

KosLo Launches New Car Wizard

Online car inventory marketplace announces innovative customization tool to further enhance its vehicle deal generation experience

AUSTIN, TEXAS, USA, January 9, 2017 /EINPresswire.com/ -- [KosLo](#), the online vehicle deal generation company that is revolutionizing the car buying/selling experience, provides a new way for dealers to reach buyers nationwide. KosLo has now enhanced its site with NADAguides year, make, and model data to help further enhance the customized car buying experience for consumers.



KosLo provides a unique and revised avenue for customers to find their perfect car. Through KosLo.com, customers fill in the desired features of their future car and KosLo reaches out to dealerships around the country to provide the consumer the top five dealership offers.

The new NADAguides data feature provides a number of benefits for car buyers who have a specific vehicle in mind that they want to purchase. The [new interface](#) is immediately recognizable to the carbuyer, and includes the ability to preview the manufacturer's stock image of the exact make, model and trim level the consumer wants to build for new and used cars. Through this integration with NADAguides, KosLo has further bridged a gap between buyers and sellers in the process of buying a car.

Devin Koskan, CEO of KosLo stated "With the integration of NADAguides data into our system we know we will be able to make the car buying process better for both the dealership and consumer. Our NADAguides partnership as well as our recent Dealertrack partnership should tell the industry that KosLo is here to revolutionize the car buying experience by putting the dealership first so the customer can have the best experience possible."

According to Lenny Sims, Chief Business Development Officer National Appraisal Guides, Inc., "It's refreshing to see a unique and interesting business model such as KosLo.com. Putting consumers and dealers together in a manner that's fair and efficient for both, and equipping them with the data to make sound decisions is beneficial to the industry."

A Great Deal for Dealers and Buyers

With the KosLo system, dealerships do not have to worry about customers who are just browsing. KosLo lets the customer experiment with many combinations as they decide on their ideal car and then funnels serious buyers to the dealership, expediting the car buying process for dealerships and consumers alike. This includes allowing customers to determine the maximum mileage they are willing to accept, letting a customer specify whether they want to buy or lease, as well as choose from

a variety of shipping options.

KosLo has incorporated NADAguides to ensure that customers get exactly what they want out of their purchase. In response, dealers can submit photos, condition reports and the VIN number of the vehicle being offered to show customers the history of the car in its entirety before the customer selects their deal. If a customer does not select the dealer's car, the dealership is not charged.

Another benefit KosLo has to offer ensures the financing process is smooth and seamless. Once a deal is approved between a customer and dealership, the customer can begin his or her credit application through the integrated KosLo Dealertrack interface, further expediting the financing process straight to the dealer's finance desk.

About KosLo (www.KosLo.com/partnership)

KosLo.com connects dealers with shoppers all over the country. KosLo receives customer requests and allows participating dealers to submit an offer for their business if they have the customer's requested vehicle. All of the bids then go through a proprietary algorithm and the top five vehicles matching the customer's request are delivered to the customer's inbox. If the customer selects one of the vehicles, the dealership simply follows up with the customer to close the sale. This process saves both the customer and the dealership time and money.

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