

Keiser University Selects Auto/Mate's DMS to Teach Future Dealers in Automotive Dealership Management Program

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Auto/Mate Dealership Systems announced today that Keiser University, based in West Palm Beach, FL, selected Auto/Mate's <u>dealership management</u> <u>system</u> (DMS) to use as part of the



curriculum for its Automotive Dealership Management program. The program provides future auto dealers and professionals with the skills and education necessary for successful, high-level careers in the retail automotive industry.



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Mike Esposito, President and CEO of Auto/Mate

"In the past ten years, technology has had a huge impact on the way automotive dealers do business," said Mike Esposito, President and CEO of Auto/Mate. "Some of the 'old school' dealers haven't embraced all the changes in the same way that the younger, new generation have. Keiser's program will provide these next-gen professionals with hands-on training that integrates technology usage into every day processes."

Studies show that thirty-four percent of current dealer principals will soon be retired. Recent trends in the retail automotive industry have led to consolidation and acquisition of many smaller, family-run dealerships. Keiser University's

program identifies the unique challenges facing today's automotive and vehicle retail distribution systems. Coursework is designed to equip students with the education, skills and techniques to thrive in this new environment.

"Our program has been designed to be both current and relevant to those who want a career in Automotive retail," said Timothy Gilbert, chairman of the Automotive Dealership Management program (ADM) at Keiser University. "What I like most about Auto/Mate, and why we chose to partner with them, is that they're growing quickly, continue to introduce innovative products, are user friendly and more than willing to work with us to make the transition a smooth one."

Keiser University will use Auto/Mate's DMS as an integral component in its classroom learning. For instance, when the subject of scheduling service appointments is covered, the students can immediately turn to the DMS and access the scheduling module to see how it's used.

The Keiser University program is offered exclusively at its Flagship Residential Campus in West Palm Beach, FL. Students who complete the four-year program earn a Bachelor of Arts degree in Business Administration, majoring in Automotive Dealership Management.

For more information or to see demos of Auto/Mate's Automotive Management Productivity Suite (AMPS) DMS solution, visit Booth #1707 at the NADA Convention & Expo in New Orleans, January 26th - 29th; or call 877-340-2677.

About Keiser University

Keiser University, co-founded by Dr. Arthur Keiser, Chancellor in 1977, is a private, not-for-profit University serving nearly 20,000 students offering 100 degrees at the doctoral through associate level on 18 Florida campuses, online and internationally, employing 3,800 staff and faculty.

Ranked #23 by US News & World Report in its 2017 Best Regional Colleges South category, Keiser University is accredited by the Southern Association of Colleges and Schools Commission on Colleges to award certificates and degrees at the associate, baccalaureate, masters, specialist, and doctoral levels. Contact the Commission on Colleges at 1866 Southern Lane, Decatur, Georgia 30033-4097 or call 404-679-4500 for questions about the accreditation of Keiser University.

For more information about Keiser University, visit <u>www.keiseruniversity.edu</u>.

About Auto/Mate

Auto/Mate Dealership Systems is a leading provider of dealership management system (DMS) software to retail automotive dealerships, typically saving dealers thousands of dollars per month from their current provider. Our Automotive Management Productivity Suite (AMPS) is a user-friendly, feature-rich DMS in use by more than 1,200 auto dealers nationwide. Auto/Mate has received DrivingSales Dealer Satisfaction Awards in 2012, 2013, 2014 and 2015.

Auto/Mate's employees have more than 1,000 years of combined experience working in franchised auto dealerships, the foundation of its "Designed By Car People For Car PeopleTM" slogan. Auto/Mate is committed to winning its customers' business each and every month with no long-term contracts and free software upgrades. For more information follow us on Twitter @AutoMateDMS and subscribe to our blog at www.automate.com/blog.

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