For Immediate Release

VinSolutions Brings Personalized Video Directly into Dealership CRM Workflows

VinSolutions Video Enables Dealership Teams to Send Personalized, Branded Communication by Text or Email and Track Activity in One Tool

ATLANTA, Nov. 18, 2026— VinSolutions today announced the launch of VinSolutions Video, the latest innovation in its expanding mobile and CRM experience designed to help dealership teams work and engage customers. Built directly into the CRM and mobile app teams already use, VinSolutions Video enables sales and BDC teams to record, personalize and send branded videos to shoppers and customers without leaving VinSolutions or relying on a separate tool.

As more of the vehicle-shopping journey moves online, dealerships need efficient ways to create personal connections that motivate customers to take the next step toward a car purchase. VinSolutions Video brings that capability into the CRM workflow more than 7,000 dealership teams already use, helping drive results: leads receiving VinSolutions Video saw 31% higher appointment rates and 22% higher sold rates.[1]

By bringing video into the existing workflow, VinSolutions gives dealership teams another way to make customer outreach more personal and build trust, while helping managers understand usage and coach their teams. The experience supports VinSolutions' evolution from a CRM that helps dealers manage customer relationships to a platform that helps them identify opportunities, act and execute more efficiently.

"Because video is built directly into the VinSolutions mobile app our team already uses, adoption is super easy. They can access customer information, create videos, and send them all in one place without juggling multiple platforms," said Gus Medina, Internet Director and Business Development Director at Castle Volkswagen of Schaumburg.

With these new video creation capabilities, customer information and performance reporting are now connected within VinSolutions. Dealership teams can personalize outreach using contextual details already available in their CRM. Managers can better understand adoption, identify coaching opportunities and evaluate how video engagement contributes to sales activity.

"While the automotive retail experience is becoming increasingly digital, customers still want to feel a genuine connection with the people they're doing business with," commented Paulo da Silva, Vice President, Digital Commerce Operations at Cox Automotive. "VinSolutions Video helps bridge that gap by enabling dealerships to create more meaningful engagement, differentiate their customer experience and close at a higher rate in an increasingly competitive market."

VinSolutions Video is part of VinSolutions' continued investment in tools that help dealership teams engage customers and act on opportunities within the workflows they already use.

For more information, visit www.vinsolutions.com.

[1] Disclaimer: Among dealers sending up to approximately 20 videos per week, leads receiving video had a 26.9% appointment rate vs. 20.6% for leads without video, a 31% relative lift, and a 13.4% sold rate vs. 11.0%, a 22% relative lift.

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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