

Audi of America Certifies Darwin Automotive for Digital Retail & Omnichannel solutions

Audi joins growing list of OEMs using Darwin's digital retailing platform to revolutionize the vehicle sales transaction with marked improvements in CSI & SSI

ISELIN, NEW JERSEY, USA, July 1, 2019 /EINPresswire.com/ -- [Darwin](#)

[Automotive](#) today announced that it has been certified by Audi of America for its Digital Retail and Omnichannel solutions. Audi dealers now can apply for co-op funding for Darwin's industry-leading toolset.



DARWIN
F&I Everywhere

“Darwin is a [digital retailing](#) platform built by car people that understand the importance of holding front AND backend gross. I am excited about this opportunity for Audi dealers as their profitability is our primary concern. Darwin engaged in a pilot program with Audi for over a year, and the results were amazing. Dealership groups such as Qvale Auto Group, which owns 14 dealerships across the U.S., have reported increases in CSI and profitability while streamlining the purchase process,” said Phillip Battista, CEO Darwin Automotive.

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Geno Walsh, Executive Manager of Retail Operations at the Qvale Auto Group

Qvale Auto Group spent over two years looking for a digital retailing solution that had the right omnichannel approach, “We saw many that were aesthetically pretty but did not work well from the efficiency standpoint. Then we started to focus in on Darwin's Digital Retailing platform and have

never looked back,” said Geno Walsh, Executive Manager of Retail Operations at the Qvale Auto Group. “Consumers are saying this is what they want. When we use it in our dealerships, we see a higher SSI, but we are also starting to see higher profits, which is what the dealers like. The omnichannel experience with the salesperson has been fantastic. There's no back, and forth, there's no confrontation, it's a straightforward, streamlined process and a lot more efficient. I think it's going to be better for the customer, the dealer, and the OEM,” Walsh stated.

Audi joins a growing list of manufacturers that endorse or financially support Darwin's tools for their retailers. The current list of OEMs include Audi of America, Volvo, Subaru, Ford, and Kia Motors America, and continues to grow.

Darwin currently operates in all 50 states with over 5,000 dealerships subscribed to its programs. Darwin delivered 487,000 cars on its platform last month and is on track to deliver 6 million units for the year.

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

About Darwin Automotive:

More information is available at <http://www.DarwinAutomotive.com>, or by calling 1-732-781-9010.

Jeff Stafford
Darwin Automotive
(908)-222-4020 ext. 224
[email us here](#)

Visit us on social media:
[LinkedIn](#)

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