Auto Tech Landscape for Dealership Operations and Cost Center

November 2026 edition at-glance-view, contact Auto Market Insights for detailed company and category analysis info@automarketinsights.com

Dealer Operations

DMS

Advent Resources · AutoMate (Solera) · AutoManager · Autosoft · CDK Global · DealerBuilt · DealerCenter · Dealertrack (Cox Automotive) · PBS Systems · Pinewood AI · Quorum (Vatsoft) · Reynolds and Reynolds · Tekion

Workforce Management

ADP · Ander · Auto MotorHR · AutoGrowl · AutoTrainer · Better Car People · Citrin · Hireology · JM&A Group · Kintz Group · Netchex · PAVE · Phone Ninjas · RevDojo · RockED · Teambridge · Werk and Me

Finance & Floorplan

AFC (OPENLANE) · Ally Financial · American Honda Finance · Bank of America Dealer Financial Services · BMW Financial Services · Chase Auto · Ford Credit · GM Financial · Huntington Dealer Services · Hyundai Capital America · M&T Dealer Financial Services · Mercedes-Benz Financial Services · NextGear Capital (Cox Automotive) · NMAC (Nissan Motor Acceptance) · PNC Dealer Finance · Stellantis Financial Services · Toyota Financial Services · Truist Dealer Commercial Services · VW Credit · Wells Fargo Commercial Auto · Westlake Flooring Services

Professional Services

445 Digital · A2Z Sync · Ansira · Assurant · AutoCPA Group · AutoGrowl · C Berman Associates · Chetu, Inc. · ComplyAuto · DealerKnows · Federated Insurance · Forvis Mazars · GMI Auto Rental Fleet Insurance · Haig Partners · Idea.Meet.Plan · Informativ · J.D. Power · JM&A Group · Kerrigan Advisors · KPA · LeadVantage · NCM Associates · Pasch Group · QB Business Solutions · RevDojo · Shift Digital · TBF · Understory · Unite Digital · Warranty Processing

Process Improvement & Reporting

ACAR Report · AMT · Ander · Armatus Dealer Uplift · Axel Automotive · BL Innovare · CloudX · Data Drivenz · DealerDOCX · DealerFenix · DealerOps · DealerVault (Authentiscom) · Digital Dealership System · FrogData · Loopmein · MS Management Services · Motive Retail · MyDealerKPI · NCM Associates · OneVision.ai · Privacy4Cars · ProfitKeeperPro · QB Business Solutions · Record360 · SKAVISION · StoneEagle · TBF · Warranty Processing

Payments Processing

360 Payments (Vehlo) · CDK Global · Dealer Pay (Vehlo) · PayJunction · PROSPAY · REPAY

Customer Operations

Customer Relationship Management (CRM)

Affinitiv · AutoManager · AutoRaptor · CDK Global · Coast Technology · Dealer Peak · Dealer Team · DealerMine (Quorum) · DealerSocket (Solera) · DriveCentric · Goxee · Momentum CRM · Oplogic · ProMax · Reynolds and Reynolds · Tekion · VinSolutions (Cox Automotive) · voAice (formerly TheCRM) · Votenza

Customer Engagement

AI AGENTS & VIRTUAL ASSISTANTS

Alpha Drive AI · Ander · BDC.AI · BlinkAI · Conversica · DealerAI · DealerBoost · ICOM AI · Impel · inSearchX · LeadVantage · Mia Labs · Numa · Pam · PromptPath · SparkServ · STELLA Automotive AI · Toma · voAice (formerly TheCRM) · YogaCars

CHAT, MESSAGING & TEXTING

ActivEngage · AutoHub · Bitesize · CarBot · CarNow · DAS Technology · Gratis Solutions · Gubagoo (Reynolds) · iService (DealerBuilt) · Kenect · LetzChat · LivePerson · Matador · Podium · TapClassifieds · TECOBI · Tecobi · Text2Drive (Vehlo)

VIDEO ENGAGEMENT

AVMS · Covideo Dealer Services · QuickPage · TruVideo · Vidify360

CALL TRACKING, COACHING & PHONE SKILLS

CallRail · CallRevu · Car Wars · DealerFocus · Invoca · Marchex · RevDojo · TotalCX · Who's Calling

BDC & LEAD-HANDLING SERVICES

BDC Angels · BDC Pros · Better Car People · Blueprint BDC (Dealer-FX) · CDK CRM (formerly Elead) · Dealer eBDC · Paramount Lead Solutions · Strolid · Traver Connect · Volie

LEAD NURTURING, EQUITY & RETENTION

Customer Traac · Dealer Wing · DealerFunnel · Dealership For Life · DGA Auto · DriveCentric · Edmunds (CarMax) · FordDirect · Helix · Kelley Blue Book (Cox Automotive) · MOB Auto · Redline · RevLink · Shift Digital · Total Customer Connect (Vehlo) · TXC Auto · Unite Digital

SHOWROOM, DESKING & PRESENTATION TOOLS

A2Z Sync · ABN · AutoRevo · Oplogic · Protomiq · Quotible · SalesAssist · VinDisplay

Service Operations

Service Relationship Management

ARSLoaner · Auto.live · AutoAlert (PureCars) · AutoEngage · AutoLoop (Affinitiv) · AutoPoint · AutoServe1 · AutoService A.I. · Better Car People · BizzyCar · BlinkAI · Brooke.ai · CDK Global · Clear Mechanic · Connexion Mobility · Data Clover · Dealer Wing · Dealer-FX (Snap-on) · Dealerlogix (Vehlo) · Dealerware · Dixon Technologies · Dynatron Software · eAdvisor (Vehlo) · Eventflow · FleetLane · Gratis Solutions · Helix · HopDrive · iService (DealerBuilt) · Keeps · KEYper Systems · KeyTrak (Reynolds) · Kimoby · Logitrac · myKaarma · Net Check In · Numa · Protomiq · Quickride · Quik · Rapport · Recall Masters · Rent Centric · Reynolds and Reynolds · Service Suite by Solera · Shyft Auto · Single Thread · Strategic DX · Text2Drive (Vehlo) · Total Customer Connect (Vehlo) · TraXion · TruVideo · TSD Mobility (Reynolds) · UpdatePromise · VehicleLyfe · WHIP · Xtime (Cox Automotive) · YogaCars

Service Shop Management

AutoPoint · CDK Global · Clear Mechanic · Dealerlogix (Vehlo) · Dynatron Software · Identifix (Solera) · Keeps · SKAVISION · Strategic DX · WarrCloud

Parts Management

CDK Global · Dealertrack (Cox Automotive) · Epicor · FixedOPS Marketing · MOTOR · OEC · Parts Edge · PartsEye (OEC) · RevolutionParts · Reynolds and Reynolds · SimplePart (Infomedia) · Snap-on Business Solutions · Tekion · TraXion · WHI Solutions (eBay) · YogaCars

Service Financing

iService (DealerBuilt) · Sunbit · Synchrony Car Care

Remote Service & Repair

asTech · Curbee · HopDrive · MobileTechRX · myKaarma · Service Suite by Solera · Spiffy

Service Data & Analytics

CDK Global · Dynatron Software · Epicor · Keeps · Mitchell 1 (Snap-on) · MOTOR · myKaarma · Snap-on Business Solutions · Solera · Xtime (Cox Automotive)

Marketing Operations

Digital Marketing & Advertising

FULL-STACK DIGITAL MARKETING PLATFORMS

Catalyst IQ · Dealer eProcess · Dealer Inspire (Cars Commerce) · Dealer.com (Cox Automotive) · DealerOn · Team Velocity (Data Driven Holdings)

WEBSITE PLATFORMS & ON-SITE CONVERSION

360 Agency · AutoFusion · AutoJini · AutoRevo · Catalyst IQ · Dealer eProcess · Dealer Inspire (Cars Commerce) · Dealer.com (Cox Automotive) · DealerFire (Solera) · DealerOn · DealerSocket (Solera) · eauto appraise · eBizAutos · Goxee · Gubagoo (Reynolds) · inSearchX · Insignia Group · intice · izmocars · Jazel · LetzChat · Nabthat · Overfuel · Quotible · Remora · truPayments (PureCars) · Work Truck Solutions

FULL-SERVICE AGENCIES & MANAGED MEDIA

445 Digital · Adtaxi · AET Media · AMotorSports (AI Media Group) · Auto Sweet · Automotive Advertising Agency · C-4 Analytics · Catalyst IQ · Click Here Digital · Dealer Alchemist · Dealer Wing · Dealer World · DealerCMO · DOM360 · Dominion Dealer Solutions · Drive Auto · Evolution Media Group · Flow Found · Force Marketing · Green Line Automotive · GSM · The Herman Agency · Honest Digital · Hoot Interactive · Hrizn · L2T · Loon · Malone Media Group · Moran Group · Mudd Advertising · Octane Marketing · Omni Advertising · PCG Digital · Pixel Motion · Reunion Marketing · Scorpion · Silverback Advertising · Sokal · Stream Companies · Team MXS · Team Velocity (Data Driven Holdings) · Tier10 (Data Driven Holdings) · TurnKey Marketing · TXC Auto · WeDrive Auto

SEARCH, SOCIAL, VIDEO & CREATIVE SERVICES

Autocorp · AutoGrowl · AutoSpark · Catalyst IQ · CF Search Marketing · Chromacars · Clicktunity · DAS Technology · Dealer OMG · Dealers United · Demand Local · Empilfi · EZ360 · Icon Media · Impel · Phyron · Protomiq · Pure Influencer · Reputation Sensei · S Media · SEMD SEARCH ENGINES MD · SearchLab Digital · SOCi · SocialDealer (Data Driven Holdings) · wikimotive · YogaCars

PROGRAMMATIC, AD TECH & MEDIA BUYING PLATFORMS

Adthena · CarGurus · Cloud Theory · Coast Technology · Cognition · Constellation · Dealer Teamwork · DealerX · Drivonic · Fluency · fulfillrotitle.ai · GroundTruth · Innovid · Kelley Blue Book (Cox Automotive) · LiveRamp · LotLinx · LPR Media · MarketPoint · Netservive · PureCars · Simpli.fi · Speed Shift Media · TapClicks · The Trade Desk · TrueCar · VinIQ

DATABASE, DIRECT MAIL & CONQUEST MARKETING

Activator · Acxiom (Omnicom) · AMcards · AutoAlert (PureCars) · The AutoMiner · automotiveMastermind (Mobility Global) · Autoweb (Dive Planet Group) · BDC Promotions · BDC Promotions Inc · Better Car People · CDK CRM (formerly Elead) · Client Command · Data Clover · Dealer Wizard · Edifice Group, Inc. · Fullpath (Cox Automotive) · Helix · Impact Direct · J&L Marketing · Kenect · MOB Auto · myautoIQ · Salesforce · Sterling eMarketing · Strategic Marketing · TaCito Direct · TapOverdrive · V12 (Porch Group)

FIXED OPS & AFTERSALES MARKETING

Affinitiv · CDK Global · Dealership For Life · FixedOPS Marketing · Identifix (Solera) · myKaarma · Total Customer Connect (Vehlo) · VehicleLyfe

OEM, CO-OP & ENTERPRISE PROGRAMS

Ansira · Catalyst IQ · Epsilon (Publicis) · FordDirect · Foundation Direct (Data Driven Holdings) · J.D. Power · Motive · Naked Lime (Reynolds) · Shift Digital · Unite Digital · Urban Science

Media Channels & Ad Platforms

DIGITAL AD PLATFORMS

Amazon Ads · Google Ads · Meta · Microsoft Advertising · TikTok

OTT / CTV PLATFORMS & RESELLERS

Amazon Ads · Comcast Advertising (Universal Ads) · DealerStream · Disney Advertising (Hulu) · Google Ads · LG Ad Solutions · MNTN · NBCUniversal (Peacock / NBC Spot On) · Paramount Advertising (Paramount+ / Pluto TV) · Premion (TEGNA) · Roku Ads · Samsung Ads · Spectrum Reach · Strategus · Tubi (Fox) · tvScientific (Pinterest) · VIZIO Ads

BROADCAST, AUDIO & OUT-OF-HOME

ABC Audio · Audacy · Clear Channel Outdoor · Cumulus · Gray Media · iHeartMedia · Lamar Advertising · TEGNA (Nexstar)

PUBLISHERS & ENDEMIC MEDIA

Advance Local · Car and Driver (Hearst) · Dow Jones · Lee Enterprises · MediaNews Group · Road & Track (Hearst) · U.S. News & World Report · USA TODAY Co.

Marketplace (Retail & Consumer Facing)

99 Drive · Amazon Autos · Auto Navigator (Capital One) · Autolist (CarGurus) · Autotrader (Cox Automotive) · Autoweb (Dive Planet Group) · BestRide.com (DAS Technology) · Bring a Trailer (Hearst) · CARFAX (Mobility Global) · CarGurus · Cars.com (Cars Commerce) · CarSaver · CarsDirect · Carsforsale.com · Carzing · Craigslist · eBay Motors · Edmunds (CarMax) · HeyAuto · Informativ · Kelley Blue Book (Cox Automotive) · Meta · OfferUp · RepairPal (Yelp) · Swap Motors · Trader Interactive (CAR Group) · Trucks.com · TrueCar · TTT Truck Tractor Trailer · Work Truck Solutions

Reputation Management

Birdeye · DAS Technology · DealerBoost · DealerRater (Cars Commerce) · Kenect · Podium · Realtime Feedback · Reputation · Reputation Sensei · SNAP 21 · SOCi · SocialDealer (Data Driven Holdings) · SureCritic · Team MXS · Widewail

Attribution, Audience & Customer Data (CDP)

ATTRIBUTION & MARKETING ANALYTICS

445 Digital · AET Media · AMotorSports (AI Media Group) · Axel Automotive · Clarivoy · Coast Technology · Dealer.com (Cox Automotive) · DealerOn · Foureyes · LPR Media · MarketPoint · OneVision.ai · PureCars · RevLink · S Media · Savvy Dealer · Shift Digital · Speed Shift Media · Urban Science · VinIQ · WeDrive Auto

CALL TRACKING & CONVERSATION INTELLIGENCE

CallRail · CallRevu · Car Wars · Invoca · Marchex

CDP, IDENTITY & AUDIENCE DATA

Activator · Alliant · Audience IQ (Force Marketing) · AutoAlert (PureCars) · automotiveMastermind (Mobility Global) · Client Command · Cross-Sell (Dominion Enterprises) · DealerX · DrivenIQ · Edifice Group, Inc. · El Toro · Experian Automotive · Fullpath (Cox Automotive) · fulfillrotitle.ai · Impel · LiveRamp · Mobility Global (Polk) · mParticle (Rokt) · myautoIQ · Orbee · Salesforce · Semcasting · Sitecore · Tealium · The Trade Desk · Treasure AI · Twilio Segment

Vehicle Operations

Inventory Management Solutions (Appraising, Pricing, Merchandising, Sourcing, Reconditioning)

APPRAISAL, PRICING, SOURCING & RECONDITIONING

AccuTrade (Cars Commerce) · ACV MAX (Copart) · AlgoDriven · AppraisalPro · AppraiseAll · Autobuy · AutoCarter · AutoExact · AutoManager · Black Book · BlueDriver MAX · Car Story · Carbly · CARFAX (Mobility Global) · Carwiser · CDK Global · Claim Genius · Dealer Trade Network · DealerFenix · Dealerslink · Dixon Technologies · Edmunds (CarMax) · Highoad · Inventory+ (Solera) · J.D. Power · Kelley Blue Book (Cox Automotive) · Laser Appraiser · Loopmein · LotLinx · Lotpop · OPENLANE · PRECISION INVENTORY MANAGEMENT · RAPIDRECON (Vehlo) · RMS · SellMyRide · Signal Technologies · Spireon (Solera) · Tchek · Turn Automotive · vAuto (Cox Automotive) · Vehicle Acquisition Network · VetrX · VINCUE · Vintel · Xcite Automotive

PHOTO, VIDEO & MERCHANDISING

360Booth · ACV MAX (Copart) · Autix · AutoRevo · AutoUpLink Tech · AutoVision · BigVoice · Black Widow (Hoglng) · CarCutter · CarLinks.io · Chromacars · Cognition · DAS Technology · Dealer Image Pro · Dealer Specialties (Dominion) · DealerAddendums · DealerVision.com · eBizAutos · Eccentric · eVN · Evox Images · FlickFusion · Fyusion (Cox Automotive) · Glo3D Inc. · Goxee · HomeNet (Cox Automotive) · Impel · Inventory+ (Solera) · iPacket · Izmocars · LESA · Phyron · Protomiq · Redline · Spyne · Tru Images · vAuto (Cox Automotive) · VINCUE · VinDisplay · VIPER (ACV) · WheelsTV

Remarketing & Wholesale Marketplaces

99 Drive · ACV (Copart) · ADESA (Carvana) · ADESA CLEAR (Carvana) · Ally SmartAuction · America's Auto Auction · Appraisal Lane (Reynolds) · Auction Edge · Autix · Autobuy · BidACar · CarMax Auctions · carmigo · Copart · EBlock · GMF DealerSource (OPENLANE) · IAA · J.D. Power · Manheim (Cox Automotive) · One Auction View · OPENLANE · Otolane · Plug · Signal Technologies · Turn Automotive · Upside

Remarketing & Wholesale Services

Acertus · ACV (Copart) · AlgoDriven · AMT · AppraisalPro · Auction Edge · CARS Recon · Claim Genius · Click Ins · DealShield · Fyusion (Cox Automotive) · J.D. Power · Liquid Motors (America's Auto Auction) · Manheim (Cox Automotive) · Monk · One Guard Inspections · OPENLANE · Park My Fleet · RAVIN · Record360 · Repair360 · RMS · Tchek · Tractable · True360 (ACV) · U-Haul Truck Sales · UVeye · Vintel · Xcite Automotive

Registration & Title

50 State DMV · Acertus · ATC · Auto Data Direct · AVRS · Cross-Sell (Dominion Enterprises) · CVR · DealerDoc · DLRdmv · EPIC · ExpertEVR · Reviver · Solera Titling · Tekion · Title Direct · Title Girl · Vitu

Vehicle Transport & Shipping

Acertus · ACV (Copart) · Autosled · CarArchive Network (OPENLANE) · Central Dispatch (Cox Automotive) · HopDrive · Montway Auto Transport · Ready Logistics (Cox Automotive) · RunBuggy · Super Dispatch

Retail Sales Operations

Digital Retail

A2Z Sync · Auto Navigator (Capital One) · Autocorp · AutoFi · AutoHub · Autovance (Quorum) · CarGenius · CarGurus · CarNow · CarSaver · Carzato · CDK Digital Retail (Roadster) · Dealer eProcess · Dealer Inspire (Cars Commerce) · Dealer.com (Cox Automotive) · DealerCorp Solutions · DealerOn · DealerSocket (Solera) · Doppler Auto · Ebiliti Commerce (Cox Automotive) · F&I Express (Cox Automotive) · FordDirect · Fullpath (Cox Automotive) · Gubagoo (Reynolds) · Informativ · inSearchX · intice · J.D. Power · Joydrive · Market Scan (Mobility Global) · MaximTrak (RouteOne) · Motorsight (AutoTrader.ca) · Overfuel · Precise Price · Streamline Auto Solutions · Team MXS · Tekion · Transcend Retail (NETSOL) · TrueCar · truPayments (PureCars) · Unite Digital · Upstart Auto Finance · VehicleLyfe · WebBuy

F&I Solutions

700Credit · AcuPixel · Dealer Benefit · DealerCorp Solutions · Dealertrack (Cox Automotive) · eLEND Solutions · Endurance Dealer Services · Ethos Group · F&I Express (Cox Automotive) · F&I Sentinel · GSFSGroup · Informativ · KPA · Lender Compliance Technologies · Mavsign · MaximTrak (RouteOne) · National Credit Center · NitroFill · OfferLogix (Data Driven Holdings) · PCMI · Polly · Proguard Automotive · ProMax · Protective Asset Protection · Provider Exchange Network · Reynolds and Reynolds · RouteOne · Safe-Guard · SalesAssist · Sonsio Vehicle Protection · Spectrum Automotive Holdings · Spireon (Solera) · StoneEagle · Sure · Ultimar · Vision Dealer Solutions · Warranty Solutions · Xrillon · Zipdeal · Zurich

Financing

Auto Navigator (Capital One) · Autocorp · Car Capital · Dealertrack (Cox Automotive) · Informativ · Origence · RouteOne · SelectFi · Streamline Auto Solutions · Upstart Auto Finance

eContracting

CDK Global · Dealertrack (Cox Automotive) · eOriginal (Wolters Kluwer) · Mavsign · MaximTrak (RouteOne) · Origence · Provider Exchange Network · RouteOne · Transcend Retail (NETSOL)

Accessories & Aftermarket

Accessible Accessories (Quorum) · Auto Accessory Configurator · Icon Media · Insignia Group · Interactive Garage · Permaseal Global · Reviver · Sonsio Vehicle Protection · Spectrum Automotive Holdings · Wrapmate

Lending Software & Services

defi SOLUTIONS · Lender Compliance Technologies · PCMI · RDN

Auto Data & Content

Vehicle Description

DataOne Software · DealerAddendums · Eccentric · eVN · Evox Images · HomeNet (Cox Automotive) · Icon Media · J.D. Power · WheelsTV · Xcite Automotive · YPV Autotech Solutions S.L.

Vehicle History

AutoCheck (Experian) · CARFAX (Mobility Global) · Recurrent

Vehicle Valuations

Black Book · CARFAX (Mobility Global) · eauto appraise · Edmunds (CarMax) · Galves · J.D. Power · Kelley Blue Book (Cox Automotive) · Manheim (Cox Automotive) · TrueCar

Payment Calculations

Carleton · Carmatic · Fullpath (Cox Automotive) · Informativ · J.D. Power · Market Scan (Mobility Global) · Motive Retail · OfferLogix (Data Driven Holdings) · Protomiq · truPayments (PureCars)

Rebates & Incentives

Cox Automotive (Rates & Incentives) · DealerCentives · Edmunds (CarMax) · J.D. Power · Market Scan (Mobility Global) · Marketcheck

Credit

700Credit · Equifax · Experian Automotive · National Credit Center · TransUnion

Recalls

AutoAp (AutoManager) · Mobility Global · Recall Masters · Trade Recalls · TVI MarketPro3

News, Journalism & Trade

Auto Remarketing · Automotive News · Car Dealership Guy · CBT News · DrivingSales · NADA · NAMAD · TVB · WardsAuto

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