

Darwin Online to Power F&I Offering for CDK Connected Store 2.0

ISELIN, NEW JERSEY, USA, March 26, 2018 /EINPresswire.com/ -- [Darwin Automotive](#), a leading provider of Finance and Insurance (F&I) technology for automotive dealerships, today announced its patented F&I system has been selected by [CDK Global](#) (Nasdaq: CDK), a leading enabler of end-to-end automotive commerce, to power the F&I offering of the CDK Connected Store solution.



“We are excited to bring our innovative offering to the CDK Connected Store solution,” said Phil Battista, CEO, Darwin Automotive. “Using our patented technology, CDK Connected Store will be able to offer personalized F&I protection in real time direct to the consumer.”

Darwin personalizes F&I products by using a patented set of algorithms. The information surrounding how that specific consumer will benefit from the product or service is critical to the education of the online consumer.

“Dealers can’t afford to lose yet another profit center and some of these providers are asking them to do just that,” stated Battista. “Darwin has ported the technology that it has created and deployed in more than 2,500 dealers, making it available for direct consumption and removing the barriers that have previously restricted the presentation of F&I products online.”

Through this partnership, Darwin is providing CDK with access to its F&I Collateral Library, which consists of more than 500 pieces of video and electronic collateral from 140 providers, representing the largest such library in the industry.

“We are thrilled to collaborate with Darwin to offer F&I products in Connected Store 2.0 in such an innovative way,” said Max Steckler, vice president, product management, CDK Global. “To be successful, we know that we have to provide a protection-products experience that is much more consultative than it is coercive. Darwin provides the smart, shopper-driven experience that fits perfectly with our Connected Store vision.”

For more information, or to schedule a product demonstration, call: 1-732-781-9010, or visit: <http://www.darwinautomotive.com>.

About Darwin Automotive

Darwin Automotive was created by a team of industry experts who were involved in launching one of the first electronic F&I menus to ever hit the market. Thanks to partnerships with the largest F&I agencies and DMS providers in the country, Darwin has become the market leader in F&I menu software in the U.S. Darwin's advanced F&I solution is currently in use by five of the top 10

automotive groups in the country. For more information, visit darwinautomotive.com.

About CDK Global

With more than \$2 billion in revenues, CDK Global (NASDAQ: CDK) is a leading global provider of integrated information technology and digital marketing solutions to the automotive retail and adjacent industries. Focused on enabling end-to-end automotive commerce, CDK Global provides solutions to dealers in more than 100 countries around the world, serving approximately 28,000 retail locations and most automotive manufacturers. CDK solutions automate and integrate all parts of the dealership and buying process from targeted digital advertising and marketing campaigns to the sale, financing, insuring, parts supply, repair, and maintenance of vehicles. Visit cdkglobal.com.

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