



Spireon Launches GoldStar Enterprise

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IRVINE, Calif. — Connected vehicle intelligence solutions provider Spireon Inc. announced the latest enhancements to its GoldStar GPS solution for the vehicle finance industry. GoldStar Enterprise adds enhanced workflow automation for lenders, credit unions and large buy here, pay here (BHPH) dealerships with multiple locations. The company also added a new, nationwide Impound Lot database, prebuilt into the platform, and available for both GoldStar Pro and GoldStar Enterprise customers.

“Nonprime auto lenders face expensive and time-consuming challenges in servicing loans, communicating with buyers, managing risk and recovering vehicles when necessary. These challenges are amplified when dealing with a high volume of vehicles across multiple dealers and branches,” said Brian Deeley, director of product management at Spireon. “GoldStar Enterprise is specifically designed to manage high-volume operations and streamline business workflows across different branches, divisions and partners.”

GoldStar Enterprise was designed to extend the features of GoldStar Pro with workflow tools to streamline the management of multi-tiered operations, including sub-accounts for finance sources’ dealer partners, request-installation service, device ordering and activation, asset groups and more.

“Our objective with GoldStar is to provide early warning signs of potential defaults, allowing dealers and lenders to engage early and help customers stay in their vehicles and stay on payment schedules,” said Reggie Ponsford, Spireon’s senior vice president of sales for automotive solutions. “Proactively communicating with customers based on GoldStar’s predictive analytics has resulted in significant cost savings for our customers, and in many cases, allowed them to collect three to four more payments per loan on average.”

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