

A photograph of the Braman Genesis building, a modern structure with large glass windows and a blue-tinted facade. The name "BRAMAN GENESIS" is visible on the building's exterior.

Braman Genesis

Miami, Florida

Alex Zaldua, General Sales Manager



Luxury in Motion: Braman and VINView

When Florida customers think of luxury vehicles, they undoubtedly think of Braman. Braman's 23 dealerships sell everything from Mercedes-Benz to BMW, Bentley, Bugatti, Rolls-Royce, and Porsche.

This success is plain to see: in a recent year, Braman had over \$2 billion in sales. Alex Zaldua, general sales manager of Braman Genesis in Miami, Florida, spoke with VINView about his 17-year career with Braman and his experience working with VINView at this Genesis-exclusive dealership.

"We've got cars starting at \$20,000 up to \$4 million. From Hyundais to Bugattis, we cover all aspects of the buying experience ... and all budgets." As the biggest Genesis dealership in the Miami area, Braman is helping pave the way for this relative newcomer in the luxury vehicle scene with VINView at their side.

How Alex Enhances Braman's High-End Customer Experience with the Help of VINView

Although Alex urges Floridians to come and visit the beautiful and luxurious Genesis dealership so that they can test drive a vehicle for themselves, many customers buy their vehicles online—without even stepping foot on the showroom. For these modern customers, being able to view precisely where their car is can help to greatly enhance the customer experience.

Alex goes on to describe what the Braman Genesis customers experience buying from the dealership: "A lot of these customers come in here looking for a vehicle, and we can tell them exactly where it is and when it's going to be here."

Showing the Customer Exactly Where Their Car is With VINView's Interactive Map

Nothing enhances the customer experience like showing an excited car buyer where exactly their vehicle is in real-time, with pinpoint-accurate updates. "Every time a customer asks me, 'Where's my car?' we use VINView since it helps us give them an exact location of their vehicle." Using VINView, Alex and Braman Genesis go above and beyond to make sure that customers have the best possible experience. At a dealership so laser-focused on customer experience, VINView has proven to be invaluable, with real-time ETAs and precise vehicle locations.

"Instead of a salesperson telling them where their car is going to be, customers actually go on the VINView dashboard and see it; VINView will tell them, pinpoint on where their car is located, and give them an ETA time on dealer arrival."



Watch the video
to learn more!



Ann Arbor, MI



Austin, TX



(888) 977-3891



VINViewSupport@FreightVerify.com



VINVIEW™

SOLUTION OVERVIEW



Real-time Insights and Alerts on Inbound VINs



Introducing the VINView family
of software solutions

VINView by the Numbers

60,000+ Dealer Staff
11,000+ Dealerships
choose VINView in
50 States and 10 Provinces

**Get accurate delivery dates and real-time alerts
on your inbound VINs, delighting your buyers
every step of the way!**

Today's dealership experience is more competitive than ever, which is why your buyers want to know when their new vehicle will arrive at the dealership and stay informed throughout its journey.

Introducing VINView, the market leader in real-time alerts and insights on your inbound VINs, providing everything you need to delight your buyers, manage your inventory and stay ahead of the game!



VIN SEARCH ENGINE

Type in your VIN to a Google-like search engine and quickly learn your Finished Vehicle's location.



EMAIL NOTIFICATIONS

Stay informed with email notifications when your vehicle is en route to the dealership so you know when to expect its arrival.



INTERACTIVE MAPS

See your VINs on an interactive map featuring your destination, and local landmarks.



TEXT ALERTS

Track your vehicle's progress every step of the way with Text Message (SMS) alerts and interactive maps from your smartphone.



RELIABLE ETA'S

Manage your incoming VINs with ETAs you can depend upon.



ACCELERATE PREP

Get your new VINs ready for customer pick-up by knowing when they'll arrive.

