

Kahu Adds Enhancements for Dealer Groups

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IRVINE — Spireon, the vehicle intelligence company, is adding several enhancements to its Kahu connected car solution, designed to provide automotive dealer groups with the tools they need to optimize operations, improve sales results and mitigate risk, the company announced.

Kahu was designed to turn any vehicle into a connected car, empowering dealers to view and manage vehicles from their desktop, tablet or smartphone. New features include streamlined portfolio and inventory management, account transfer for seamless dealer trades, mobile views of inventory age, new test drive analytics, and more.

“While U.S. auto sales have remained steady in 2018, the market continues to consolidate as dealer groups seek greater efficiencies and new opportunities to grow profits,” said Sunil Marolia, vice president of product management for Spireon. “And although the latest release of Kahu has been enhanced for dealer groups, independent dealers can also benefit from the streamlined operations, increased sales effectiveness, reduced risk, and increased customer loyalty generated by Kahu. Once dealers have the power of Kahu driving their business, they can’t imagine running it any other way.”



<http://www.autodealermonthly.com/channel/dps-office/news/story/2018/09/kahu-adds-enhancements-for-dealer-groups.aspx>