

For Immediate Release



Xtime Adds New Features to Modernize the Automotive Service Experience

- New features focused on customer communications and workflow transform dealership service departments into customer-centric powerhouses.
- New, improved video and image capture and share, plus enhanced dealer texting and chat features simplify customer communications while improving the overall customer experience.
- Xtime's new features can grow fixed operations profits with every appointment while creating superior customer experiences across end-to-end processes.

ATLANTA—Jan. 17, 2025—[Cox Automotive Inc.](#) today announced new capabilities to [Xtime](#), the industry leading service platform for dealerships. Designed to deliver a modern service experience from appointment to payment, the new capabilities span communications, multimedia, reporting and connected workflows, while empowering dealerships to maximize service revenue and elevate the customer experience.

"Xtime's latest enhancements underscore exactly what Cox Automotive's Retail360 delivers—the ability to provide consistent sales to service experiences through powerful insights," stated Tracy Fred, senior vice president of dealer and lender solutions at Cox Automotive. "Xtime stands out from other solutions in its ability to connect data from sales to service, providing tools to keep customers and service staff in constant communication, creating positive customer experiences, that drive loyalty, and promote retention that activates the lifetime value of the customer."

Xtime is a core service platform within Cox Automotive's [Retail360](#) ecosystem, which enables every path to purchase, from search to service. With 65% of consumers rating digital features as critical or very important to their communication experience, coupled with 2025 shaping up to be the strongest year for automotive sales since 2019, Xtime's enhancements equip dealership service departments and OEMs with the right technology to meet their customers' expectations. (Source: 2024 Xtime Communication Satisfaction Survey)

New features include:

- **Enhanced texting communications** that leverage a new messaging center to support interactions with customers and prospects, meeting evolving customer expectations. Including bulk communications to reduce the level of effort, ensuring timely and effective interactions and improving customer satisfaction.
- **Enhanced video capabilities** that include features like noise cancellation, higher resolution, subtitles, dealer branded MPI videos to drive technician's efficiency and elevate customer's experience. Engaging multimedia can generate approvals in as fast as 7 minutes for additional service recommendations. Also introducing Xtime's real-time performance dashboard and performance scoring capabilities with the goal of increasing additional service recommendations (ASRs) and driving revenue growth. (Source: Based

on median approval time for dealers using Xtime Inspect and Enhanced Multi-Media, January 2024 to July 2024.)

- **Simplified reporting** with deeper insights from the service lane helps dealers make informed decisions quickly.
- **Expanded workflow efficiency** with seamless DMS integrations streamlines operations and enables a more efficient workflow. Connected data from back-office processes to fixed ops can lead to higher dealership profitability.

“Trusted by nearly 7,000 franchise dealers and more than 20 OEM partners, Xtime’s service scheduling, multi-point inspections, service marketing, and the consumer check-in experience has long been relied upon,” continued Fred. “Even in a positive market, dealers understand that they need to think long term and strategically, with a comprehensive set of tools with multi-channel marketing capabilities and powered by AI and service automations that drive precision for the customer. Xtime is the service platform that leads to a more profitable service experience today and in the future.”

Media, analysts and dealers interested in speaking with Cox Automotive at the 2025 National Automobile Dealers Association (NADA) Show, Jan. 23-26, about Xtime’s new enhancements can visit the Cox Village at NADA or request a meeting through the [Cox Automotive NADA Hub](#).

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 or connect via [@CoxAutomotive](#) on X, [CoxAutoInc](#) on Facebook or [Cox-Automotive-Inc](#) on LinkedIn.

Media Contacts:

Lisa Aloisio

Lisa.Aloisio@coxautoinc.com

404-725-0651

Brenna Buehler

Brenna.buehler@coxautoinc.com

949-473-6595