

Bonnell Ford

Bonnell Ford has faced a host of challenges since Covid, including inventory shortages, payroll and price increases, and rising interest rates, all of which have made running the business more difficult. To address these issues, Bonnell Ford has partnered with Lotlinx to revolutionize its vehicle marketing strategy. By leveraging Lotlinx's proprietary AI and machine learning technology, they have adopted a VIN-specific marketing approach that effectively targets potential buyers. This innovative strategy enhances the dealership's ability to connect with customers and navigate the complex automotive market.

The Solution

- › In an effort to stay competitive, President Steven Bonnell and General Manager Richard Burke leveraged the Lotlinx platform to **market off-brand used inventory** to shoppers in their region.
- › The Lotlinx omni-channel network **broadened the reach** of Bonnell Ford's inventory beyond traditional search engines and third party listing sites to match individual units with purchase-ready shoppers.
- › The Lotlinx VIN View Optimizer provided Bonnell Ford with valuable insights into website traffic, helping them **evaluate market demand** and performance metrics for every unit.
- › Burke and team were able to take their **data insights** one step further with the Lex chatbot, asking questions and receiving answers specific to their new and used car inventory.
- › After **successfully finding shoppers** for used, hard-to-sell units, Bonnell Ford started turning inventory faster, minimizing the impact of carryover inventory, and increasing sales volume.
- › Bonnell Ford achieved remarkable growth by **doubling sales** and increasing gross profits year-over-year by **\$62,000** in the month of May. Their success continued in June with another **\$45,000** profit increase, setting them up for a predicted annual growth of \$600,000.

Hear more about Richard and Bonnell Ford's story firsthand at [Lotlinx.com/Bonnell](https://lotlinx.com/Bonnell).

Highlights

- › **2x sales**
Growth year-over-year in May.
- › **+\$62,000**
Gross profit year-over-year in May.
- › **+\$45,000**
Gross profit year-over-year in June.



"I've used a number of tools over the years and I would say that Lotlinx has been the most effective tool I have used ever in my career."

Richard Burke, GM