

San Francisco Toyota

San Francisco Toyota's General Manager Edwin Tan uses the Lotlinx precision retailing platform to manage inventory across the dynamic Northern California market. Lotlinx AI and machine learning technology has diversified Tan's marketing efforts, decreased the average days on lot per unit, and accelerated inventory sales, solidifying the store's position as a brand leader.

The Solution

- › San Francisco Toyota uses Lotlinx **VIN-specific inventory management** to segment advertising campaigns by fuel type, promoting electric, gas, and hybrid units in different markets.
- › The proprietary Lotlinx data network **takes the guesswork out of inventory management**, pinpointing cars with too much or not enough attention from shoppers in the marketplace.
- › Tan is able to **take back control over his operations** by examining each vehicle's performance, evaluating vendor ROI, and streamlining spend to increase margins.
- › Lotlinx decreased the average days on lot for Tan's inventory **from 45 days to just 15 days** once in a campaign, increasing the store's profitability and its ability to quickly restock units.
- › After accelerating inventory turn, the store saw a **27% increase in new inventory sales** from 2022 to 2023.
- › Since partnering with Lotlinx, San Francisco Toyota has climbed the national Toyota rankings **from #93 to #33** in just three years.

Hear more about Edwin and San Francisco Toyota's story firsthand at [Lotlinx.com/SFToyota](https://lotlinx.com/SFToyota).

Highlights

- › **27% growth**
In new inventory sales year-over-year
- › **#33 rank**
Out of national Toyota dealerships, down from #93
- › **15 days**
Average days on lot for units in Lotlinx campaigns, down from 45 days



"Lotlinx definitely helps us move metal at a much faster pace than we're used to."

Edwin Tan,
General Manager