

Hzrn Launches Content OS v6 for AI-Driven Auto Retail

New release combines authoritative vehicle data, dealership intelligence and conversational AI as car shopping expands beyond traditional dealership websites.

BEACHWOOD, OH, UNITED STATES, August 15, 2026 /EINPresswire.com/ -- Hzrn, the AI-native Content Operating System for automotive dealerships, announced [Hzrn Content OS v6.0](#), launched August 1, expanding the platform's ability to help dealers create accurate vehicle content, understand local markets, measure marketing activity and make dealership knowledge usable across emerging AI-driven shopping experiences.



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Matt Copley, Co-Founder and CRO, Hzrn

Automotive discovery is increasingly moving across search engines, social platforms, AI assistants and agent-driven interfaces. Hzrn built v6 around a simple premise: as those channels multiply, dealerships need their inventory, expertise and local knowledge to remain accurate, structured and accessible wherever customers begin their research.

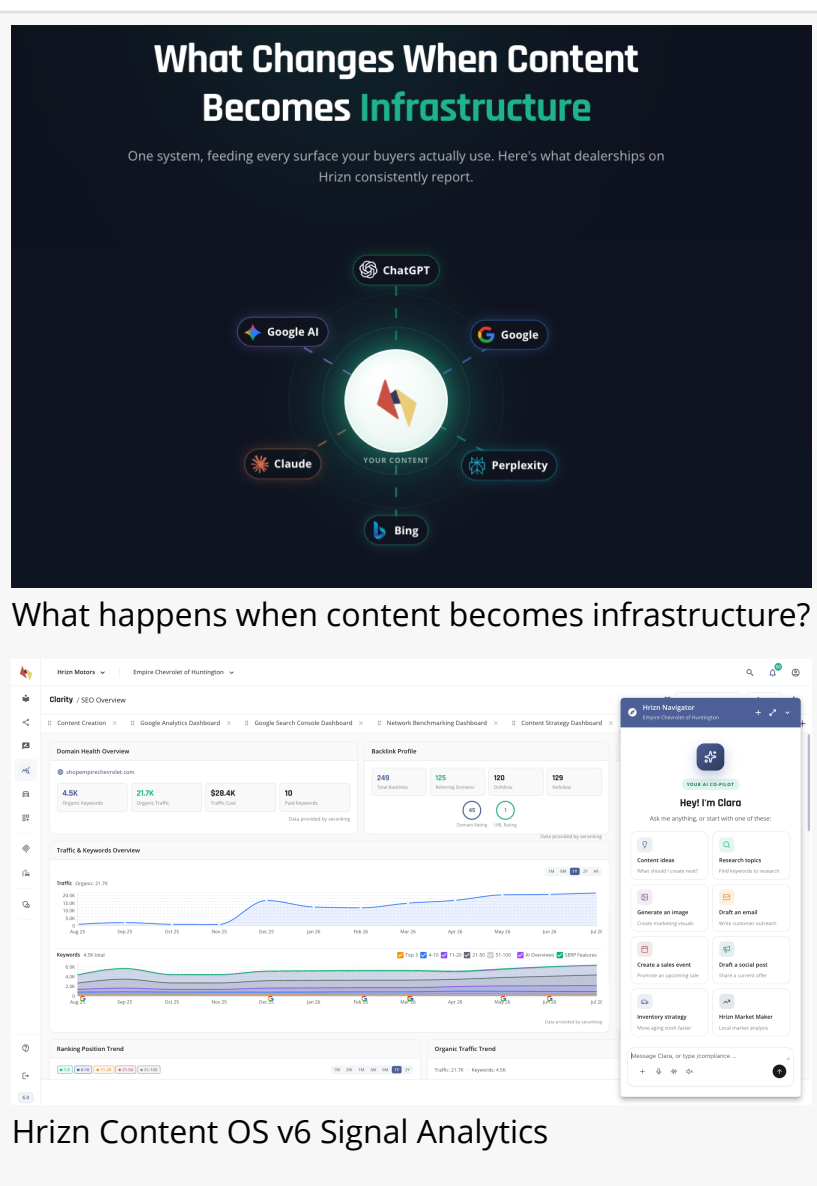
“The automotive industry spent the last twenty years optimizing how people find a dealership website. The next twenty won’t work exactly the same way,” said Matt Copley, Co-Founder and Chief Revenue Officer of Hzrn.

“Consumers will increasingly ask search engines, AI assistants and agents to help them understand what to buy, where to buy it and why. Dealers need infrastructure that makes their inventory, expertise and local knowledge useful in those environments.”

Hzrn v6 expands that infrastructure in several areas.

Vehicle specifications and model information used throughout Hrzn can now be grounded in authoritative, current vehicle data rather than assembled from unverified information across the open web. For dealerships using AI to create model pages, comparisons, social content and inventory stories, the goal is to reduce fact-checking while improving the reliability of what reaches customers.

The release also introduces Signal, a monthly intelligence layer that turns [dealership marketing](#) activity into three recurring reports. Playbook identifies growth opportunities and recommended priorities. Pulse summarizes what a team created and published. Presence evaluates social publishing, engagement, reach, audience growth and network-specific opportunities. Dealers can revisit past reports and export them as PDFs, while Hrzn Clarity remains the platform's live analytics workspace.



Hrzn Market Maker brings local vehicle-market context into the same operating environment, helping dealerships understand how vehicles compare within their market and incorporating pricing, inventory and demand context into reporting and conversations with Clara.

Clara, Hrzn's dealership marketing and inventory assistant, also becomes conversational in v6. With Clara in Realtime, dealership teams can hold two-way voice conversations inside Hrzn Navigator, ask questions about content opportunities, inventory, pricing and search visibility, request drafts or images, navigate the platform and move work into publishing workflows.

"Our goal with v6 wasn't to make Hrzn feel like it has more software in it," said David Gruhin, Co-Founder and CEO of Hrzn. "It was to make more of the work disappear. Better data should reduce fact-checking. Better reporting should reduce spreadsheets. And conversational AI should reduce the number of screens and steps between an idea and getting something useful done."

Hrzn v6 also expands interoperability with supported external AI systems, including Claude,

ChatGPT and Gemini, allowing dealers and agencies to work with live dealership information and Hrzn capabilities from AI environments they already use.

Additional v6 capabilities include answer-first content tools, Vehicle Spotlights for individual in-stock units, improved publishing-status tracking, conversational revisions to AI-generated images and integrated customer support.

Hrzn describes Content OS as infrastructure for dealership knowledge rather than another individual marketing channel. The company's thesis is that as automotive discovery moves across traditional search, social media, AI-generated answers and autonomous agents, dealerships will need a consistent layer connecting inventory, content, employees, expertise, policies and local market knowledge to those experiences.

Hrzn Content OS v6.0 is available now. Learn more at hrzn.io.

About Hrzn

Hrzn is an AI-native Content Operating System purpose-built for automotive dealerships and the agencies, dealer groups and OEM partners that support them. The platform brings together dealership knowledge, automotive data, research, content creation, inventory storytelling, compliance, measurement and distribution to help dealerships build a durable presence across search, social and emerging AI-mediated shopping experiences.

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