



Cox Automotive Improves Sales Experience for Toyota and Lexus Dealers with SmartPath/MONOGRAM Deal Integration

ATLANTA, February 26, 2026 – [Cox Automotive's VinSolutions](#), the leading CRM in the automotive industry, announced today a new integration with Toyota Motor North America, Inc.

Cox Automotive's VinSolutions, specifically, the Vin Desking features of CRM and Deal Central, now integrate with Toyota SmartPath/Lexus MONOGRAM retailing, enabling the opportunity for a seamless consumer experience from online to instore, and offers a highly integrated consumer-management workflow designed to support end-to-end experiences.

Sales Managers can now seamlessly push deals from the SmartPath/MONOGRAM Mobile Sales Tablet and Management Console into VinSolutions for Desking capability with the click of a button. This enhanced workflow reduces or eliminates manual re-keying- saving users up to 15 minutes per deal (Source: Toyota SmartPath System Data: Time Test December 2025-January 2026) -while improving data accuracy and ensuring stronger alignment with Toyota and Lexus' deal structure. This integration enables a faster, more consistent, and more efficient deal-processing experience.

"When a SmartPath customer submits a deal, having that information show up directly with the lead makes a real difference for our team," said Gabe Ariyajasingam, Sales Manager, Lexus Akron Canton. "We spend less time confirming and re-keying details and more time engaging the customer. It simplifies the handoff and provides a better customer experience."

VinSolutions' desking features are part of a powerful ecosystem of retail solutions from Cox Automotive. They help identify ready-to-buy customers and help close more deals, powered by exclusive buyer insights. Dealers can maximize profits with advanced CRM tools, AI-driven insights, automated marketing, and desking software to ensure seamless customer engagement and dealership success.

For more information visit <https://www.vinsolutions.com>.

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



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