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46% of Small Businesses Including Dealers Do Not Track Inventory Using a Tracking Solution or Even Manually

What is really going on with Dealer Inventory Tracking?

Dealer Inventory is one area getting more attention as automotive companies across the board look for ways to take back lost opportunities and increase operational efficiencies.

This practice is changing. The trend seems to be shifting with Motorola estimating 67% of warehouses planning to use mobile devices to manage inventory.

Who is providing breakthrough solutions in Dealer Inventory Tracking?

AutoMap has become a leading inventory tracking and audit solution for dealerships, and the company has announced that the Vehicle Location System now has more than 40,000 inventory vehicles tracked in the system.

How does this inventory tracking service work?

Through AutoMap, a blue-tooth enabled onboard diagnostics device (OBD) chip is attached to each vehicle, a simple set up that takes less than 30 seconds per vehicle. Once the device is enabled, each vehicle's location is broadcast to the AutoMap app and uploaded to the AutoMap's servers for tracking from anywhere.

Dealers are finding that by installing the chips in their vehicles, they can decrease wait times, increase efficiency, and are alerted to potential problems like fuel issues and dead batteries for cars on the lot before they arise.

Why Dealers Sales teams are turning to On Board Devices find cars on the lot:

Once a low-powered onboard diagnostic device (OBD) chip is installed in each vehicle, dealer managers & personnel are able to track all vehicles across multiple lots on their computers or smartphones using the AutoMap app.

Instant tracking and auditing helps dealership staff sell more cars, increase customer satisfaction, accelerate the auditing process and monitor all vehicles in inventory.

How valid is the claim about the absence of inventory tracking?

According to a recent study by Wasp Barcode, a shocking 46% of Small and Medium sized businesses don't track inventory using either a system or a manual method.

What AutoMap's Mark Sargeant, Director of Sales and Marketing, says:

"It is clear that dealerships are looking for a simple tracking solution for their increased inventory needs," "AutoMap's service enable dealers to move customers faster to the point of sale due to the time saved searching for vehicles."

The AutoMap OBDs installed have virtually no impact on vehicle batteries due to their low power draw. Dealers will also see AutoMap's used vehicle tracking system in action at major auctions.

What you need to know about AutoMap:

AutoMap is the leading inventory tracking and audit solution for dealerships across the United States. To get Automap's inventory tracking and auditing solutions in your dealership, please visit www.automap.us or call [503-707-9574](tel:503-707-9574).

