



## FOR IMMEDIATE RELEASE

### Cox Automotive to Revolutionize the Vehicle Transportation Experience for Shippers and Carriers

*Commits to \$100+ Million investment to transform Central Dispatch from the industry's largest load board into the first fully integrated automotive transport marketplace.*

**ATLANTA – January 25, 2024** – Cox Automotive is again doubling down on its commitment to vehicle logistics, investing more than \$100 million to revolutionize the vehicle transport industry through technology. This investment will transform the company's industry-leading brand, Central Dispatch, from a matchmaking service that connects shippers and carriers into a fully integrated automotive transportation marketplace that gives clients the tools, data and insights they need to take control of their supply chains and thrive.

"At Cox Automotive, we see tremendous opportunity in the vehicle transport space," said Steve Rowley, president of Cox Automotive. "By leveraging the full power of Cox Automotive's data, technology and expertise to re-imagine the Central Dispatch experience, we will give shippers and carriers what no one else in the industry can—a comprehensive logistics solution that enables them to better compete in today's automotive ecosystem."

#### **The Evolution of Vehicle Logistics:**

As recently as a decade ago, vehicle transport was simpler, with new vehicle movement focused mostly from the manufacturer to dealerships and used vehicles largely moving between auctions and dealers. However, increased adoption of digital buying across the automotive industry—from wholesale to retail—has dramatically increased complexities and demand across the vehicle supply chain. The proof is in the numbers:

- Most wholesale vehicles are now purchased digitally: 72% of Manheim's transactions in 2023 went to digital buyers.
- Dealers are buying wholesale vehicles from far away; on average, Simulcast buyers purchase vehicles 360+ miles away.
- Many dealers are now offering their customers at least a partial online retailing experience, with 39% offering customers the ability to complete each step online and 67% offering the ability to schedule vehicle delivery online.<sup>1</sup>

#### **What's Ahead for Central Dispatch:**

"The trends over the last several years have created new pain points for shippers and carriers that require real solutions," said Joe Kichler, vice president of Logistics at Cox Automotive. "I'm confident that the new offerings from Central Dispatch will bring simplicity to this complexity, connect all parts of the transport process and ultimately make clients more successful than they are today."

The enhanced Central Dispatch will ultimately offer everything shippers and carriers need to manage their transportation business in a single, integrated platform. This will not only bring shippers and carriers significant efficiencies, but it will also increase transparency, better connect carrier supply with shipper demand and enable the execution of the transaction all in one place.

In 2024, key highlights of the new Central Dispatch experience will include continued enhancement of carrier verification, a new carrier mobile app (with inspection and Electronic Bill of Lading), advanced pricing and market intelligence tools and a suite of APIs, which will enable more seamless connectivity between different tools and applications that shippers and carriers already use.

This additional investment in Central Dispatch builds on the momentum that began in 2023 with the release of two enhancements that were highly requested by clients: [transactional ratings](#), which crossed the 1.5 million milestone in just under a year since launch, as well as more customizable user management controls.

Those interested in learning more about Central Dispatch should stop by the Manheim booth in the Cox Automotive Village when the 2024 NADA Show Expo kicks off in Las Vegas February 2-4.

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<sup>1</sup> Source: [2023 Cox Automotive Digitization of Car Buying Study](#)



**About Cox Automotive**

Cox Automotive is the world's largest automotive services and technology provider. Fueled by the largest breadth of first-party data fed by 2.3 billion online interactions a year, Cox Automotive tailors leading solutions for car shoppers, auto manufacturers, dealers, lenders and fleets. The company has 29,000+ employees on five continents and a portfolio of industry-leading brands that include Autotrader®, Kelley Blue Book®, Manheim®, vAuto®, Dealertrack®, NextGear Capital™, CentralDispatch® and FleetNet America®. Cox Automotive is a subsidiary of Cox Enterprises Inc., a privately-owned, Atlanta-based company with \$22 billion in annual revenue. Visit [coxautoinc.com](https://www.coxautoinc.com) or connect via [@CoxAutomotive](https://twitter.com/CoxAutomotive) on X, [CoxAutoInc](https://www.facebook.com/CoxAutoInc) on Facebook or [Cox-Automotive-Inc](https://www.linkedin.com/company/cox-automotive-inc) on LinkedIn.

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