

Dealer Inspire Unveils New Voice Search Technology and Inventory Management System for Dealers

Automotive tech company to showcase new digital innovations and integrations with Cars.com at 2018 NADA Show in Las Vegas

NAPERVILLE, Ill., March 21, 2018 [/PRNewswire/](#) -- Dealer Inspire® (DI) is a technology company that has revolutionized the online car shopping experience through digital solutions that future-proof dealerships for changing consumer behaviors. At the 2018 National Automobile Dealers Association (NADA) Show Expo in Las Vegas from March 23-25, DI will launch two new digital solutions: Website Voice Search, which allows users to use only their voice to navigate search results on a dealer's website, and MetalSM, a next generation vehicle inventory management tool.

The new Website Voice Search capability allows users to find what they are looking for instantly, without ever having to enter a single letter of text on their screen. A user verbally commands the computer using the wake word "show me" to navigate search results for everything from "new Toyota Corollas" to "all red SUVs with all-wheel drive." Not only are the search results incredibly accurate, but they appear lightning fast, making the online car shopping experience that much easier.

MetalSM is DI's new Inventory Management System (IMS) that enables automotive retailers to modernize their dealerships across multiple services and platforms. Designed mobile- and tablet-first, MetalSM allows car dealers to quickly and easily manipulate their vehicle inventory so the changes appear on their Dealer Inspire website in real time with API synchronization. From easy-to-implement pricing rules to the ability to upload hi-res inventory pictures, MetalSM offers a full-suite of features that revolutionize inventory management.

"We are looking forward to another successful NADA Show to connect with our dealer partners and reveal two cutting-edge products that help dealers better align with modern consumer behavior," said Joe Chura, chief executive officer of Dealer Inspire. "The technology we build at DI is focused on helping retailers save time, reduce expenses and make the car buying process faster and easier. Our Website Voice Search and Metal platforms are two great options for dealers looking to save time marketing their inventory while attracting ready-to-buy shoppers."

The two new products weave seamlessly into Dealer Inspire's existing suite of offerings, including ConversationsSM, the powerful messaging platform now equipped with a friendly AI chatbot named Ana. Harnessing the power of IBM Watson, Ana saves dealerships valuable time by greeting shoppers, answering their most frequently asked questions, and even scheduling appointments. Whenever she is unsure how to answer a question, Ana instantly and politely transfers the customer to the dealership's team or DI's Managed Chat Call Center to expand on the response and capture the customer's information for the dealer.

Due to the [recent acquisition by Cars.com](#), ConversationsSM will now be integrated with the leading third party digital automotive marketplace. The move allows dealers to receive chat leads from their Cars.com inventory (at no additional cost for select dealers).

NADA 2018 attendees can visit the Dealer Inspire booth #4492C to demo products, meet the team, and get ready to disrupt their market.

ABOUT DEALER INSPIRE

Founded in 2011, [Dealer Inspire®](#) (DI), a Cars.comTM (NYSE:CARS) company is an award-winning website, technology, and digital marketing provider for progressive dealer partners across the United States, Canada and Mexico. The company builds technology that helps future-proof dealerships for changing consumer behaviors and makes the car buying process faster and easier. With a team that has more than doubled in growth each year to serve 17 global brands, DI maintains its reputation for customer support with a standard of 15-minute response and 24-hour solution times. For more information, visit www.dealerinspire.com.

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