

FOWLER AUTO GROUP FINDS INNOVATION IN A NEW DMS

Fowler Auto's story began in 1973 when Bill Fowler opened a Toyota dealership in Norman, Oklahoma. Today, the family-owned and operated business employs 600 people across six dealerships in Oklahoma City, Norman, Tulsa, and Broomfield, Colorado. The group counts on data to shape strategy and drive daily decisions to increase revenue across its stores. Forward-thinking technology powers this data-driven mindset and stacks the deck for dominance in the group's markets.

When Fowler Auto Group realized their legacy DMS provider wasn't keeping up with their markets, they decided to consider new DMS options. The group was looking for the latest technology, access to real-time data, ease-of-use, and most importantly, a provider that would listen to the group's feedback. After deciding that the perfect DMS would continually support and innovate within their stores, without charging extra, Fowler Auto Group switched their six stores to Dealertrack DMS.

Dealertrack DMS quickly adapted to Fowler's new processes and workflows. The provider offered support and listened to feedback from the stores. Fowler gained access to easy-to-use technology with minimal clicks and access to real-time data. Now, Fowler Auto has an innovative partner and a system that makes it easy to dig into data.

“Dealertrack's business model of innovation aligns with ours. Our attitude is to always improve and grow and Dealertrack's right there with us.”

—Jason Clark, CFO,
Fowler Automotive Group



Challenges:

- Fowler Auto Group wanted to operate with real-time data and innovation.
- The group needed easy-to-use technology.
- Fowler was looking for a DMS provider that listened to their needs.

Solutions:

- Dealertrack DMS provides powerful, real-time data access. Dealertrack provides innovation updates and the latest technology to dealerships.
- Minimal clicks, drill-down capabilities, and easy access to data makes using Dealertrack DMS easy and efficient.
- The DMS incorporates dealership feedback to adapt to that dealership's needs.

Results:

- Fowler Auto Group had access to real-time data without having to do a lot of manual work.
- Dealertrack DMS adapted to Fowler Auto's new processes and workflows, providing support and incorporating dealership feedback.
- Fowler's new DMS allowed the dealership to evolve along with new industry trends and market innovations.

For more information, visit Dealertrack.com/DMS.