

The Tech Loop Agency Launches the Council of Responsible AI to Help Guide Retail Auto Dealers Through the AI Revolution

CORA's mission is to serve as a guide to ensure the adoption of AI is responsible, compliant, and beneficial to its clients

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-- A new era of technological
stewardship has begun with the official
launch of The Council of Responsible AI

(CORA). Formed by industry leaders in the AI space, CORA is dedicated to helping retail auto, marine, RV, and Powersports dealers navigate the complex and rapidly evolving landscape of Artificial Intelligence (AI).



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Derek White

"The founding members of CORA recognize that Artificial Intelligence is a transformative technology with the potential to profoundly benefit humanity, drive economic growth, and solve complex global challenges," states The Tech Loop Agency's CEO, Derek White.

The retail dealership sector, which includes auto, marine, RV, and Powersports, is on the cusp of a major AI-driven transformation, from customer relationship management and inventory optimization to personalized marketing and service diagnostics. However, this rapid adoption presents significant challenges, particularly concerning data privacy,

algorithmic bias, and compliance with evolving regulations. A recent study found that a majority of dealers are concerned with AI accuracy and errors, as well as data and algorithms.

"We also acknowledge the inherent risks associated with its development and deployment, including the potential for bias, misuse, and unintended societal harm," Mr. White continues. "With the formation of CORA, we commit ourselves to a shared vision of an AI future that is ethical, transparent, and human-centric."

CORA's primary mission is to serve as a trusted guide and advocate for its members, ensuring that the adoption of AI within the automotive industry is responsible, compliant, and ultimately beneficial to both businesses and consumers.

The council will offer its members unrivaled guidance and the ability to network with top AI experts from around the globe, ensuring our members are always involved when the most critical AI policy and business decisions are being made. This access will be crucial for dealers looking to leverage AI's power while mitigating the "murky waters" of regulatory compliance, data privacy, and ethical deployment. CORA will focus on providing clear guidance on issues such as data governance, preventing discriminatory outcomes from AI-driven decision-making, and ensuring transparency in customer interactions.

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