



Muller's Woodfield Acura

Huffington Estates, Illinois
Matthew Lacey, Sales Manager



VINView Powers Smarter Luxury Sales

At Muller's Woodfield Acura, VINView gives salespeople the information they need to help customers make smart purchases.

Sales Manager Matthew Lacey, who grew up with Hondas, says, "Who wouldn't want the reliability of a Honda just in a nicer, glossier package? That's what Acura brings. It's a luxury brand where you've got strong reliability. For the people who are driving Hondas, the next logical step is to get into an Acura because they know that it's going to be reliable, and they want to get into that luxury sector then. It's an easy transition."

The team uses VINView to make that transition seamless for customers.

Serving Knowledgeable Customers and Providing Them with a Top-Tier Experience

For this dealership, selling high-quality, reliable vehicles like an Acura begins with the customer experience. The goal goes beyond merely being kind, as Matthew and everyone strives to do. Today's customers, especially the ones buying Acuras, know the vehicles as well as the sales reps, so honesty is paramount, a mindset that founder Mark Muller himself instilled in Matthew and everyone at Muller's Woodfield Acura.

"Especially in this day and age, customers come in knowing the product probably better than most of the salesmen do these days. Everything's on the internet.." These customers come in knowing what they want and are ready to put in a down payment. As Matthew puts it, "No one wants to come and sit in a car dealership for three hours and try and buy a new car. It doesn't need to be like that anymore."

Bringing Precise Inventory Management to the Customer

The Muller's Woodfield Acura team use VINView daily: "I can get everything ready so that when a car's here, I can tag them straight into service." "When inventory levels are not the highest, VINView has been a massive help."

Not everyone has VINView—those selling European imports lack access and can't share arrival info with customers. "I have a friend at one of the other stores and speak to him, and everyone's struggling with inventory levels."

"You can lose sales by not having the car." VINView solves this, letting Matthew tell customers exactly which vehicles are inbound and when, with ETAs closely tracked—a win/win.

"I can get everything ready so that when a car's here, I can tag them straight into service and speed-to-market is everything. So, at a time when inventory levels are not the highest, VINView has been a massive help."



Watch the video
to learn more!



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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.

