

SpinCar Selected by Jaguar Land Rover to Provide Digital Merchandising Capabilities to All US Retailers

This designation gives JLR Certified retailers direct access to SpinCar's comprehensive suite of products, enabling sellers to digitize the showroom experience.

SYRACUSE, NEW YORK, UNITED STATES, July 28, 2020 /EINPresswire.com/ -- Unique partnership provides JLR retailers with direct access to industry-leading automotive digital merchandising platform



[SpinCar](#), the global leader in digital automotive merchandising software, announced today that it has been named a certified partner for the Jaguar Land Rover Digital Certified Program. Retailers

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Devin Daly, Co-Founder and CEO, SpinCar

participating in the JLR Digital Certified Program will now have direct access to SpinCar’s comprehensive suite of products, enabling them to fully digitize the showroom experience. All Jaguar and Land Rover retailers in the US are eligible to enroll in the program.

SpinCar’s digital merchandising platform enables dealers to deliver more personalized and engaging online experiences for shoppers. By adding interactive vehicle walkarounds, feature showcases, insurance and warranty education, and narrated videos to their vehicle detail pages (VDPs), dealers are able to recreate the in-person dealership experience for online car shoppers. These

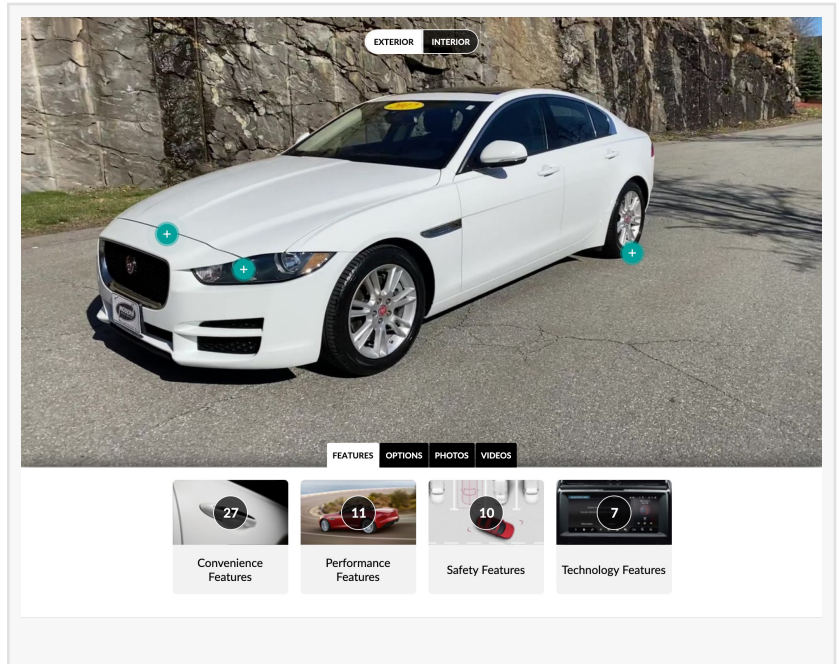
personalized online experiences generate greater engagement and confidence for shoppers browsing new, CPO or used vehicle inventory on a dealer’s website.

The JLR Digital Certified program assists dealers in selling more vehicles by providing access to

digital products and services from a variety of industry-leading digital partners. Software and service providers must successfully pass a rigorous evaluation by the JLR Digital Retailing Team in order to achieve certification.

“Consumer demand for personalized online experiences has accelerated exponentially, and auto dealers are moving rapidly to adapt to a new reality. Now more than ever, the online showroom is critical to their success and auto dealers can no longer rely on static vehicle images and outdated

VDPs,” said Devin Daly, SpinCar CEO. “We are excited to partner with JLR to bring SpinCar’s advanced digital merchandising capabilities to even more dealers across the nation. This OEM certification further validates the leadership position that we have established and the technical innovation that we are bringing to the auto industry.”



ABOUT SPINCAR

SpinCar offers automotive dealers, wholesalers, OEMs and third-party marketplaces the industry’s most advanced platform for digital automotive merchandising. The company’s suite of products build trust between buyers and sellers by bringing the physical showroom experience to car shoppers wherever and whenever they want. SpinCar’s proprietary shopper behavioral data and digital technology applications enable vehicle sellers to deliver hyper-personalized interactions across the entire car buying journey. To date, the company has delivered 800 million shopper interactions across more than 25 countries. To learn more about SpinCar, visit [SpinCar.com](https://www.spinCar.com).

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