

EASY-TO-USE DMS INCREASES VAN HORN AUTO GROUP'S EFFICIENCY

After 50 years in business, the Van Horn Auto Group knows what it takes to thrive in the Wisconsin marketplace. Van Horn sells approximately 1,000 retail vehicles a month across its dealerships. Founded in 1966, the family owned dealership has grown to nine locations statewide by focusing on low prices and a large selection. The group maintains a commitment to hard work, integrity, fairness, and local communities.

Van Horn Auto Group wanted to improve overall efficiency without signing into a lengthy contract. They wanted access to modern technology that is also easy to use. The DMS switch needed to be smooth. The outcome needed to result in streamlined processes across the group's nine stores.

Van Horn Auto Group switched and implemented the Dealertrack DMS in 2003. The new software had simple usability that allowed the group to streamline accounting process from each of their nine stores. The DMS helped Van Horn cut down on time and costs associated with hiring two full-time employees. The implementation process was quick with 100% buy-in and Dealertrack Support for each department. Dealertrack fits the way the car business works today, offering easy-to-use advanced technology backed up by personal support so Van Horn can thrive for another 50 years.

“Dealertrack really seems to understand what's important to our business and is on top of finding ways to make our lives easier. The flexibility of the Dealertrack DMS lets us do business our way and continue to drive success in our 50th anniversary year and beyond.”

—Jenny Krebsbach, Comptroller
Van Horn Auto Group



Challenges:

- Van Horn Auto Group wanted access to real-time data.
- Easy to-use-technology would make Van Horn more efficient.
- The auto group wanted to improve organizational efficiency.

Solutions:

- Dealertrack DMS offers access to real-time data from anywhere at any time.
- Dealertrack technology is simple to use with drill-down capabilities for easier navigation. Training is minimal with a Dealertrack Support Team there for every step of implementation.
- Dealertrack DMS streamlines accounting processes between stores.

Results:

- Centralizing accounting between Van Horn stores allowed the auto group to save time and cut costs at the equivalent of two full-time jobs.
- Real-time data access allowed Van Horn to quickly spot mistakes in data.
- 100% Buy-In from every department. 30 Day team support prior to implementation.

For more information, visit Dealertrack.com/DMS.