

Dealers  
**thrive** here.™



SALES | SERVICE | MARKETING | OPERATIONS | CONNECTED CAR

# Dealers thrive here.™

Unify your Sales, Marketing, Fixed Ops, and Operations on one cloud platform to sell more, retain more, and reduce headaches; without all the 'vendor fatigue' and tech silos.

We're not just trying to add another tool to your stack, we're trying to help carry the weight.

When that friction is gone, your dealership doesn't just make it through the month, it **thrives**.

We invite you to browse our suite of solutions and contact us at  
**[www.dealer.solera.com](http://www.dealer.solera.com)**



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## WHO IS SOLERA?

Solera Dealer Solutions is the retail automotive industry's only true end-to-end ecosystem—where every best-in-class tool works seamlessly towards one goal: making it easier for dealers (and their customers) to thrive. No need to juggle vendors, or settle for 'good enough' solutions.

From sales to service, payments to marketing, and beyond, we unify your entire dealership under one powerful, intelligent platform. You can focus on what really matters: selling more cars, going above and beyond for your customers, and growing your business—without having to hack through a tech-vendor jungle.

The global Solera entity is a leading provider of integrated vehicle lifecycle and fleet management software-as-a-service, data, and services.

Through four lines of business – vehicle claims, vehicle repairs, dealer solutions and fleet solutions – Solera is home to many leading brands in the vehicle lifecycle ecosystem, including Identifix, Audatex, DealerSocket, Omnitracs, eDriving/Mentor, Explore, cap hpi, Autodata, and others. Solera serves over 300,000 global customers and partners in over 100 countries.

**2.5B**  
ANNUAL REVENUE

**100+**  
COUNTRIES

**1M+**  
GLOBAL CUSTOMERS

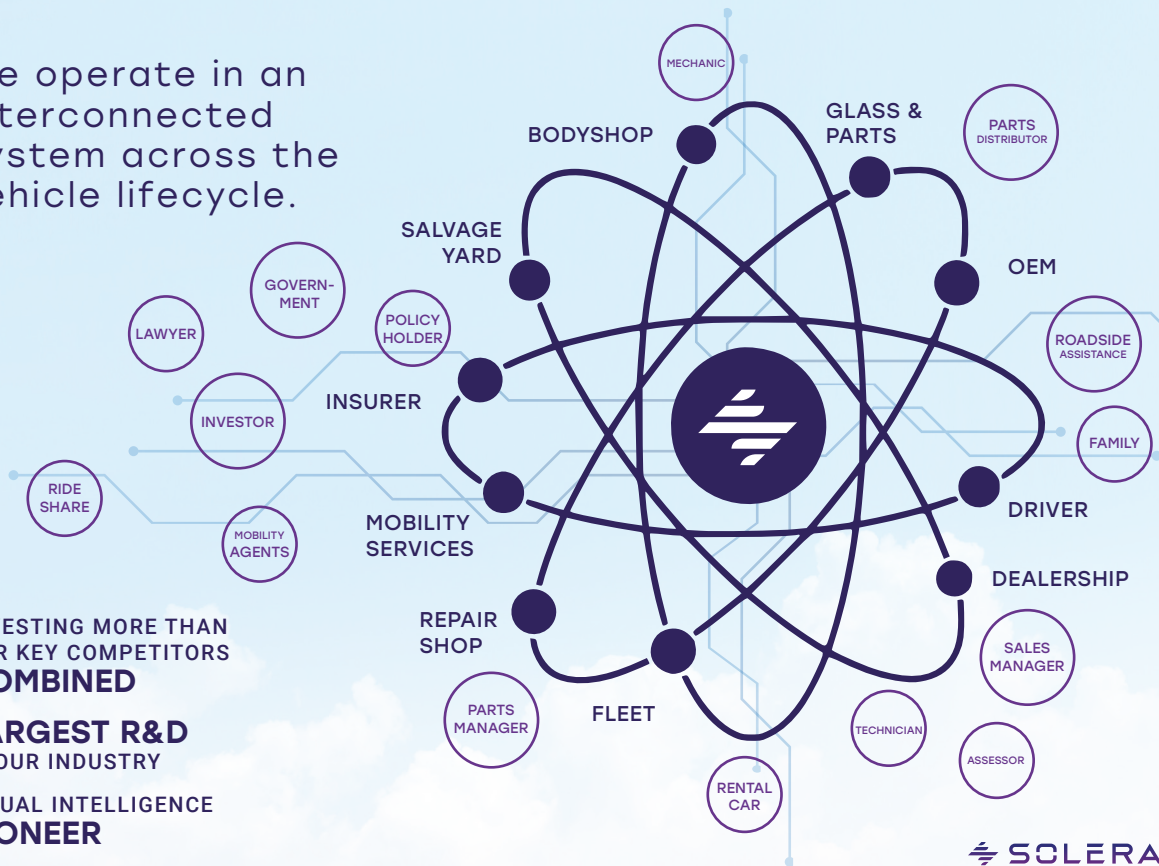
**7500**  
GLOBAL TEAM MEMBERS

**200+**  
OEM RELATIONSHIPS

**87M+**  
ANNUAL REPAIR ORDERS



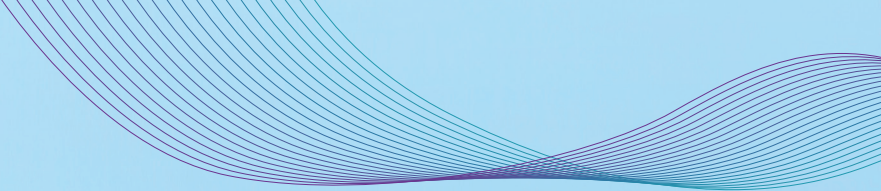
We operate in an interconnected system across the vehicle lifecycle.



INVESTING MORE THAN  
OUR KEY COMPETITORS  
**COMBINED**

**LARGEST R&D**  
IN OUR INDUSTRY

VISUAL INTELLIGENCE  
**PIONEER**



# WELCOME TO DEALER OS

Solera Dealer Solutions brings your dealership together on one cloud platform—so sales, marketing, fixed ops, operations, and finance can work in sync. Instead of stitching together siloed tools and vendors, you get an ecosystem where data flows across the customer journey and teams stay aligned.

When your systems are connected, it's easier to move faster, reduce friction, and deliver a consistent experience from first click to final invoice. That's how performance becomes repeatable and not accidental.

**SALES | SERVICE | MARKETING | OPERATIONS | CONNECTED CAR**



Our AI Engine is the intelligence layer behind the ecosystem—using advanced data and machine learning to automate repetitive work and sharpen decision-making. It applies AI where it matters most: helping teams respond faster, prioritize opportunities, and deliver more consistent experiences.

Across the platform, AI can support everything from customer engagement to service workflows to estimating—so your dealership can operate with more speed, confidence, and precision.



# Performance thrives here.™

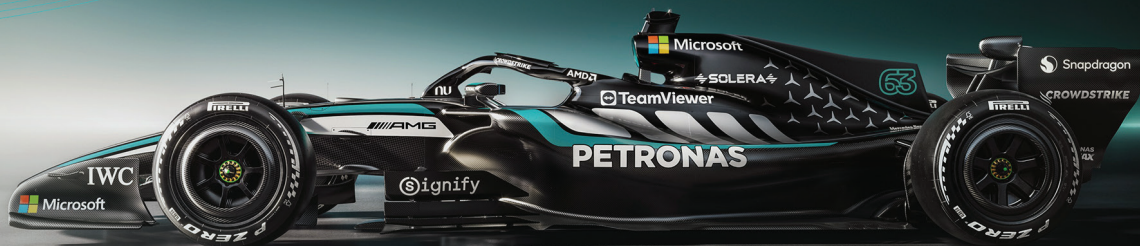
Solera partners with the Mercedes-AMG PETRONAS Formula One Team because elite performance is never accidental. It's engineered through connected systems, real-time data, and relentless refinement; exactly how winning dealerships operate.



EXPLORE OUR  
PARTNERSHIP

Solera builds a cloud platform that brings every part of the dealership into sync—sales, service, marketing, operations, and finance; so performance isn't siloed, it's sustained. When your data works together, and your solutions live in the same ecosystem, your business moves faster. That's what performance looks like when you're truly thriving.





 **SOLERA**

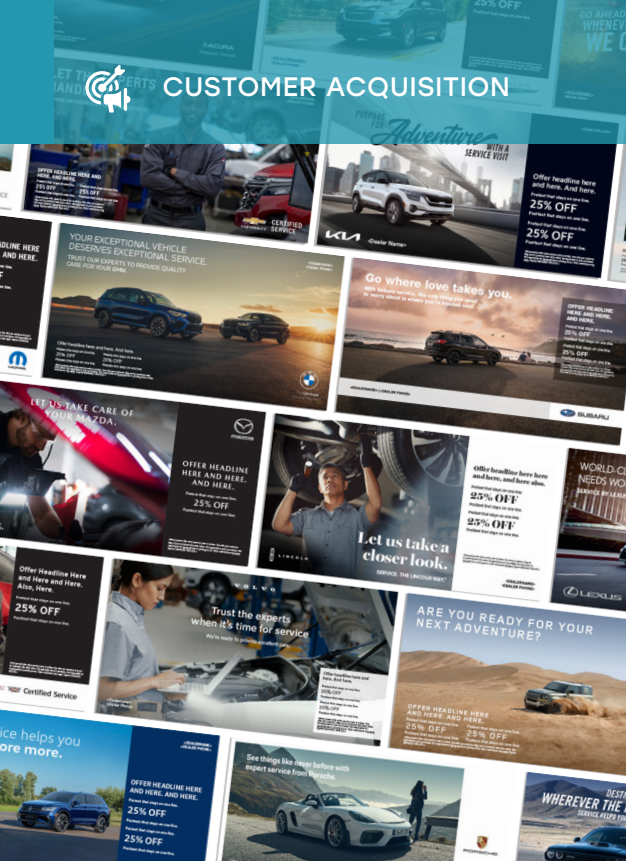
OFFICIAL  
TEAM PARTNER



**AMG**  
**PETRONAS**  
FORMULA 1 TEAM



## CUSTOMER ACQUISITION



## MARKETING

Fully integrated marketing and support is unique to Solera, delivering effective campaigns with tangible results. You'll track and analyze every advertised customer, their store visits, and spending, offering invaluable ROI insights.

Reengage dormant customers, accelerate campaign launches, and boost sales and service. Our marketing solutions easily integrate with your DMS and CRM tools and cover various services from paid search, digital advertising, email, postcards, and much more.



▶ AutoPoint  
Talk to us about all the different marketing programs available.

## WEBSITES

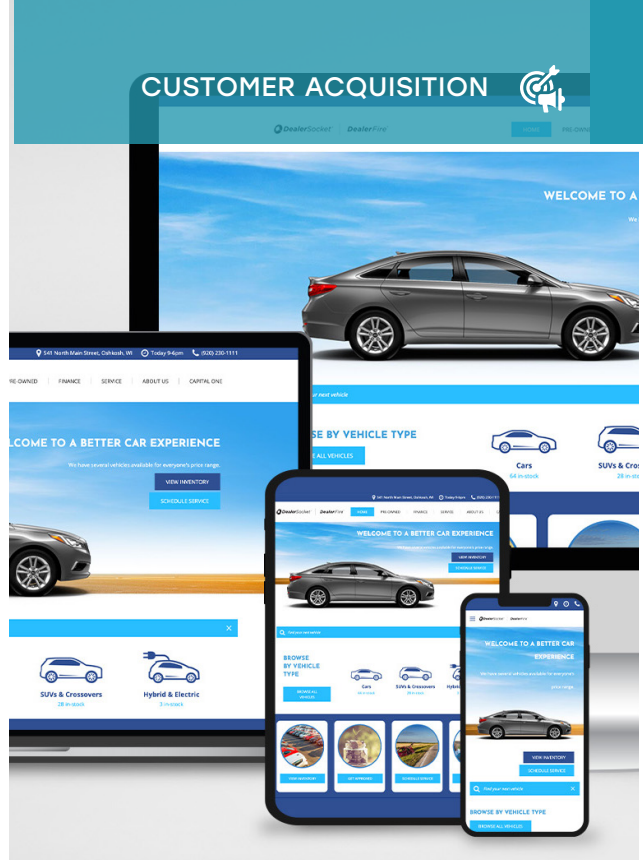
DealerFire, a website management solution, prioritizes mobile optimization so your customers see your website wherever they are. We ensure your site is brand compliant and meets OEM requirements. With SEO optimization and simple, no-code customization, DealerFire ensures your website meets your unique needs and helps grow your business with enhanced web presence—meaning more leads.

**3s**  
average  
page load

**35%**  
average increase in  
session duration



▶ DealerFire  
Talk to us about how  
we can rev up your  
online game.





## CUSTOMER ACQUISITION



## CRM BY SOLERA

AKA DEALERSOCKET

An efficient CRM tool facilitates seamless lead management for a smooth sales process. DealerSocket CRM stands out with its rapid, user-friendly workflows. Streamline tasks, manage diverse leads, and ensure consistent outreach via automated emails and texts. No matter where leads originate, the CRM equips you to create automated business rules to handle all incoming leads, ensuring your ability to follow up in a way that makes sense for your business.



CRM

Talk to us about your CRM needs.





- Accelerate sales
- Personalize the path to purchase
- Centralize customer intelligence
- Automate processes, remove barriers
- Grow a loyal customer base
- Customize your experience



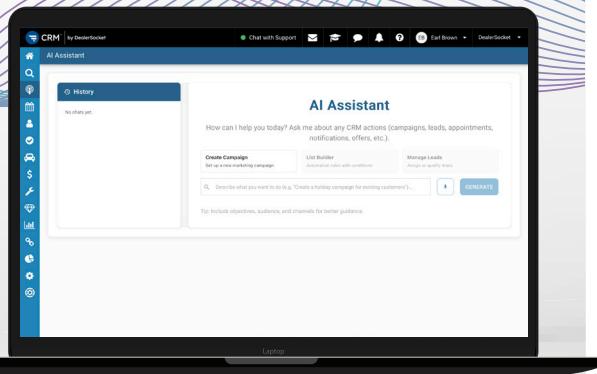


## AI AUTOMATIONS

### IN CRM

A dealership CRM should do more than store records—it should drive action. CRM by Solera (DealerSocket) gives your team a single command center for leads, follow-up, and customer lifecycle engagement. With embedded AI capabilities on the roadmap, the platform is designed to help you respond to every lead with timely, dealership-branded follow-up and focus your team on the right opportunities—without adding more systems or headcount.

- Automated lead alerts + smart routing
- Guided workflows + conversion accountability
- Multichannel communication (email, text, phone) + video
- 360° customer profiles across departments
- Equity mining + lifecycle automation
- Real-time dashboards + group-level visibility



# AI SALES COACH

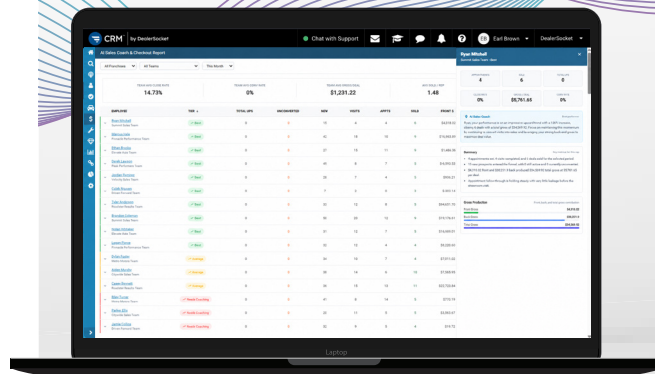
## IN CRM

AI Sales Coach helps managers coach for better results inside CRM by Solera. With AI-generated coaching notes, dynamic filters, and team-level visibility, the platform makes it easier to identify performance patterns, prioritize support, and improve follow-up across the sales team.

By bringing coaching insight into the day-to-day CRM workflow, dealerships can standardize execution and focus attention where it can have the greatest impact. The result is a more connected sales process that helps teams work smarter and create more revenue opportunities across the pipeline.

- Coach reps with AI-generated performance insights
- Better visibility into team performance
- Spot conversion gaps faster
- Better coaching opportunities without added headcount

## CUSTOMER ACQUISITION





## CUSTOMER ACQUISITION



## CALL SERVICES

Our call center services offer a tailored approach to phone calls for your dealership, ensuring your company has consistent branding and messaging across all customer touchpoints. Solera offers multiple call center locations including U.S. based, specializing in appointment scheduling and lead management based on your business workflows. We can help with inbound or outbound calls, answering calls when you can't, engaging customers and booking appointments within your scheduler. We're available 24/7, 365 days a year—with AI calling, we always answer on the first ring.

# 72%

of customers hang up and don't call back when they go to voicemail.



### Call Services

Talk to us about how we can help you never miss a call again.





## EQUITY MINING

Equity Mining leverages advanced algorithms to analyze dealership databases, identifying sales and service opportunities such as customers nearing lease-end, those with positive equity, or declined services. The system integrates seamlessly with our CRM system, enabling targeted campaigns and customer engagement strategies. With sophisticated scoring algorithms, dealerships can prioritize leads and reduce marketing waste. Dedicated consultants provide expert insights, enabling dealerships to turn data into actionable revenue opportunities. Equity Mining fosters a relationship-driven approach, increasing customer satisfaction, retention, and gross profit while positioning dealerships as proactive and customer-centric businesses. It's a tool designed to unlock database potential and maximize revenue.



### Revenue Radar

Talk to us about  
equity mining.





## DEALER OPERATIONS



## DMS BY SOLERA

AKA AUTO/MATE

Auto/Mate by Solera is a full featured, yet cost-effective DMS solution. Auto/Mate is packed with a wide range of tools and provides comprehensive support for various dealership needs. Integrations with Original Equipment Manufacturers (OEMs) and digital retail platforms streamline operations, enhancing employee efficiency. The user-friendly interface encourages easy adoption, reducing clicks and streamlining your workflows—and your workflows are completely customizable.

**Free software upgrades**

**Free web training for life**

**Free 24/7 emergency support**



**Auto/Mate**

Talk to us about  
your DMS needs.

## LOT MANAGEMENT

Lot Management uses real-time technology to streamline vehicle tracking and inventory optimization. With instant location pinpointing, battery status monitoring, and loaner mileage tracking, dealerships can streamline operations while enhancing customer experiences. By reducing vehicle purchase time by 30 minutes and improving inventory audits by up to 300%, Lot Management maximizes efficiency and profitability. The solution integrates seamlessly into dealership workflows, offering actionable insights into aged inventory and trade-up opportunities. This ensures assets are managed effectively while creating a smoother, more customer-focused purchasing journey.



▶ LoJack

Talk to us to see  
how LoJack can help  
drive profitability.





## DEALER OPERATIONS



## STOLEN VEHICLE RECOVERY

LoJack® offers dealers an innovative inventory management system, enabling efficient tracking and management of vehicle fleets, enhancing operational efficiency, and improving customer satisfaction. This system not only streamlines inventory processes but also adds a layer of security, protecting valuable assets from theft or misuse. With LoJack for Law Enforcement, LoJack is the only system integrated directly with law enforcement.



LoJack

Talk to us to see  
how LoJack can help  
drive profitability.

 **LoJack<sup>®</sup>LE**

## LOJACK WIRELESS

LoJack Wireless is an award winning, battery-powered stolen vehicle recovery (SVR) solution built for fast installation and reliable recovery support. Because the device requires no wiring, dealerships can pair and install it quickly at delivery using a dealer mobile app. Daily health check-ins help confirm the device is active, and if a vehicle is stolen, recovery mode delivers real-time location updates, start/stop events, and on-demand location requests. A consumer mobile app makes it easy to report theft and share a live tracking link with law enforcement, backed by 24/7 LoJack assistance. Flexible mounting options support a consistent process across passenger vehicles, powersports, trailers, and RVs.

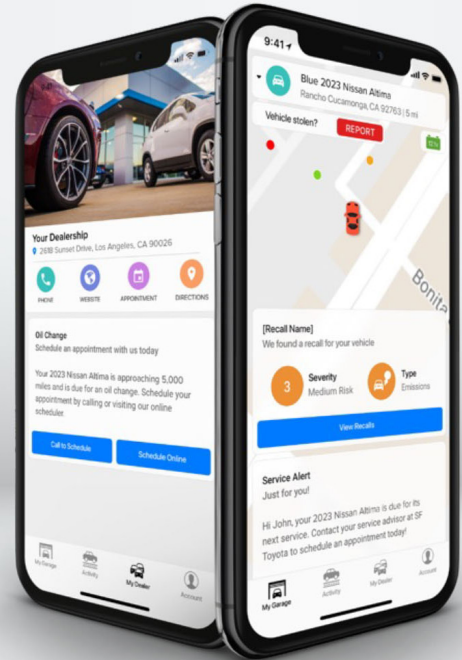


LoJack

Talk to us to see  
how LoJack can help  
drive profitability.



## DEALER OPERATIONS







## DEALER OPERATIONS



## PITCREW

PitCrew is an extension of your team—built to keep the work moving when time, staffing, or priorities get tight. Instead of letting important tasks sit in a queue, PitCrew helps execute the repeatable work that powers dealership performance: setup, upkeep, and ongoing operational support inside your Solera tools. That means your staff can stay focused on customers while the behind-the-scenes details get handled with consistency and speed.



### PitCrew

Talk to us to see how PitCrew can help you execute efficiently.

## TITLING

Simplify the otherwise cumbersome titling process to foster efficient workflows. Use prepopulated forms and seamless communication with government entities to eliminate the hassle of manual paperwork. Our titling solution automates tax and fee calculations for every vehicle, boosting accuracy and ensuring customers can get on the road quickly.

**Real-time title, registration fee,  
and tax calculations**

**Eliminates refund checks, DMV lines  
and manual processes**

**Standardizes your F&I process**



### ▶ Titling

Talk to us about your  
titling needs.





## DEALER OPERATIONS



## SUSTAINABILITY

Sustainability initiatives like Sustainable Estimatrics help dealerships and repairers reduce their environmental impact. The solution tracks CO<sub>2</sub> emissions with new metrics and scorecards, providing insights into emissions by manufacturer, paint, and other components. These tools align operations with regulatory requirements and consumer demand for eco-friendly practices. Anonymized data ensures security while delivering actionable insights through features like the timeline table. By integrating sustainability into day-to-day operations, businesses appeal to eco-conscious consumers, reduce costs, and strengthen their commitment to the environment. This positions them as leaders in green automotive solutions, bolstering reputation and customer trust.



▶ Sustainable Estimatrics  
Talk to us about how we can  
help make your operations  
more sustainable.

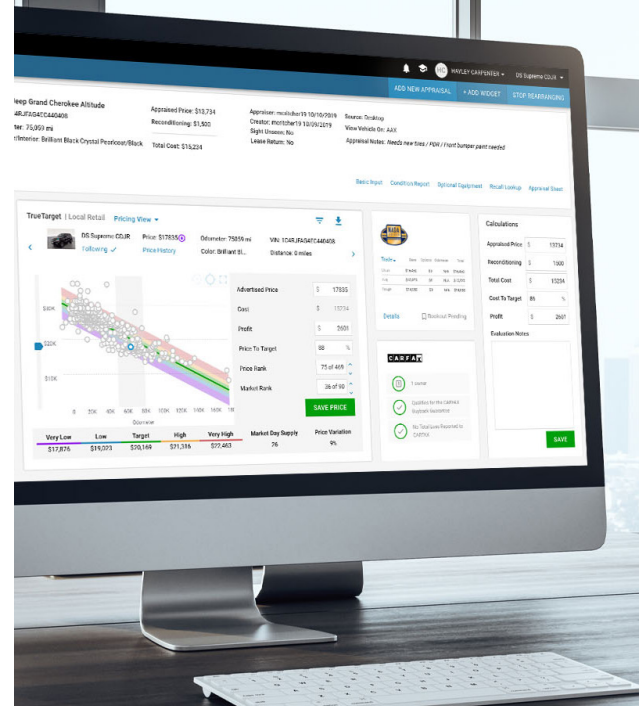
# INVENTORY MANAGEMENT

Inventory+ provides appraisal tools that harness the power of real transactional data combined with current market listings to help you acquire vehicles that will drive your profits higher. Inventory+ provides best-in-class inventory management tools that make it easy to keep your inventory priced effectively—as well as market and syndicate—all inside one customizable tool. By combining our powerful transactional data with industry information and insights, Inventory+ gives you a competitive advantage for sourcing, acquiring, pricing, and marketing your vehicles.



Inventory+  
Talk to us about  
your inventory  
management needs.

## INVENTORY MANAGEMENT





## INVENTORY MANAGEMENT



## INVENTORY PRICING

Inventory Pricing delivers real-time, market-driven pricing insights to optimize inventory profitability. With advanced market data and transactional insights, dealerships can set competitive prices based on actual market conditions, historical sales, and custom rules. Automatic repricing ensures inventory stays competitive, with adjustments for vehicle age and market trends. Bulk pricing capabilities reduce operational effort while maintaining consistency. This tool helps dealerships balance fast turnover and high margins, ensuring they remain agile in a fluctuating market while maximizing profitability.



### ◀ Inventory Pricing

Talk to us about  
your vehicle  
acquisition needs.



# VEHICLE ACQUISITION

Vehicle Acquisition tools integrate seamlessly into inventory management platforms, enabling dealerships to source, appraise, and stock high-value vehicles efficiently. By leveraging predictive analytics, build data integration, and missed appraisal tracking, dealerships can align inventory with market demands and maximize profitability. Group trade functionalities allow easy redistribution of inventory across dealer networks. By automating error-prone processes and centralizing data, this solution ensures profitability at every stage of vehicle acquisition while enhancing operational efficiency.



Vehicle Acquisition  
Talk to us about your vehicle acquisition needs.

## INVENTORY MANAGEMENT





## INVENTORY MANAGEMENT



## INVENTORY OPTIMIZATION

Inventory Optimization tools enable dealerships to craft a tailored inventory strategy using advanced analytics. By analyzing sales history, market trends, and auction data, these tools provide recommendations on what to stock and sell. The focus on profitability without compromising turnover ensures dealerships balance operational goals and market demands. This transformation of inventory management into a strategic advantage helps dealerships maximize returns and meet customer needs effectively.



Inventory+

Talk to us about how we  
can help you optimize  
your inventory.

# APPRAISALS

Appraisal tools use centralized platforms to streamline and enhance the appraisal process. By combining historical transaction data and real-time market insights, dealerships can generate accurate vehicle valuations that balance competitive offers with profitability. This tool reduces overpayment risks and increases customer trust. Configurable screens and seamless data flow make appraisals faster and more efficient. By providing actionable insights and eliminating manual errors, these tools help dealerships secure better trade-ins, improving customer relationships and boosting dealership margins.



▶ Appraisals  
Talk to us about  
your inventory  
management needs.





## INVENTORY MANAGEMENT



## VEHICLE MERCHANDISING

Vehicle Merchandising tools automate syndication across platforms, ensuring maximum visibility for inventory. Features like automatic SEO-rich description creation simplify discoverability and drive quality leads. Inventory health reports ensure that photos, pricing, and descriptions are updated to maintain a competitive edge. These solutions reduce time-to-market, attract buyers, and boost profitability, offering a comprehensive solution for effective vehicle marketing.



### Vehicle Merchandising

Talk to us about how we can help you merchandise your vehicles.

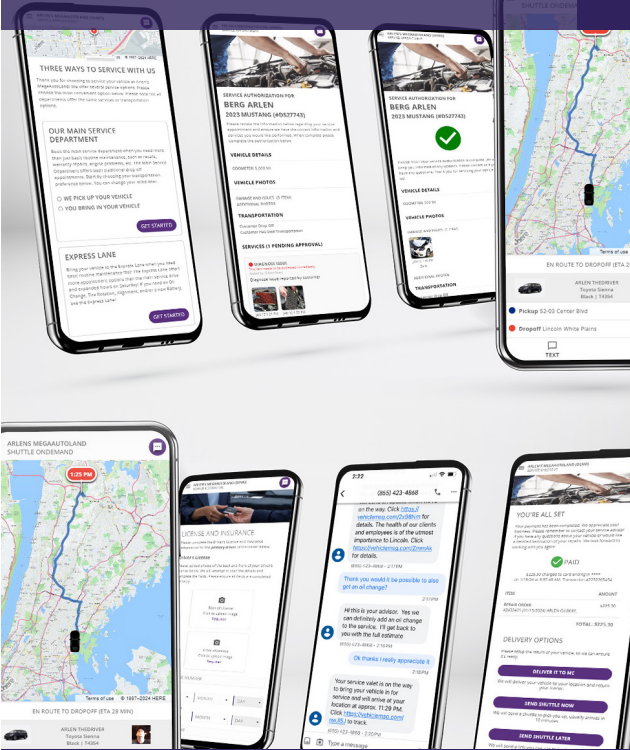
# SERVICE SUITE

Introducing the Service Suite—ensuring a consistent, seamless experience from purchase to service. Streamline your operations into one platform for all touchpoints, consolidating workflows, communication, and reporting. It’s an end-to-end service experience built for the modern consumer, branded consistently for your dealership to ensure a smooth UX for you and your customers. The modular system allows you to choose and customize the setup that works best for your business.




**Service Suite**  
 Talk to us about how we can help optimize your fixed operations.

# FIXED OPERATIONS







## FIXED OPERATIONS



## CHECK-IN

The Check-In process simplifies vehicle intake with pre-populated service recommendations, digital vehicle condition capture, and instant advisor notifications. Integrated with service platforms, it allows customers to authorize services remotely or on-site, improving transparency and efficiency. Upselling opportunities are enhanced through automated recommendations, while photo and video documentation builds trust. Check-In eliminates bottlenecks, enhances workflow, and provides a positive first touchpoint in the service journey.



### Service Suite

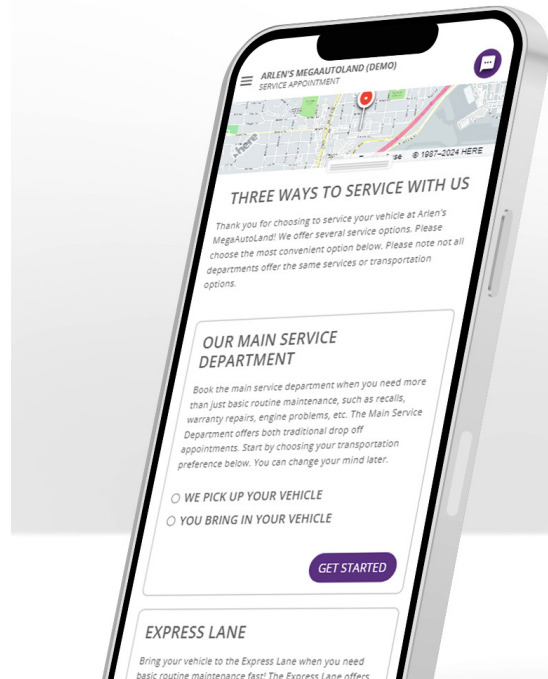
Talk to us about how we can streamline your check-in experience.

## SERVICE SCHEDULING

Service Scheduling offers a seamless booking experience that integrates options like vehicle pickup, delivery, and shuttle services. With features like integrated text messaging, automated maintenance reminders, and capacity management, dealerships can increase appointment volumes while reducing no-shows to under 1%. Customers enjoy greater convenience, while dealerships benefit from higher repair order values and improved operational efficiency. These tools align with modern consumer expectations, enhancing customer satisfaction and service department profitability.

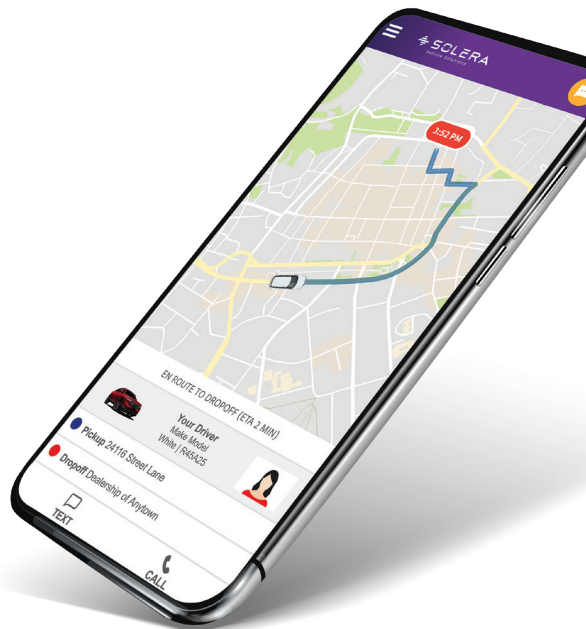


◀ Service Suite  
Talk to us about how we can help with your scheduling experience.





## FIXED OPERATIONS



## SHUTTLE SOLUTIONS

Shuttle Solutions replace traditional shuttle services with modern, on-demand options that integrate seamlessly with existing dealership systems. Customers can track rides in real-time and enjoy enhanced convenience, while dealerships benefit from increased out-of-store spending and a pay-as-you-go pricing model. These solutions deliver a competitive edge and a better customer experience, ensuring that modern transportation expectations are met.

Customers spend  
an average of

**25%**  
more offsite



### Service Suite

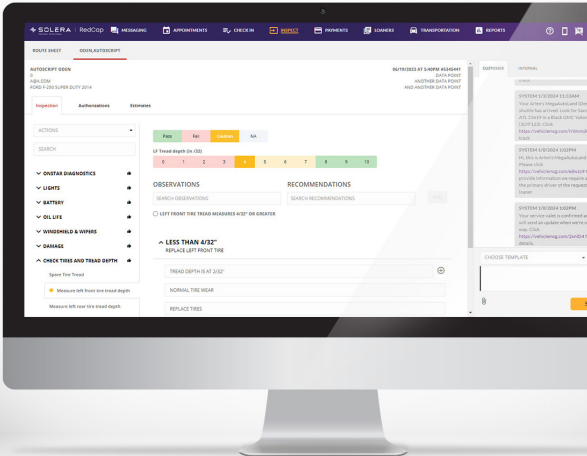
Talk to us about how  
to optimize your  
mobility solutions

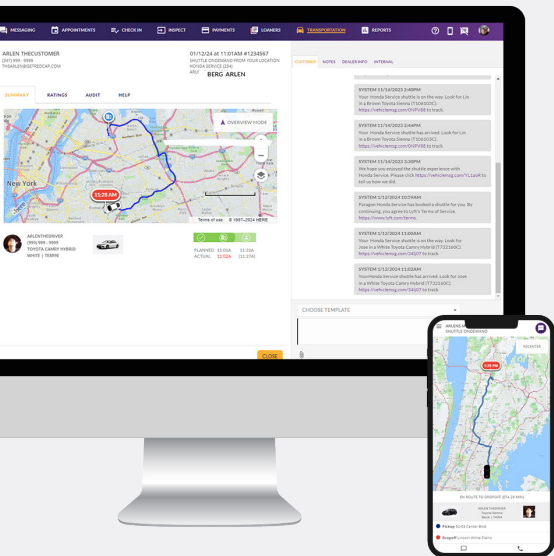
# SERVICE INSPECTION

Service Inspection tools simplify the vehicle inspection process with customizable forms, comprehensive route sheets, and multimedia documentation. By enabling real-time updates, digital approvals, and tracking of declined services, these tools ensure no revenue opportunity is lost. Technicians can focus on delivering quality, while customers benefit from clear recommendations and a transparent service process. This solution boosts repair order value and customer satisfaction, turning inspections into an effective service touchpoint.



Service Suite  
Talk to us about how  
to optimize your  
inspections.





## VEHICLE PICKUP & DELIVERY

Vehicle Pickup & Delivery revolutionizes service logistics with hands-free dispatching, real-time tracking, and transparent communication. Customers enjoy convenience and privacy, while dealerships benefit from reduced no-shows and a 45% increase in repair order profitability. The process ensures a consistent, high-quality experience for every customer while addressing every aspect of the pickup and delivery process.

**45%**  
proven RO  
profitability  
increase



**Service Suite**  
Talk to us about how we can help modernize your customer experience.



# MOBILE TECHNICIAN

Mobile Technician services extend service capabilities to customer locations, meeting growing demand for at-home care. Fully integrated with service platforms, it enables easy booking, precise diagnostics, and efficient repairs. Mobile Technician expands dealership reach, enhances customer convenience, and strengthens loyalty by delivering exceptional service wherever needed. It's a future-ready solution for modern automotive care.

**95%**  
of customers prefer  
at-home service

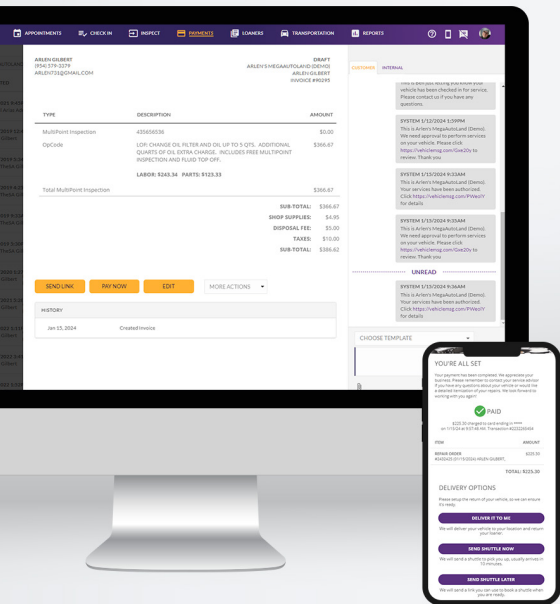


 **Service Suite**  
Talk to us about how  
to optimize your  
mobility solutions





## FIXED OPERATIONS



## PARTS ON DEMAND

Parts On Demand simplifies the delivery and payment process for service parts, accessories, and repairs. Integrated with service platforms, it offers at-home or in-store transactions, enhancing customer convenience and operational efficiency. By reducing delays and streamlining invoicing, dealerships can maintain service momentum and improve satisfaction. These tools meet the high expectations of today's customers for fast, flexible service.

**96%**  
customer  
satisfaction



◀ Service Suite  
Talk to us about how we  
can help optimize your  
parts department.

## PAYMENTS

Peri is a payment processing solution that leverages our extensive reach for competitive credit card processing rates, aiding dealerships in bridging profit gaps. Peri offers standalone hardware, advanced fraud detection, and top-tier infrastructure with uninterrupted service. Seamless integration with Solera Service Suite and Auto/Mate DMS creates a streamlined workflow for your payment processing.

**Modern checkout experience**

**No app necessary**

**Comprehensive invoicing**



▶ Peri by Solera  
Talk to us about saving  
money on every credit  
and debit transaction.





## FIXED OPERATIONS



## AI ESTIMATING

AI Estimating transforms repair estimates with precision and speed. Using advanced data and machine learning, it creates accurate, automated estimates from photos and vehicle details. Dealerships gain efficiency, customer trust, and stronger insurance partnerships. This solution ensures repair accuracy and profitability, setting new benchmarks for estimating excellence.



Qapter

Talk to us about  
revolutionizing your  
estimating process.

## REPORTING

Reporting tools provide robust analytics and visual dashboards, covering KPIs, repair order lift, and employee performance. Dealerships can assess trends, track profitability, and make informed decisions with exportable data tailored to operational needs. Comprehensive reporting ensures transparency and enables data-driven strategies, empowering dealerships to optimize processes and profitability.



### ▶ Reporting

Talk to us about how you can make the most of your data.





## FIXED OPERATIONS



## REPAIR SOLUTIONS

Repair Solutions provide technicians with access to verified fixes, live expert support, and interactive training modules. These tools enhance diagnostic accuracy, reduce repair times, and ensure compliance with industry standards. By equipping repair shops with comprehensive solutions, they help maintain competitive service levels, boosting efficiency and customer loyalty.



Identifix

Talk to us about seamless repair solutions.







DealerSocket

Service Suite

Auto/Mate

AutoPoint

**LoJack**

Automotive  
**thrives** here.™

[www.dealer.solera.com](http://www.dealer.solera.com)