digital Retailing, and the Cox Automotive centralized data platform (i.e., CDP). The bundling of DealerTrack DMS with VinSolutions, AMP, Dealer.com websites, and marketplace websites, which include KBB and Autotrader make their platform a compelling end-to-end solution.

One challenge for Cox Automotive, from our research, is that its dealers often haven't bought into using all their products because they are not seamlessly integrated, have a clunkier interface, or don't have a core AI layer powered by a central customer record, compared to modern platform designs. We voiced our concerns and findings with the Cox Automotive team, and they shared their roadmap for NADA, which addresses many of the gaps we see in their platform and also from our dealer survey.

According to the leadership team at VinSolutions, 2026 will mark the most significant modernization of VinSolutions ever. They are accelerating platform innovations, elevating the UI, and embedding agentic AI across our workflows. Combined with Cox Automotive's unmatched data and ecosystem, they are positioned to be a leader in the next era of automotive retail technology.

Their 2026 strategy is anchored on three connected themes that matter most to today's dealerships:

1) Unified Customer Profile; 2) Ecosystem Integration; and 3) AI-Driven Automation.

- **Unified Customer Profile (UCP):** At NADA, Cox Automotive will be showcasing their next generation UCP, which is a complete view of each customer across Cox Automotive systems. Their focus aligns with addressing one of the gaps we identified in the research report. The new features include cleaner, more accurate profiles, enhanced identity resolution, and unified consent across sales, service, CRM, and digital retailing.
- **Ecosystem Integration:** Since fragmented tools slow down operations and disrupt the customer experience, Cox Automotive is streamlining and activating three primary workflows in dealership operations: 1) Vehicle Acquisitions (vAuto to VinSolutions); 2) Unified Customer Communications; 3) A Bridge from Online to In-Store Retail (Deal Central).

One new NADA announcement which caught our attention was VinSolutions' unified customer inbox which consolidates communication previously scattered across tools and departments. All messages (text, email, chat, video, and approved third-party communication tools) flow into one continuous conversation thread inside VinSolutions. Also included in the roadmap is

cross-departmental reporting, group level insights for dealer groups, and deeper integrations into OEM and DMS platforms.

- **AI-Driven Automation:** At NADA, A new agentic-based conversational Virtual Assistant is embedded directly inside VinSolutions CRM and operating within the unified customer inbox. It is powered by Cox Automotive's differentiated data, fully integrated across core workflows, run by dealer- defined rules, and secured by enterprise-grade safeguards. The AI will operate across VinSolutions, vAuto, and Xtime, understanding the full customer and vehicle journey. The AI will also benefit from direct access to the UCP, which is critical for meaningful improvements in customer engagement.

These three themes, which will guide the VinSolutions 2026 roadmap, align well with the gaps identified in our research. We look forward to seeing these new enhancements at the NADA show.

Tekion

Tekion is attracting dealers who are frustrated and looking for change, consolidation, and modernization. Dealers are moving to Tekion and leaving decades-long relationships with industry powerhouses like CDK Global, Cox Automotive, and Reynolds & Reynolds.

Tekion is a terrific, modern, cloud-based DMS. They have had to deal with growing pains due to a large customer backlog, but that is a good problem to have: too many interested customers.

Tekion continues to push the narrative of a fully unified dealership platform, to include the DMS, CRM, digital retailing, sales tools, service, and analytics, but the delivery of that unified platform is taking longer than dealers expected. However, their dealers are patient.

For example, their CRM platform can only be purchased if the dealer has their DMS. The churn rate for dealers who start using their CRM is 3.2%. This is a loud signal that shows their customers are willing to work through multiple upgrade cycles instead of switching back to another established CRM platform.

However, Tekion has some work to do because other established companies (i.e., Cox Automotive and Reynolds & Reynolds) are accelerating their platform upgrades to show greater interconnectivity. From our interview, Tekion has plans to completely rebuild the digital retailing platform and add more AI features to their entire platform, which is part of their Smart Retailing initiative. From our survey data and discussions, their customers love their clean user interface and design.

Tekion is at least 1-2 years away from introducing a full Marketing Automation Platform (MAP) or CDP. Their CRM has a feature called Perpetual Campaigns, which can automate email and SMS campaigns for sales and service, but the features are more like what an Xtime or equity mining platform offers.

Unpacking Dealer Scores: Leading CRM Platforms

Our color-coded chart makes it easier for readers to see trends in customer satisfaction across seven questions, which were posed to dealership leaders. DriveCentric was the leader in six of the seven poll questions. Since the company did not offer a Service CRM feature (at the time of this poll), the platform is the clear leader in dealer satisfaction. Reynolds FOCUS is in second place in six of the seven poll questions, which shows their growing support from the dealer community.

Figure 7.0

It is also worth mentioning that Reynolds has been working diligently on their Spark AI and UCP framework for the past two years, influenced by their work on their Curator platform. Based on their significant investments in technology, we would expect their scores next year to be even higher.

	CDK	DealerSocket	DriveCentric	Reynolds Focus	Tekion	VinSolutions
Overall	6.1	6.1	8.6	7.5	6.6	6.8
Reporting	6.0	5.7	7.9	7.4	6.8	6.6
Mobile App	4.1	4.8	8.8	6.4	6.0	5.8
Customer Support	4.8	5.3	8.9	8.1	5.5	6.8
AI Utilization	3.7	2.5	8.4	6.5	4.9	4.6
Deskings	7.0	5.8	8.3	8.0	7.1	6.9
Service CRM	7.1	-	-	7.5	7.1	7.1

First Place

Second Place

Last Place

Reporting

When we surveyed automotive managers and gave them the ability to share their thoughts on product improvements and feature enhancements (open response fields), the two top categories of responses were reporting and AI features.

It appears that dealers want to be able to have more powerful tools to generate custom reports. There were dozens of requests to have AI prompts that could create custom reports without having to learn how to use a report-building tool.

Reporting	
CDK Global	6.0
DealerSocket	5.7
DriveCentric	7.9
Reynolds Focus	7.4
Tekion	6.8
VinSolutions	6.6

Figure 7.1

The CRM platform with the highest reporting scores was DriveCentric (7.9), followed by Reynolds (7.4). From the voice of the customer, reporting is a wide gap that needs to be resolved. Dealers who are shopping for CRM platforms should be taking extra time to see how each platform’s reporting engine works and if they can replicate the reports that you are using today to manage the business.

*Survey Participants by Platform:
DriveCentric (116), Reynolds (85), VinSolutions (83), CDK (79), Tekion (25). The remaining respondents, 25 of 463 total, represented other CRM platforms.

Mobile App

Figure 7.2

We were very surprised by the low scores from dealers regarding their satisfaction with the mobile CRM apps by leading tech companies.

Dealers rated DriveCentric as having the best mobile app features (8.8) and no other platforms had a passing grade.

Since our sample size was just under 500 dealership leaders, covering over 3,000 rooftops, we also looked at the user scores in the Apple App Store, and this is what we found:

Mobile App	
CDK Global	4.1
DealerSocket	4.8
DriveCentric	8.8
Reynolds Focus	6.4
Tekion	6.0
VinSolutions	5.8

Platform	DriveCentric	DealerSocket	AutoAlert	Momentum CRM	The CRM	FOCUS by Reynolds	CDK Elead	VinSolutions CRM	Tekion CRM
Score	4.7	4.6	4.2	3.0	2.4	2.3	2.3	2.2	2.0
Total Ratings	5,900	2,300	37	44	51	84	278	473	268

Figure 7.3

The leader in mobile functionality scores is DriveCentric, with 5,900 votes. According to DriveCentric they have over 120k mobile users, of which over 60k are daily active users. Their CRM platform was designed to be intentionally mobile-first, with a clean interface that feels more like “WhatsApp” than legacy software. They provide mobile and Apple Watch apps so salespeople can work leads, respond to customers, and see alerts from anywhere.

Close behind in user app ratings is DealerSocket, which surprised us because its clients surveyed gave their overall platform features much lower scores. It is good to see that they have made a mobile app that their customers love to use, based on the functionality of the current platform.

It is interesting to see how low other mobile CRM applications are rated by their users. If you are looking for other CRM companies in the list, they may have been omitted because their app had fewer than 25 user reviews.

Customer Support

Figure 7.4

The customer scores for each CRM platform should be taken at face value. From the open comments section of the survey, we believe dealers did not feel that they had any leverage to force their CRM company to improve customer support. Some of the open responses included a desire to have only US-based customer support and better support hours on weekends.

It will be interesting to see how support call volume changes when CRM platforms inject more agentic workflows, which handle more of the initial

Customer Support	
CDK Global	4.8
DealerSocket	5.3
DriveCentric	8.9
Reynolds Focus	8.1
Tekion	5.5
VinSolutions	6.8

lead response and customer reengagement tasks. Time will tell what new customer support needs will be with the next generation of CRM platforms. If we believe the predictions, dealers will have fewer missed tasks and more appointments based on the opportunities the CRM receives.

Figure 7.5

AI Utilization

It didn’t surprise us that dealers gave DriveCentric the highest scores for their AI enhancements in the CRM. What *did* surprise us was the lack of meaningful AI integrations with the rest of the CRM players.

The scores were very low, which indicate that the AI service levels that exist today are not meeting the expectations of the dealers we surveyed.

At NADA, we expect all CRM platform providers to showcase new AI features as well as a host of agentic agents to cover specific tasks. For example, dealers will have the ability to leverage agentic agents to assist with lead follow-up, F&I product selling, declined services, and recall notifications.

As dealers shop for a CRM in 2026, we advise them to get specific details on how the platform integrates with external AI services, which need to be coordinated with the agents in the CRM and which can pull accurate data from the centralized golden record in the CRM.

AI Utilization	
CDK Global	3.7
DealerSocket	2.5
DriveCentric	8.4
Reynolds Focus	6.5
Tekion	4.9
VinSolutions	4.6

Desking

Not all dealers surveyed use their CRM for desking; 23% said that they used another desking tool. When we looked at the dealers who don’t use their CRM for desking, there was a fairly even distribution of these dealers across all platforms in the survey.

Translation: Regardless of how good desking can be inside a CRM, some dealers prefer separate desking tools.

Dealers rated DriveCentric desking the highest, with Reynolds coming in second place. As an overall average, dealers rated their CRM desking features at 7.2/10. This seems like an area where CRM platforms need to allocate some development resources.

Figure 7.6

Desking	
CDK Global	7.0
DealerSocket	5.8
DriveCentric	8.3
Reynolds Focus	8.0
Tekion	7.1
VinSolutions	7.1

Service CRM

Figure 7.7

Only 16% of dealers said that their dealership uses the CRM in the service department. Of those who said that they use their CRM in service, DriveCentric was practically absent in the voting.

DriveCentric has been teasing that they will be offering a service CRM for a few years, and it will be finally announced at NADA 2026.

I believe that many CRM platforms will be expanding their focus to cover all departments in the dealership, especially with the advent of Customer Data Platforms (CDP) or CRM platforms that are building the master golden record without the need for a CDP.

Service CRM	
CDK Global	7.1
DealerSocket	-
DriveCentric	-
Reynolds Focus	7.5
Tekion	7.1
VinSolutions	7.1

Dealers who want to increase customer retention rates have always known that all departments should be using one CRM, but the feature set for service departments has been received with lukewarm scores. Dealers gave their service CRM features a score of 7.2/ 10.

What About Other CRM Platforms

Based on the number of survey responses received, we did not believe it would be fair to compare scores with platforms that received 10 survey responses vs those who have received 100 responses.

We did, however, make sure that we invited CRM providers to share their plans for their CRM platforms in 2026. Here are a few summaries, provided by each CRM company, which may help dealers who are existing customers or who may be shopping at NADA 2026.

ProMax Complete

PromMax Complete is the new name for ProMax CRM. They are dropping “CRM” as a label, as it does not fully represent the product set and its value prop to dealers. Their new software suite is being called their Unified Retail Platform (URP). Here is a summary of new features with ProMax Complete:

- Fully integrated legacy ProMax Desking into ProMax Complete: “Complete Desking” (live now)
- Integrated NCC Complete Credit platform into ProMax Complete – includes fraud, ID verification, credit, and compliance (live now)
- Integrated NCC Complete Credit Workflow platform into ProMax Complete – supports dealer-defined digital workflows to ensure every deal is compliant and every sales process is consistent. Includes dos sign and storage. (live now)

- Launching Consumer Doc Exchange – Secure and compliant consumer document exchange for dealerships; includes all regulatory and custom dealer forms (launching at NADA)
- Launched DEX – a real-time, 2-way API that supports over 700+ line items. Dealers own their data, and DEX enables them to access it however they want (live now)
- Beta Testing BDC AI – will begin piloting our own BDC AI solution in Q1 with sneak peeks at NADA. Completing in partnership with SNH AI. Multiple modules to follow in 2026.
- Note – all the above is available on desktop and mobile. All “NCC” integrations are fully native and branded as ProMax within ProMax Complete.

TECOBI CRM

TECOBI is a full-featured, AI-driven, communication-first CRM built specifically for automotive dealerships. The platform is designed to manage the complete customer lifecycle, from initial lead capture through long-term engagement, appointment setting, and ongoing sales follow-up. Unlike traditional automotive CRMs that are task-driven and dependent on heavy manual effort, TECOBI is built around continuous customer conversations powered by automation and AI.

At its core, TECOBI centralizes all customer data and communication, including text messaging, email, lead sources, conversation history, and engagement activity into a single system of record. Leads are immediately engaged through intelligent, AI-driven messaging that responds in real time and adapts to each customer’s intent and behavior. Beyond the initial response window, TECOBI is designed to maintain consistent long-term follow-up, ensuring prospects are nurtured for weeks or months without dropping off due to human fatigue or process breakdowns.

TECOBI’s AI is purpose-built for automotive retail and trained on real dealership sales conversations. It dynamically adjusts messaging based on vehicle interest, lead source, customer behavior, time of day, and dealer-defined rules. This allows the platform to re-engage cold leads, continue conversations over extended timeframes, and surface buying signals when customers are ready. This results in higher contact rates, more appointments set, and improved close opportunities without increasing staff workload.

TECOBI is designed to function as a complete CRM for lead management, customer communication, and follow-up while maintaining the flexibility to integrate with other dealer systems when required for desking, reporting, or compliance. The roadmap is focused on automation, reliability, and long-term dealer leverage, enabling dealerships to sell more vehicles with fewer human touchpoints while maintaining full visibility and control.

The company reports having approximately 500 automotive dealership rooftops on their platform.

Key Features and Differentiators

- Full automotive CRM built around customer communication
- AI-driven two-way texting and email engagement
- Real-time lead capture, response, and follow-up automation
- Long-term automated follow-up and lead re-engagement
- Unified customer record with complete conversation history
- Context-aware AI trained on real automotive sales interactions
- Dealer-controlled rules, prompts, and escalation paths
- Built specifically for dealership sales workflows and compliance
- Designed to reduce staffing dependency while increasing performance

AutoAlert CXM

AutoAlert CXM (Customer Experience Management) delivers what the automotive industry has long lacked: a unified, customer-centric operating system that transforms disconnected data into a living, revenue-producing pipeline. By bringing sales, service, marketing, and a patented algorithmic data-mining platform together, AutoAlert CXM replaces departmental silos with shared visibility and coordinated execution across the store and each rooftop. Every team works from the same customer profile, seeing the same activity, opportunities, notes, and history in real time.

More importantly, AutoAlert CXM is a platform that enables dealers and dealer groups to build a deliberate strategic approach that continuously pulls opportunities from their existing customer base, transforming “sleepy” data into recurring, predictable revenue. The result is a clearer strategy, consistent execution across departments and locations, stronger opportunity capture, and a durable competitive advantage over other CRMs that fragment customer insight and limit scalable growth.

AutoAlert CXM enables greater loyalty and customer retention by focusing on customer behavior to drive engagement timelines rather than generic, stale milestones used by traditional CRMs.

Built for ever-growing groups that require enterprise-level management and control of their customers and prospects, AutoAlert CXM’s tailor-made tools support highly centralized, store-focused processes, regardless of the number of stores or team members, and all from one login.

Moving into the near future, AutoAlert will continue to focus on AI-based capabilities to deliver frictionless consumer communications through their new consumer engagement platform, PAL (Personal Access Link), while also improving overall AI- triggered assignments and consumer communications.

AutoAlert is also expanding integrations to support the ever-growing CDP and consent management platforms, providing event-based processing to support a multitude of current and future use cases.

Oplogic

DealerBuilt is excited to announce at NADA 2026 the Oplogic Variable Operations Platform. Oplogic offers fraud prevention, CRM, equity, desking, telephony, and artificial Intelligence solutions all on a single platform leveraging a brand-new modern user interface and user experiences. Developed via dealer-led design and insights, the platform allows the software to yield to dealer processes versus dealer processes having to yield to the software.

According to the company Oplogic was built to scale as the solution started in high volume stores and groups in Michigan and has since been battle tested by the largest groups and highest volume stores in the world to ensure it meets the rigorous demand of enterprise level retail. With unified communications for customers and single platform for employees, friction is reduced, scale can be achieved more easily, and artificial intelligence can be fully leveraged.

Oplogic has built into its platform competitive AI tools including AI Insights, AI Copilot, and AI Digital Assistant to help with sales automation. They also include Call Summary and Call Performance to evaluate the dealership's sales team effectiveness over the phone. Oplogic also has many third-party integrations to allow dealer choice on AI tools, which is a very positive step to an open ecosystem.

Oplogic is available to customers utilizing Lightyear Enterprise Retail Cloud DMS, CDK, Reynolds, DealerTrack, Tekion, PBS, Auto/Mate, and AutoSoft.

Dealer survey data from OpLogic customers showed that they have very satisfied customers and raving fans. However, since we did not receive over 25 survey responses, we did not include them in the main comparison tables. Based on dealer feedback, we suggest that dealers visit their booth at NADA to see their CRM in action.

How to Evaluate CRM Platforms

When comparing Customer Relationship Management (CRM) platforms, Marketing Automation Platforms (MAP), and Customer Data Platforms (CDP), it is easy to get lost in feature overload. In fact, it's not uncommon for dealers to confuse features, pricing, and offers between vendors if the presentations are all completed in a small window of time.

A more effective approach is to step back and ask a few practical, real-world questions that determine whether a platform will actually drive adoption, performance, and consolidation inside your dealership.

Build a list of interview questions before heading into NADA or scheduling an online demo with a CRM vendor:

I. What technology does your team use each day?

Software only works if people use it. If your team operates in one clean, unified screen that mirrors how they naturally communicate, adoption will be high. If daily work requires jumping between multiple tabs, navigating rigid workflows, or using different tools for email, SMS, and video messaging, then adoption will suffer, and productivity slows.

A modern CRM platform should feel less like enterprise software and more like a modern messaging hub. It should be able to establish or maintain a centralized customer record that the entire dealership utilizes for communication, outreach, and marketing. It should have real-time dashboards, AI insights, and recommended best next steps to engage customers.

II. Is AI an add-on or built into the daily workflow?

Don't get oversold on basic AI (ChatGPT or Conversational AI). The future of automotive operations is agentic AI: AI that performs multi-step tasks autonomously. The key question is: Does AI live inside the CRM where your team works, or in separate dashboards they must remember to check?

If AI exists in a standalone app or product, an external portal, or a separate screen that agents and managers have to monitor, then it becomes another vendor to manage, a cost to track, and another place for errors to occur. The AI framework would be core to the communication platform, which leverages the unified customer record.

Take time to understand how each CRM vendor handles these features:

- ☐ Conversational AI (chat, text, email)
- ☐ Predictive AI (identifying buyer churn risk, and opportunities)
- ☐ Generative AI (writing messages, creating campaigns, analyzing intent)

- ☐ Agentic AI, which automates multi-step operational tasks, workflows, and proactive engagement and marketing. Agents perform tasks from phone calls to text without intervention 24/7 and 365 days a year.
- ☐ Can different AI journeys be designed by lead source?
- ☐ How flexible is your AI platform in relation to task rules?

From the dealer survey results, DriveCentric has a great lead here with their native Genius products, as well as Augmented Intelligence Marketing (AIM) and Automation Hub. When you look back at the AI scores that dealers gave the leading CRM platforms, the other platforms need to catch up and not just seek to add third-party bolt-on tools.

III. Does the CRM provide excellent reporting, and real-time visibility for managers to coach or see what tasks your AI Agents are performing?

For the dealer survey data, reporting is still a major gap in current CRM platforms. So make sure you can ask these questions during the interview process:

- ☐ Can managers see live conversations, activity, history, and pipeline on any device so they can engage while a customer is still online?
- ☐ Does the platform allow managers and agents to ask natural language questions to provide insights and action plans that reflect real-time business needs?
- ☐ What tools are provided to rebuild custom reports from the dealer's existing CRM platform?
- ☐ Will the new CRM company give you a development budget to port over their existing business reports?
- ☐ How customizable is reporting, and can it be automated once established?

IV. How many of the CRM's deliverables (tech stack) are stitched together with third-party tools or require companion products?

Is the CRM platform relying on multiple vendors to approximate a modern engagement platform, or does the CRM own the full communication and engagement layer while still integrating with specialized CDP/marketing tools?

This is where the rubber meets the road because many dealership CRM systems have multiple add-on products to fill functionality gaps. The add-ons include AI engagement, data hygiene, data appending, direct mail, and video messaging. These add-ons increase the cost of operations and can limit functional growth.

When there are too many cooks in the kitchen, it is hard to establish communications that consistently use a centralized, clean data record (i.e., golden record). Dealers should be asking about bi-directional Application Program Interface (API) partnerships, which can give dealers choice in marketing activation, data hygiene, and data insights.

V. Compliance, Data Sharing, and Data Hygiene

Here are some more detailed questions which cover compliance, data integrations, and data hygiene:

- ☐ How does your CRM handle TCPA from a customer who has opted out previously?
- ☐ How frequently are the customers run against a DNC registry and updated in the CRM?
- ☐ Which companies do you use for data hygiene and VIN verification services?
- ☐ Do you manage a centralized opt-in and opt-out service that all communication vendors can connect to from a real-time API?
- ☐ Do you have a document with your published API calls, functions, and integration requirements?
- ☐ Which CDP and MAP vendors do you have integrations with?
- ☐ Does your CRM have a website identity pixel that works to inform dealers when their customers are back online?
- ☐ Do you have the ability to ensure all SMS messages come from a single phone number across all departments and vendor integrations?

VI. What is the feedback from my front-line managers and super users?

Ask frontline users to test drive the mobile app, messaging experience, and dashboards. Have them call the support line at night or on a weekend. Their adoption will make or break whatever strategy you choose.

Sadly, many dealership managers make decisions based on their use of the platform or the needs of an IT department. As CRM platforms evolve to be used in service, F&I offices, reception desks, and back office teams, the need to expand the evaluation team has never been greater.

With this in mind, these questions can be asked:

- ☐ What are the support hours during the week and on weekends?
- ☐ What are the support levels on US holidays?
- ☐ What training tools do you use online for the different departmental roles in the dealership (sales, service, F&I, reception, and back office)

- ☐ What is your average help ticket response time?
- ☐ How is onboarding handled?
- ☐ How do you handle email deliverability issues (i.e., blacklisting)?
- ☐ What type of deliverability reports will you provide to us each month?

Take Your Time: Your Business Depends On It!

Legacy CRMs and strong CDP/marketing platforms will continue to play a role in multi-store, multi-brand groups, at least for a few more years. But the biggest gains ahead won't come from adding yet another bolt-on solution to an already overloaded tech stack.

They will come from adopting a CRM platform that:

- Your people love using
- Mirrors modern communication behavior
- Consolidates redundant tools
- Reduces risk and complexity
- Embeds AI into everyday workflows
- Replaces five systems with one unified platform

A centralized engagement platform, which covers communication across all departments, is the future of CRM platforms for automotive dealers.

The Future of CRM for Automotive Retailers

The CRM can no longer survive as a tool built solely for sales workflows, lead management, and reporting. As automation, AI agents, and unified data systems reshape dealership operations, the CRM must transform from a departmental utility into the central operational platform for the entire dealership in partnership with the DMS for the account and financial book of record.

In the emerging model, many of the tasks once performed manually by sales teams (follow-ups, messaging, qualification, reminders, appointment setting, nurturing) are being automated by increasingly sophisticated AI systems.

That means the CRM must evolve in lockstep: not just reacting to this change but actively leading the AI evolution across the dealership.

To thrive in this new environment, the CRM must:

- 1.** Expand beyond sales workflow management
- 2.** Serve the entire dealership, not just Sales
- 3.** Become the dealer's data hub and consumer identity engine
- 4.** Reduce tech sprawl through consolidation or seamless integration
- 5.** Lead the AI evolution across the entire customer engagement journey
 - a.** Conversational AI (chat, text, email)
 - b.** Predictive AI (identifying buyer churn risk, and opportunities)
 - c.** Generative AI (writing messages, creating campaigns, analyzing intent)
 - d.** Agentic AI: Multi-step automations that run 24/7/365, capable of:
 - i.** Making outbound calls
 - ii.** Qualifying leads
 - iii.** Scheduling appointments
 - iv.** Following up on quotes
 - v.** Triggering marketing sequences
 - vi.** Executing workflows across multiple systems

Agentic AI will define the next decade of dealership operations, and the CRM must be the platform that orchestrates it.

Looking Ahead

Based on the feedback from dealership leaders and CRM users, CRM companies have not made it easier for dealers to communicate to consumers across their entire ownership lifecycle. Traditional CRM platforms, for the most part, have focused solely on lead management and lead closing percentages to drive immediate sales opportunities.

It is our hope that this research report demonstrates the complexity which has been introduced into the dealership operations because of the delays in filling gaps by incumbent CRM leaders. Except for DriveCentric, dealers have been disappointed with the pace of innovation, the application of AI, and the CRM user interface.

With dealers using 10+ software platforms and service to communicate with their customers across sales and service, something must change. Dealers can't afford to perpetuate 10+ data silos of customer data, especially if they plan to maximize the upside impact that AI will have on automotive retailing.

The CRM of the future will become the central operational platform for dealership engagement, integrated with, but distinct from, the DMS as the financial system of record.

Dealers and Auto Tech vendors who invest now in a unified customer record, open integrations, and agentic AI will collapse data silos, reduce tool bloat, improve compliance, and materially outperform competitors as AI-driven retail becomes the new standard.

Future Updates

As with any research, certain areas were not included in the scope of this report. We did not evaluate CRM pricing due to the wide variability of bundling and discounts, nor did we assess implementation timelines. While data security is critically important, we did not have the resources to independently validate data security claims made by CRM providers.

We do, however, hope to update our this report in the future, so we encourage you to submit your CRM feedback on paschgroup.com, and be sure you read some of our other research reports while you're there. Auto dealers who want expert advice on current automotive retailing trends and technology should subscribe to [Brian Pasch's LinkedIn Newsletter](#).

CRM Vendor Directory

Company	Booth (NADA 2026)	Website
AutoAlert CRM.....	2431W	autoalert.com/customer-experience-management-cxm
AutoRaptor.....	N/A	autoraptor.com
CDK CRM.....	3600W, 3701W	cdkglobal.com/automotive-crm
DealerCX.....	6046N	dealercx.com
DealerPeak	N/A	dealerpeak.com
DealerSocket/Solera.....	3423W	dealersocket.com/solutions/crm-software
DriveCentric	2523W	drivecentric.com
FOCUS by Reynolds	2963W, 3143W	reyrey.com/solutions/customer-relationship-management/focus
Keyloop CRM (UK).....	N/A	keyloop.com
Momentum CRM.....	N/A	crmomentum.com
Oplogic CRM.....	2015W	dealerbuilt.com/solutions/oplogic
ProMax Complete.....	2154W	promaxunlimited.com/complete-crm
Quorum DealerMine CRM	N/A	dealerminecrm.com
Selly Automotive CRM	N/A	sellyautomotive.com
SpaceAuto CRM.....	N/A	space.auto
TECOBI CRM.....	N/A	tecobi.com
Tekion CRM	2923W, 3123W	tekion.com/products/crm
TheCRM.....	N/A	thecrm.com
VinSolutions.....	1923W	vinsolutions.com