



# Inventory Management Merchandising



## Don't just advertise your inventory. Move it.

Anyone can post a vehicle online. Only our merchandising capability allows you to enrich your advertising with robust descriptions, powerful photography tools, and best-in-class vehicle distribution to leading websites.

### Features and Benefits:

- Smarter distribution and inventory syndication that drives improved turns and profits.
- Mobile, desktop and website information syncs instantly.
- Present your inventory with value and detail, showing your customers why you decided to stock it.

866.766.5478

Learn more about Merchandising.

[dealertrack.com/inventory](http://dealertrack.com/inventory)

dealertrack technologies™

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The screenshot shows the Dealertrack Inventory Management Merchandising interface. At the top, there are navigation tabs for 'inventory', 'customers', 'dealer options', 'credit center', 'media', 'my eBay', 'TrueTarget', 'leads', and 'inspections'. Below these are links for 'current inventory', 'AAX inventory', 'recently sold', 'removed', 'one look', 'ove.com', 'craigslist', 'documents', and 'add vehicle'. A search box on the right contains 'customer name' and 'stock#/year make' with 'GO' buttons. The main content area has a header with 'inventory' and 'current' tabs, and buttons for 'Excel' and 'Print'. Below the header, there are filters for 'Inventory Status' (All, Active, In Progress, Wholesale) and 'Vehicle Condition' (All, New, Used, Certified Pre-Owned). The main table is titled 'Total Inventory (143)' and has columns: Photos, Year, Make/Model, Color, Leads, Stock, Sell, Customer, Age, and Listings. The table is grouped by make: ACURA (2), BMW (2), BUICK (1), and CHEVROLET (8). Each row includes a photo icon, a description, a color, a lead icon, a stock number, a sell icon, a customer icon, and an age in days. There are also icons for 'edit', 'photos', and 'bg ws new' for each row.

Photos	Year	Make/Model	Color	Leads	Stock	Sell	Customer	Age	Listings
<b>ACURA (2)</b>									
	1999	Acura CL 2dr Cpe 3.0L edit description   photos (28)   bg ws new	Tan	leads	XL008616B	sell remove	email new	26 days	
	2004	Acura TL 4dr Sdn 3.2L Auto edit description   photos (34)   bg ws new	Gold	leads	4A067360A	sell remove	email new	19 days	
<b>BMW (2)</b>									
	2003	BMW 3 Series 330Ci 2dr Convertible edit description   photos (33)   bg ws new	Black	leads	3JU98008A	sell remove	email new	66 days	
	2010	BMW 535i 4dr Sdn 535i RWD edit description   photos (34)   bg ws new	Silver	leads	AC168819A	sell remove	email new	13 days	
<b>BUICK (1)</b>									
	2008	Buick LaCrosse 4dr Sdn CX edit description   photos (28)   bg ws new	Silver	leads	81160737A	sell remove	email new	19 days	
<b>CHEVROLET (8)</b>									
	2012	Chevrolet Cruze 4dr Sdn LTZ edit description   photos (2)   bg ws new	Silver	leads	C7320522P	sell remove	email new	22 days	

## Features and Benefits:

- Manage your entire inventory on a daily basis with the new, streamlined inventory screen.
- Quickly see where your vehicles are syndicated and all their top-level details with convenient roll-over states without leaving the main screen.
- Search options make it even easier to find the vehicle you're looking for.

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