



FOR IMMEDIATE RELEASE

Cox Automotive's VinSolutions Embeds Fullpath's AI-Powered Customer Data Platform Directly into Mutual Clients' CRM

ATLANTA — October 8, 2026 — Cox Automotive's VinSolutions, the industry's number one CRM trusted by thousands of dealerships nationwide, today announced a milestone upgrade: All mutual Fullpath and VinSolutions clients will have an embedded Customer Data Platform (CDP) with AI insights built in, powered by Fullpath technology.

"Other CDPs are mostly focused on data ingestion, structuring and organization. With Fullpath's CDP in VinSolutions, we put the power of that data directly in the hands of sales reps to personalize every interaction and close more deals," said Paulo da Silva, VP of Digital Commerce, Cox Automotive. "What's unique about Fullpath and VinSolutions is that the embedded CDP can also be upgraded seamlessly with Agentic AI capabilities to make that enriched data truly actionable."

Dealers who run both VinSolutions and Fullpath already know the value of unified customer data. What's new is where that intelligence now lives: directly inside the VinSolutions CRM record sales reps already use every day, not a separate screen to check. A marketing director can target shoppers who are in-market; a GM or GSM can see which deals are closest to closing; and the sales team walks into every conversation with AI-powered insights already on the record they're viewing — no extra login, no separate tool.

The VinSolutions integration with Fullpath's CDP provides three major value points for dealers:

- **One less system to log into:** Their existing CDP instance is now accessible directly through VinSolutions.
- **More customer context:** The AI summary powered by Fullpath is surfaced in the customer profile, giving users additional insight at critical moments of engagement.
- **Website activity in VinSolutions:** Fullpath website data is now visible directly in the VinSolutions's timeline.

"This release brings the industry's most powerful first-party data and AI-powered customer intelligence directly into the CRM dealers use every day," said Jessica Stafford, SVP of Consumer Solutions, Cox Automotive. "Capabilities that used to require a separate platform and a separate budget, are now built directly into the system they already know. Only Cox Automotive can deliver this supercharged value at scale."

“Bringing Fullpath’s CDP intelligence directly into VinSolutions feels like watching two powerhouse digital platforms lock together,” said Don Erwin, Marketing and Communication Director for Mtn View Automotive Group, in Chattanooga, TN. “Suddenly, the customer profile isn’t just a CRM record — it becomes a living picture of that shopper’s journey, interests, activity and intent. This integration doesn’t simply pull back the curtain on the customer; it practically tears it away, giving our team a level of visibility we’ve never had inside the CRM before.”

“The pace and depth of innovation that has defined Fullpath will accelerate now that we’re part of the Cox Automotive portfolio,” said Aharon Horwitz, CEO & Co-Founder, Fullpath. “Nobody else can pair our AI with data at this scale. That’s going to drive value for dealers — and for this industry — that no one else can touch. And this is just the first move. There’s a lot more coming from Cox and Fullpath together.”

The embedded CDP upgrade is being rolled out to all customers who have VinSolutions CRM and Fullpath through the end of the year. For more information, reach out to your Fullpath Customer Success Manager.

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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