



## Cadillac of Bellevue

Bellevue, Washington  
John Martin, Internet Sales Specialist



### Leveraging VINView to Put Customers Behind the Wheel of Escalades

Cadillac of Bellevue has tech-savvy and affluent customers purchasing luxury vehicles, and to help those customers get the vehicles they want, exactly when they want them, the dealership relies on VINView to know exactly where these vehicles are and when they will arrive at the dealership.

And VINView's wide range of powerful features help make that possible. Internet Sales Specialist John Martin, like many other people at the Bellevue dealership, uses VINView every day.

With VINView, that uncertainty is a thing of the past; the moment John sees a vehicle pop up on VINView, it gives him and everyone else at the Bellevue dealership a good idea of when a vehicle will arrive.

### Know Exactly Where a Vehicle Is

As John puts it: "Every day I get here and one of the first things I do is check VINView. Most of the time, I have multiple vehicles that are incoming, so I'm always excited to see when they hit VINView."

Knowing exactly when to expect a vehicle, and being able to track its location, is information that's invaluable for tech-savvy clientele. Gone are the days of buying virtually any product or service and sitting around waiting for it to arrive, with nothing more to show than a rough estimate. John is providing that modern convenience, with the help of VINView, through every step of the buying experience.

"When a car ships already, it's when it hits VINView for us, and it helps us set expectations for customers by showing them the pinpoint accuracy that we see from VINVIEW."

### Follow a Vehicle Status in Real-Time with Watched VINs

One of VINView's most powerful features for keeping tabs on the status of a vehicle's delivery is the ability to watch VINs in the dashboard—great for those customers who want to know where their vehicle is at every step of its journey.

Cadillac of Bellevue has had great success with this feature: in John Martin's experience, customers are far more likely to give the dealership their money when they have the most current ETAs, which can easily be provided by VINView.

*"Before I was able to use VINView, it was hard for me to set expectations of when the vehicles would be coming in and didn't know if a vehicle will get here this week, this month, or next month. That's a long time."*



Watch the video  
to learn more!



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# VINVIEW™

## SOLUTION OVERVIEW

### Real-time Insights and Alerts on Inbound VINs



# VINVIEW™

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.



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