



FOR IMMEDIATE RELEASE

VinSolutions Launches Landmark Expansion of AI-Powered, Dealer-Driven Upgrades

Built from what customers asked for, the new AI-powered tools are live today with more arriving every two weeks

ATLANTA — August 31, 2026 — VinSolutions, the industry's number one CRM trusted by thousands of dealerships nationwide, today announced a major wave of platform upgrades, built directly from what dealers have been asking for, and already showing up in dealer results this quarter.^{1,2}

Acting on direct dealer feedback, VinSolutions launched faster access to the workflows sales reps use all day: a more intuitive app, a refreshed desktop that kicks off a series of user experience upgrades, and AI that does the busywork instead of adding another screen to check. A new, accelerated product development and deployment model now allows new capabilities to ship every two weeks.

VinSolutions dealers are already using these new AI-powered and engagement tools built into their existing CRM workflow. Dealers running on the AI stack are reporting positive results: VinSolutions data shows dealers sell 25% more vehicles per month¹ and acquire 37% more vehicles per month when they put these new tools to work².

1. **Predictive Insights with GenAI** — turns Cox Automotive's real-time behavioral, transactional, and dealership 1st-party data into hyper-personalized emails and texts and identifies shoppers who are 9x more likely to buy than shoppers who did not exhibit similar predictive signals, based on VinSolutions analysis.
2. **Virtual Contact Assistant** — a CRM-embedded autonomous AI assistant that engages and nurtures leads, schedules appointments, and answers complex shopper questions 24/7, handing off to a human at the moment a person is needed.
3. **VinSolutions Video** — a new CRM-native video tool that lets any team member record, personalize, send and track video messages straight from the CRM, on mobile or desktop, turning routine follow-up into stronger engagement. (Generally available in market in November 2026)
4. **Refreshed Mobile Experience:** The updated VinSolutions mobile app delivers a faster, more intuitive experience, helping dealership teams stay productive and manage customer activity from anywhere. Several future mobile upgrades are also planned.
5. **Upgraded desktop interface:** Simplified navigation and a refreshed interface in light and dark mode is intuitive, minimizes friction, and maximizes engagement, while giving managers cleaner, more actionable activity from their teams.

"We asked dealers what would actually make a difference in their day, and we've delivered it," said Jessica Stafford, SVP of Consumer Solutions. "We are moving fast on AI innovation and dealer feedback, and it shows in the results that are already here. This is just the first chapter in our new playbook."

"We eliminated our Sunday shift because Virtual Contact Assistant was already generating more activity during that time, which allowed us to reallocate those hours more effectively," said Eunice Arnett, Internet Director, Ancira Winton Chevrolet.

“Using the new video tool, we've seen engagement increase, show rates increase, and it directly translates to sales,” said Katelyn Beliveau, BDC Manager, DeNooyer Chevrolet.

“Dealers don't have time for a five-year plan,” said Paulo da Silva, VP of Digital Commerce, Cox Automotive. “They want to know what's different in their CRM that can grow their business today. That is what these upgrades are designed to do and we're just getting started. The next wave goes deeper: a more capable mobile app, a refined interface, smarter task management and reporting, and inventory acquisition leads, fed from vAuto, so that dealers can acquire more inventory directly from their service lane.”

The new AI-powered tools are available now to all VinSolutions dealers. For more information, visit www.VinSolutions.com/Request-Demo or reach out to your Cox Automotive Performance Manager.

¹ Based on VinSolutions analysis of participating dealerships using Predictive Insights compared to participating dealerships not using Predictive Insights from June 2024 through June 2025. Individual results may vary. Analysis performed September 2025.

² Based on VinSolutions Predictive Insights data from June 2024 through June 2025, analysis performed September 2025.

About Cox Automotive

Cox Automotive is the world's largest automotive services and technology provider. Fueled by the largest breadth of first- and third-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 four 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. Cox Automotive has been included on Glassdoor's [Best Companies in Tech & AI 2026](#) and [Best Place to Work in 2026](#) lists. Visit coxautoinc.com or connect via [@CoxAutomotive](#) on X, [CoxAutoInc](#) on Facebook or [Cox-Automotive-Inc](#) on LinkedIn.

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