

Assists in delivering fast, accurate and comparable vehicle information to customers on the dealership floor



IDENTIFY • BENCHMARK • DELIVER



IDENTIFY

Select the vehicle model that you want to analyse.



BENCHMARK

Compare within your own brand, as well as to any competitor brands.



DELIVER

Compare within your own make/brand, as well as to any competitor make/brand by means of strategic Unique Selling Benefits (USB's).

Benefits



Cost saving

Reduce expenses on brochures and spec-sheets.



Ease of access

On the spot access to an updated vehicle model, specification and pricing database.



Innovation

Capture customer details and references instantly and deliver instant, accurate comparisons to your customers.



Latest specifications

The vehicle database is constantly updated providing the latest vehicle specification information of your own vehicle range as well as that of your competitors.



Total cost of ownership and affordability check



Management reports

Sales person activity can now be managed daily, thus improving feedback and the accuracy of dealership activity.

POWERED BY
Lightstone
AUTO

Data driven analytics, market insight, vehicle information and compliance expertise to the South African motor industry.