



Michael Ottoman
VP of Digital Solutions
601 W. Campus Drive, Suite B3
Arlington Heights, IL 60004
O: 847.637.0382
michaelo@optimaltrax.com

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OptimalTrax partners with Victor Ford to Revolutionize Vehicle Inventory Management and Customer Experience

*Officially launching the OptimalTrax® solution at NADA 2020,
National Automotive Dealership Association Show in Las Vegas (February 14-17)*

ARLINGTON HEIGHTS, IL: OptimalTrax today announced that the company is partnering with Victor Ford, a premier multi-generational Ford dealership in Illinois, to officially launch their OptimalTrax® solution at the National Automotive Dealership Association Show in Las Vegas. OptimalTrax is a dealer lot management system that reports vehicle location and status, providing management with a tool for cost control, increased sales, and customer satisfaction. Through this partnership, Optimal Trax will demonstrate how the OptimalTrax solution supports all vehicle types, delivering proven top and bottom line benefits to automotive dealerships.

Whether managing a single location dealership or a large multi-state dealership group, the OptimalTrax solution enables decision makers to view and gain insight across entire vehicle inventories. Inventory reports reduce time and resources required for floor plan and month-end inventory audits, as well as supporting SOC 1 Type 2 regulatory requirements,

Of the immediate benefits to their dealership, Victor Ford General Manager Chris Myers said, “OptimalTrax has allowed us to gain insight into our dealership operations, resulting in operational cost savings and a reduction in vehicle preparation time for test drive and customer delivery.”

The OptimalTrax solution maximizes the operational efficiencies of sales, service, and lot management departments throughout the inventory lifecycle, using role-based security to ensure that sensitive data is only seen by those individuals who are given authorized access.

“An additional advantage we’ve seen from OptimalTrax is the ‘Days on Lot’ reporting feature. This has given us greater insight into our vehicle inventory, which was previously very difficult and time consuming to do,” Myers added.

Deploying the OptimalTrax solution allows dealerships to eliminate embarrassing inhibitors to vehicle sales by informing service staff and sales teams of the health and location of all their vehicles at the click of a mouse. With OptimalTrax, there are no more surprise dead batteries, check engine lights, or low fuel warnings when sales staff goes to show a car.



"It's an exciting time for the automotive industry," said OptimalTrax Vice President of Digital Solutions, Michael Ottoman. "The path to customer purchase for auto dealerships just got a lot easier with the advent of our OptimalTrax solution. We're looking forward to seeing how it positively impacts the efficiency and profitability of dealerships nationwide."

OptimalTrax at a glance:

- 1) Increase new and pre-owned vehicle sales.
- 2) Reduce lost sales due to:
 - Inability to locate a vehicle on dealership property
 - Vehicles with dead batteries
 - Vehicles displaying an engine warning light
 - Vehicles with insufficient fuel for a demo or test drive
- 3) Shorten wait-times for a demonstration or test drive.
- 4) Shorten vehicle preparation cycle time.
- 5) Increase customer satisfaction by eliminating the negative perception created when customers experience any one of the items listed above.
- 6) Simplify dealership SOC 1 Type 1 and Type 2 reporting.
- 7) Reduce the time it takes to perform month-end inventory.

About Victor Ford

Victor Ford has a 60-year history of providing new and used automotive sales and service to the region encompassing Wauconda, Lake Zurich, McHenry, Round Lake, Barrington IL and Crystal Lake IL. Complete information and contact: <https://www.victorfordinc.com/> .

About OptimalTrax

OptimalTrax offers the most advanced real-time vehicle dealer lot management system in the automotive market. Our technology supports all vehicle types and delivers proven top and bottom line benefits to automotive dealerships. Simply plug a SAE supported OptimalTrax Intelligent Tracker into the OBD-II port of your vehicle, log into your OptimalTrax dealership portal, and begin tracking, monitoring, and managing your vehicle inventory across all your lots. The OptimalTrax Dealer Lot Management system is designed, developed, and manufactured in the USA to ensure the highest quality and optimal performance for dealerships in all types of extreme conditions and headquartered in Arlington Heights, IL. Complete information and contact: <https://optimaltrax.com/> .