




**Intelligently powering the
future of automotive through
connected data**



Transforming the way the world buys, sells, owns, and uses vehicles

The automotive industry is in a state of transformation. And every aspect of the vehicle lifecycle is being affected.

The way consumers are shopping for vehicles and manufacturers are building them is changing fundamentally, while a digital transformation in retail is moving at a blinding pace.

With an ecosystem under stress and daily market conditions in flux, it's more important than ever to have accurate and timely information.

Our data and technology serve as the backbone of our ability to successfully service the entire ecosystem of vehicle buyers, sellers, owners, and users. And the evolution of our connected intelligence capability ensures that Cox Automotive continues to relentlessly leverage the full breadth of our data assets, our technology and our talent for the tremendous benefit of our clients.



For more than 50 years, we've been a trusted partner in the automotive industry, and data has always been in our DNA. Everything we do at Cox Automotive is intended to keep our broad ecosystem of solutions consistent with how the industry is evolving, with the power of data intelligence a central requirement for future innovation.

~ Steve Rowley
Chief Executive Officer
Cox Automotive





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The decade ahead will be one of growth and innovation for the automotive industry. At Cox Automotive, we are focused on helping our clients succeed by providing an unmatched collection of products, engineering, and data intelligence. We are developing smart answers to the industry's most complex challenges and moving at a speed and scale no one can match.

~ Marianne Johnson
EVP & Chief Product Officer
Cox Automotive

At Cox Automotive, the breadth and depth of our first-party data is our superpower. It's what fuels our products and solutions. It's what connects shoppers, buyers, and everything in between. It's what makes us uniquely prepared for the digital future and ever-changing market.

We utilize technology and data to synthesize information about consumers, vehicles, and the market—both at the individual consumer or VIN-level and also aggregated—to create better business outcomes.

This translates to a real business advantage for our clients. Moreover, the technology used to build this valuable first-party data has been accumulating since our first acquisition, Manheim, in 1968.

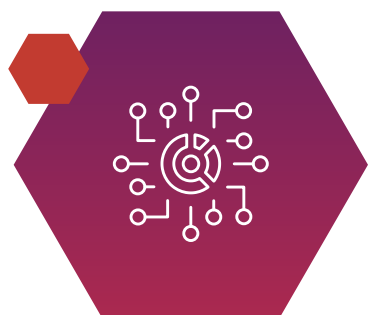
DRIVEQ empowers our clients to thrive in a rapidly changing marketplace





Cox Automotive is powered by DRiVEQ, a world-class intelligence engine that enables more connected data than anywhere else and integrates our solutions more seamlessly than ever before. The combination of our AI engine, cutting-edge technology, and top-industry talent delivers solutions providing real-time insights for automotive decision makers to meet their desired outcomes.

DRiVEQ is built on



Unmatched data

Our end-to-end solutions are the heart of the organization. With an unparalleled breadth and depth of data, we have a real-time view of the consumer, the vehicle, and the market.



Dynamic intelligence

Our AI engine, powered by our cloud platform, cutting-edge technology, and top talent, activates this data into highly valuable automotive data assets and insights.



Relentless innovation

Our intelligent, proprietary data products deliver AI-driven insights and predictions that dynamically update as market conditions change, and power Cox Automotive solutions.

Unmatched data



With leading businesses across the automotive ecosystem—Manheim®, the largest collection of wholesale auctions; Autotrader®, the largest automotive listings site; Kelley Blue Book®, the most trusted and visited consumer research site; and Dealertrack®, the largest platform for F&I services such as credit applications—Cox Automotive is uniquely positioned. Every day, we leverage this raw data and detailed insights from these leading businesses and other businesses across the Cox Automotive portfolio to develop unparalleled intelligent solutions for our partners.



Manheim

80%

of all annual wholesale transactions are valued using Manheim Market Report (MMR)



Kelley Blue Book

63%

of automotive shoppers come to our sites to research, discover, price, and start the buying process for the right car at the right time, allowing us to collect consumer actions across the Cox Automotive ecosystem



Dealertrack 

140+

Dealertrack Dealer Management Systems (DMS) integration partners

DEALER.COM 

Over 60%

of U.S. franchise dealer websites operated by Dealer.com



This allows us to capture data in three deep areas of intelligence: consumer, market, and vehicle.

Consumer data

- Proprietary Pixall tagging
- Lead submissions and customer records
- Proprietary identity resolution and householding

Vehicle data

- Build data
- Vehicle images
- Inspection reports and service records
- Battery health vitals

Market data

- Wholesale and retail listings
- Sales transactions
- Supply and demand indicators
- Rates and incentives
- Credit applications



Unmatched data

Curated, cleaned, normalized, and connected into highly valuable automotive data assets, we connect consumer, vehicle, and market intelligence.

DRiVEQ inspires our vision for what the future might require. It creates new ways to use data and intelligence, and builds the tools and insights that power the entire automotive ecosystem.



Every year, Cox Automotive sees:



Consumer intelligence

120M

Households

2.3B

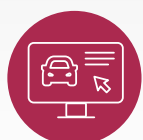
Online visits

80M

Leads

2.9T

Consumer insights



Vehicle intelligence

30M

VINs in market

115M

Service records

3.5M

Condition reports

5.1T

Vehicle insights



Market intelligence

27M

Vehicle sales

48M

Credit applications

4.4M

Trade-in requests

18B

Valuation lookups



Dynamic intelligence

Critical, costly, and time-sensitive decisions require actionable insights and a high level of accuracy and predictability. Our ability to activate the various data sets in a dynamic environment is what sets us apart in the industry.

- **Manheim Market Report (MMR) values** are updated nightly to include the previous day's sales, giving users the most accurate, up-to-date vehicle values in the wholesale market daily.
- **First-party access** to such a wide array of automotive data sets, let's us connect the dots and see trends in real-time that others can't see until 30-, 60-, or 90-days later.
- **Consumer Insights expand** the ability for dealers and OEMs to reach, influence, and connect with the right buyer at the right place at the right time. Our attribution reporting is our key differentiator as we can correctly predict which vehicle make the shopper purchases approximately 91% of the time.
- **The quantity and quality of our data** ensures accuracy and reliability. Because we have access through our own solutions to see the entire lifecycle of a vehicle, we can build better models and algorithms with a higher degree of accuracy.



Our cloud-first data platform and state-of-the-art machine learning technologies, such as computer vision, natural language processing, and advanced statistics power the engine.

Our world-class talent of 75+ data scientists, 2,600 engineers, 130 architects, 400+ agile teams, and dozens of data product managers, data analysts, and others bring this power to market.



Relentless innovation

Unmatched data combined with dynamic intelligence leads to proprietary data products that enable us to be relentlessly innovative. These products power our solutions' cross-functionality to better inform and predict the next decision for better business outcomes.



Proprietary innovations include:

- Assurance
- AutoGrade® Condition Score
- Battery Health Score
- Cash Offers
- Consumer Insights
- F&I Automation
- Fleet Optimization
- Fyusion Computer Vision
- Service & Repair Pricing
- Vehicle Pricing
- Vehicle Valuations
- VIN-Decoding

Intelligent connection

The proprietary technology products developed by DRiVEQ allow us to intelligently connect our solutions in a way only Cox Automotive can.

How DRiVEQ is fueling innovation and growth:



Kelley Blue Book | Cox Automotive Marketing Partnership

The Cox Automotive Marketing Partnership natively integrates client advertising within KBB.com and Autotrader's trusted, personalized environment. Data-driven and powered by machine learning and proven by transparent reporting, our predictive technology changes the way our first-party data connects across the full customer journey, and paves the way for more precise targeting, better customer experiences, and higher-value results.

[Consumer Insights powered by DRiVEQ](#)



Dealer.com | Digital Storefront | Digital Advertising

With Dealer.com, dealers can create engaging, personalized digital experiences. Powered by Cox Automotive data and automation, Dealer.com websites deliver personalized inventory and fixed operations content based on previous shopping behaviors and in-market data. Dealer.com Advertising helps dealers reach the right consumer with the right message at the right time, leveraging a continuous flow of contextual and relevant buying signals, or Consumer Insights, from across Cox Automotive to achieve the highest level of precision targeting.

[Consumer Insights powered by DRiVEQ](#)



vAuto | Stockwave

Stockwave helps you make smarter, faster digital sourcing decisions. With live market insights, you can buy the right vehicles, sight unseen, before the competition. Efficiently search listings of cars from over 300+ auction houses across the country compiled into one stream, ranked by profit potential. Know exactly what to pay to protect your margins, based on like-vehicle pricing and average odometer in your local market. Stockwave also totals your reconditioning, transportation and other costs, and calculates that number against your target retail price, so you can project how much you can make on every car. Stockwave combines all the key data and metrics you use into a single screen, including Kelley Blue Book values, MMR, current demand and supply in your local market.

[Vehicle Valuations powered by DRiVEQ](#)



Cox Automotive | Consumer Buying Signals

To provide a more complete picture of the customer, Consumer Buying Signals analyzes consumer browsing behavior from across Cox Automotive brands—including data from KBB.com and Autotrader. Consumer Buying Signals tags each shopper according to their purchasing timeline (Ready to Buy, Actively Shopping, Casually Browsing), as well as providing insights into their shopping preferences (preferred make, model, etc.). Consumer Buying Signals creates a holistic view of the automotive customer by analyzing the digital trail of data car shoppers leave behind so you save time and resources while gaining access to actionable insights that only Cox Automotive can deliver.

[Consumer Insights powered by DRiVEQ](#)

Intelligent connection



Cox Automotive Mobility | EV Battery Vitals

Our patented electric vehicle battery health score is derived from VIN-specific battery data points such as capacity, power, and charge history. Battery health scores protect EV residual values by providing transparency into the vehicle's condition and confidence in its value.

[Battery Health Score powered by DRiVEQ](#)



Manheim | Manheim Market Report (MMR)

The Manheim Market Report (MMR) is the industry's most trusted source of wholesale vehicle values and is used by tens of thousands of consignors and dealers each month to value millions of used vehicles. MMR represents the wholesale value of distinct Year-Make-Model-Styles, adjusted for various vehicle attributes like mileage, AutoGrade® Condition Score and exterior color. MMR is powered by a non-editorialized, statistical analysis of wholesale vehicle transactions and it's updated daily, so clients get access to the most accurate prices around. MMR uses a dynamic look-back period and starts with transactions from the prior 30 days and extends back further in time as needed, up to thirteen months. With its numerous channels of data from which to drive valuations, MMR drives transparency, trust and confidence in the wholesale marketplace.

[Vehicle Valuations, AutoGrade® Condition Score powered by DRiVEQ](#)



Manheim/vAuto | Upside

Cox Automotive introduces a one-of-a-kind wholesale solution designed to more easily and efficiently offer dealers the opportunity for higher rewards with fewer risks associated with wholesaling. With Upside, sellers can elect to wholesale inventory on their lot and will be guaranteed a profit over the Kelley Blue Book Instant Cash offer appraisal. Once a vehicle is conveniently listed to the Upside Direct digital auction through vAuto Provision, a Manheim concierge team member will come and inspect the vehicle, complete a 360-degree imaging walkaround and prepare a detailed condition report for the vehicle. The vehicle is then listed into the Upside Direct digital auction, where a competitive-bid marketplace will allow for high-yield returns for sellers and a chance at fresh trade-in inventory for buyers.

[Vehicle Valuations powered by DRiVEQ](#)



Cox Automotive | Esntial Commerce™

Cox Automotive's game-changing eCommerce platform is powered by automation driven by AI/ Machine Learning delivering a deal that is transacted fully online. Esntial Commerce delivers a self-paced consumer shopping experience that solves many challenges dealer finance managers face, like providing transparency in the lending process and managing the complexity of aftermarket products. To achieve this, Finance & Insurance Automation uses AI/Machine Learning to predict various key decision results between the dealer and the consumer — all in real-time and with a high degree of confidence.

[F&I Automation powered by DRiVEQ](#)



Xtime | Xtime Invite

Xtime helps dealership service departments profit in the face of change and create efficiencies with powerful marketing automation through its Invite platform. Invite scans a robust set of data and surfaces key service marketing opportunities from across the Spectrum platform—like declined service recommendations and scheduling reminders—and systematically deploys personalized promotions to drive customers back to the dealership and recapture lost revenue.

[Service and Repair Marketing powered by DRiVEQ](#)

Intelligent connection



Cox Automotive | Digital Retailing

As consumer preference for digital interactions and transactions evolves, dealers are equipped to meet every individual's unique path to purchase with our advanced suite of solutions. Our solutions also seamlessly integrate exclusive consumer behavior data allowing dealers to anticipate and deliver an individualized buying experience for any consumer, shopping any way, from anywhere. This can mean an end-to-end digital interaction or a solution that starts the purchase online and smoothly transfers it to in-store, or anywhere in between.

[Consumer Insights, Vehicle Valuations, F&I Automation powered by DRiVEQ](#)



VinSolutions | Connect Automotive Intelligence | Automotive Marketing Platform

More than a CRM provider, VinSolutions helps turn data into more deals with predictive insights based on first-party behavioral data on Autotrader, Kelley Blue Book and Dealer.com. With Connect Automotive Intelligence, dealers can identify shoppers who are 15 times more likely to buy and leverage data-driven insights to personalize the car-buying experience. Automotive Marketing Platform powered by VinSolutions pairs exclusive Cox Automotive data insights with sophisticated logic and automation to deliver one-to-one, multi-channel marketing campaigns at scale.

[Consumer Insights powered by DRiVEQ](#)



Cox Automotive Solutions Portfolio | Dealer Software Solutions

Behavioral insights derived from shopper activity on Cox Automotive's consumer platforms fuel proprietary technologies that help dealerships deliver next-level consumer experiences. As a rule, dealers who deploy this suite of solutions enjoy data continuity and workflow efficiencies across Marketing, Sales, Service, and Operations, as well as significant growth in leads, dollars per transaction, and bottom-line revenue.

[Consumer Insights powered by DRiVEQ](#)



Dealertrack DMS | Critical Analytics

Dealertrack's flexible dealer management systems bring greater efficiency, precision, and profitability across the dealership, helping dealers thrive in an ever-changing automotive market. Critical Analytics elevates the most relevant measures of dealership health by department, and helps dealers identify opportunities for growth. These advanced reporting and analytics capabilities focus each department on the most actionable insights and key performance indicators.

[Dealership Insights powered by DRiVEQ](#)

Our clients and partners are on the top of our minds at all times, influencing every decision, shaping every product update and innovation, leading the way forward.

Dealers

Dealers sit on the front lines of inventory shortages amid record demand and changing consumer preferences. The digital transformation is blurring the lines between online and in-store transactions, and leading to an evolution of the entire buying and ownership experience.

DRiVEQ helps orchestrate end-to-end operations for faster, smarter, long-term growth:

- Seamless shopping experiences through integrated digital retailing
- Efficient and profitable operations with more accurate service and repair pricing
- Improved customer relationships through timely and personalized interactions
- Improved inventory acquisition and management with industry-leading valuations
- Effective targeting of the right consumers with highly accurate consumer insights

57%

of buyers who completed more than 50% of the steps in the buying journey entirely online experienced a better shopping experience.¹

70%

of consumers agree “People will prefer to shop online versus physically going into the dealership.”²

¹ Car Buyer Journey, Cox Automotive (2021)

² Predictions Consumer Study, Cox Automotive (2022)



84%

of considerers and nearly 50% of non-considerers say they would likely purchase or lease from the same brand if EVs are available in the stable²

59%

of new-vehicle shoppers believe targeted marketing could lead to discovering a vehicle that's best suited for them.¹



Manufacturers (OEMs)

Manufacturers are hard at work on product refreshes and new model introductions, vehicle portfolio optimization, and effective marketing and incentive spend strategy.

Our OEM clients can rely on DRiVEQ to deliver:

- Cost-effective, targeted digital advertising with the right consumers
- Improved product planning with leading insights around electrification strategies and more
- Enhanced brand exposure and increased brand awareness with targeted content marketing
- Incremental profitability from optimized remarketing strategies
- Innovative digital retailing solutions connecting T1 to T3

¹ Nielsen Content Influence Study Commissioned by Cox Automotive (2020)

² Path to EV Adoption Study, Cox Automotive (2021)



Partners

Our highly valued lender, fleet owner and technology partners continue to see shifts in the economy, the regulatory environment, and changing trends in mobility requiring diligence, risk mitigation, and optimization.

Access first-party data that's vital to your business with DRiVEQ:

- More standardized and automated workflows, including underwriting
- Higher loan profitability through more accurate risk and loss mitigation
- Efficient fleet logistics with the largest network of connected services
- Increased utilization optimization and inventory management
- Data tools that can be easily connected into other digital solutions



82%

of consumers who have used car subscription in the past will use it again post-COVID.¹



¹ Cox Automotive Evolution of Mobility 2.0 (2021)



55%

of total buyers visited third party sites without using an OEM site.¹

33%

of total buyers visited third party sites without using a dealer site.²

Consumers

Consumers are increasingly concerned about the privacy of their data, while also desiring a more curated and relevant shopping and ownership experience.

With DRiVEQ's integrated data products, we can:

- Offer convenient and effective research tools, trusted for their accuracy and relevance
- Connect consumers to a seamless shopping and buying experience online and in-store
- Instill confidence in service and repair guidance, pricing, and timeliness

¹ Car Buyer Journey, Cox Automotive (2021)

² Car Buyer Journey, Cox Automotive (2021)



Relentlessly Innovative. Intelligently Connected.

Together, our brands provide a comprehensive set of products and services for clients that simplify workflows, remove friction, and enable the smart, connected experiences that dealers, OEMs, lenders, mobility providers and consumers expect.

And Cox Automotive isn't stopping here. As the industry moves to the ACES future (Autonomous, Connected, Electrified and Shared), we are leveraging our data to drive even faster innovation. Cox Automotive has already invested heavily in this future, including recent acquisitions of Dickson Fleet Services to become a major fleet services provider and Spiers New Technologies to deliver industry-leading EV battery health expertise and services. In addition, Cox Automotive's acquisition of Fyusion Inc., a leading computer vision provider, is enabling new machine learning innovations throughout our portfolio of services.

We also see incredible promise around Connected Car intelligence and are working closely with partners across the industry on multiple capabilities for OEMs, fleet owners and consumers alike.

Cox Automotive powered by DRiVEQ not only leads the current market but will leverage data driven intelligence to innovate even more for our clients in the future!

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The automotive industry is evolving very, very quickly. It always comes down to data and putting strategies together that are a win-win-win for the dealer, the OEM, and the technology provider on the journey to provide that capability.

~ Todd Peterson
Manager, Global Dealer Experience
General Motors



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