

Central Dispatch Sets New Industry Standard in Transportation Security with Biometric Identity Verification for Every User

Building on years of investment, this milestone moment strengthens fraud prevention and delivers greater confidence in the industry's largest logistics marketplace.

ATLANTA – January 20, 2026 – Central Dispatch is leading the automotive logistics industry toward a new standard of trust and security with biometric, government ID-backed identity verification for every user on its platform. Available now, this added layer of protection is designed to help reduce fraud risk and strengthen overall marketplace security. It underscores that everyone has a role in fighting fraud – while giving shippers and carriers the tools to do it confidently.

“Security has always been a cornerstone of our marketplace, and this upgrade takes that commitment to the next level,” said Joe Kichler, senior vice president of Digital and Supply Chain at Cox Automotive. “By bringing proven identity technology into an industry that needs it most, we’re not just responding to industry challenges – we’re setting a new benchmark for trust and transparency in automotive logistics.”

Leading the Way

Central Dispatch is the first automotive logistics marketplace to implement biometric verification at this scale – currently rolling out to more than 60,000 existing users and set to include all new users, both domestic and international. This scale matters because, as the industry becomes increasingly digital, fraud has emerged as a new but pressing challenge.

While Central Dispatch has long verified all shippers, carriers and brokers at the company level, biometric checks build on that foundation by adding individual-level verification. In a fluid marketplace where drivers and dispatchers frequently move between carriers, this added layer of identity authentication helps ensure greater continuity and confidence in who is physically transporting the vehicle. Together, these enhanced verification tools support a more transparent experience for shippers and carriers and reflect Central Dispatch’s ongoing commitment to marketplace integrity.

Leveraging Technology You Already Trust

Biometric identification isn’t new – but the way Central Dispatch is bringing it to automotive logistics is based on familiar, reliable technology. The same tools people use every day to unlock their phones, access apps and move through airport security are now helping power a more secure logistics marketplace. By introducing modern identity verification tools into the vehicle transport marketplace, Central Dispatch is expanding on familiar verification

practices to help shippers and carriers start each transaction with greater confidence in who they're working with.

“Technology is a powerful defense, but stopping fraud takes everyone doing their part,” said Lainey Sibble, head of Central Dispatch at Cox Automotive. “When you ship a car, you want to know that the specific person doing the job is verified – not just the company. This is another way we're further securing the experience *and* giving our clients more tools to protect themselves.”

Looking Ahead

Identity verification will serve as the foundation for what's next. Central Dispatch is focused on extending confidence across more moments in the logistics journey with advanced tools designed to digitize and support more secure processes. Each enhancement is designed to strengthen protection, reduce risk and provide greater transparent experience for everyone involved. By working together with shippers, carriers and partners, we can continue improving marketplace integrity and promoting a more trusted experience.

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 Cox Fleet®. Cox Automotive is a subsidiary of Cox Enterprises Inc., a privately owned, Atlanta-based company with \$23 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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