

## Dealer Inspire Expands in Canada Offering New Digital Marketing Options for Automotive Dealers

*Leading automotive technology and digital marketing provider establishes official presence in Canada to expand operations and deliver innovative solutions, local strategy and support to all provinces and territories.*

TORONTO, Oct. 17, 2018 /PRNewswire/ -- [Dealer Inspire](#) (DI), a Cars.com (NYSE: CARS) company that provides disruptive technology and digital marketing solutions to the automotive industry, announced today that it has become an official business entity in Canada. As a formally established Canadian business, DI brings more freedom of choice to innovative Canadian car dealers looking to power their dealerships with a connected suite of technology solutions that drive modern consumers from search to signature while making internal operations more efficient and cost-effective.

The company has been working with approximately 300 Canadian dealers since 2013, but today's news allows for deeper relationships and more rapid growth to reach the approximately 4,300 dealers in the market. Dealer Inspire is a certified provider for the Mazda, Volkswagen, Mercedes and Volvo Canada programs, which provides a short list of best-in-class partners for dealers to work with for their digital marketing needs.

"Growth in Canada is a natural progression for the company," said Joe Chura, CEO of Dealer Inspire. "Canada is home to many of our longest-standing dealer partners, and as a certified provider in several endorsed OEM programs, we are excited to deepen our already established relationships while offering a new alternative to help future-proof dealers' businesses in a rapidly changing industry."

Dealers will have the benefit of working with a new Canadian-based DI Performance Management team that is regionalized across the country. Led by Senior Sales Director Alecia Wilson, who is based in Toronto and has extensive digital marketing experience throughout Canada, the team will include digital strategists in every province to give dealer partners access to experts who understand the nuances of local market strategy, offer on-demand support and training with service hours that cover all local time zones and deliver transparent reporting to show how DI is working to maximize results.

"I trust the team at Dealer Inspire," said Mitch Gallant, internet department manager of Capital Ford Lincoln in Regina, Saskatchewan, who became a DI customer in 2016. "They're thoughtful, progressive and driven. I value my relationship with Dealer Inspire more than any other partner in our business."

In addition to dedicated service and support, Canadian dealers can expect technology solutions specifically engineered for their needs.

The multilingual toggle on DI's advanced website platform gives car shoppers the ability to switch between English and French with the tap of a button. Built with multilingual SEO in mind, car dealers can also create their own content in multiple languages to ensure they are providing local shoppers with a welcoming user experience tailored to their preferred language.

In addition, METAL<sup>SM</sup>, DI's new Inventory Management System (IMS), was built to handle the very specific needs that Canadian-based car dealerships require to effectively process, display and distribute their vehicle inventory. With real-time API synchronization, modern design, lightning fast search, enhanced pricing rules and more, METAL<sup>SM</sup> gives dealers the edge they need to move metal faster than their competition.

To learn more about Dealer Inspire Canada, visit [dealerinspire.ca](http://dealerinspire.ca).

### ABOUT DEALER INSPIRE

Dealer Inspire (DI) is an award-winning technology provider that has innovated automotive retail with four SAAS products that help future-proof dealerships, including an advanced website platform, artificial intelligence messaging, automatic digital retailing and next-gen connected marketing services. With a team of 500 employees servicing approximately 2,200 dealers in the U.S., Mexico and Canada, DI maintains its reputation for customer support with a standard of 12-minute response and 24-hour solution times.

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