

Spireon Introduces MyDealer 2.0 for Kahu

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LAS VEGAS – Spireon, the vehicle intelligence company, introduced MyDealer 2.0 for Kahu® with new features that enable dealerships to grow the customer/dealer relationship with individualized mobile experiences. This enhancement to the award-winning Kahu connected car solution increases consumer engagement through a high-value mobile app, putting vehicle maintenance and control directly into the customer's hand. Customers can now receive tailored service reminders, schedule necessary service appointments and have visibility into their car's maintenance needs and history all in one place—their mobile phone.

MyDealer 2.0 delivers on this request as dealers are now able to support automated OEM and mileage specific service reminders, ease of scheduling and access to their car's maintenance history which enables convenient ownership over their vehicle's service needs.

"Consumers consistently rank vehicle maintenance as a high priority in connected car solutions," said Brian Skutta, president of automotive at Spireon. "MyDealer 2.0 delivers on this request as dealers are now able to support automated OEM and mileage specific service reminders, ease of scheduling and access to their car's maintenance history which enables convenient ownership over their vehicle's service needs."

MyDealer 2.0 delivers convenience and automation by leveraging previous dealer repair order (RO) history, original equipment manufacturer (OEM) recommended vehicle maintenance schedules, and precise mileage driven to push service reminders and enable online or click-to-call appointment scheduling from the trusted Kahu consumer app. Dealers no longer have to manually create service retention push campaigns as Kahu automatically generates and sends those messages to customers. This ultimately reduces overhead cost of service engagements and enhances fixed operations profit to help address retail margin compression.

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