

TODD WENZEL AUTOMOTIVE FINDS SUPPORT IN A NEW DMS

Todd Wenzel Automotive is one of Michigan's top performing Buick GMC dealers. Prior to the economic downturn, Wenzel expanded his Buick GMC to two rooftops, both operating successfully. Wenzel and CFO, Ron Ver Planck, used the recession to uncover where their dealership needed to improve. They realized that their dealerships needed a modern DMS with excellent support and reasonable prices.

Although weary of the conflicts that arise when switching to a new DMS, Wenzel made the move to Dealertrack in 2010. Dealertrack DMS offered proactive services for access to one-on-one support during training and for any questions. It also offered the modern technology, real-time data, and ease of use that their legacy DMS provider was unable to match.

Since Todd Wenzel Automotive switched all of its rooftops to Dealertrack DMS, the dealership has hit record sales and became the largest Buick GMC dealer in Michigan of January 2016. Dealertrack's flexible and customizable system has helped Todd Wenzel keep his vision of reinventing the customer experience.

"The impact of Dealertrack on opportunities, profits, and everything else have all been positive from the beginning. We've continued to grow, we've continued to show success, and we have been able to benefit from the improved economy—and through it all Dealertrack has been the cornerstone that allows us to get that done."

—Ron Ver Planck, CFO
Todd Wenzel Automotive



Challenges:

- After the economic downturn, Todd Wenzel Automotive wanted to control costs.
- Todd Wenzel Automotive realized the need for more modern technology within their dealerships.
- Poor support from the dealership's legacy DMS provider.

Solutions:

- Dealertrack DMS is priced fairly and cost-effective.
- Dealertrack DMS provided evolving technology, like the ability to run your DMS from a mobile device.
- Dealertrack DMS's Proactive Services gave Todd Wenzel Automotive access to one-on-one support for training needs, troubleshooting, questions, and more.

Results:

- Todd Wenzel Automotive hit record sales to become the largest Buick GMC dealer in Michigan in January 2016.
- Employees loved having mobile access to the DMS at any time.
- Dealertrack's flexible system allowed Todd Wenzel Automotive to customize their DMS and see real-time data while still having access to one-on-one support.

For more information, visit Dealertrack.com/DMS.