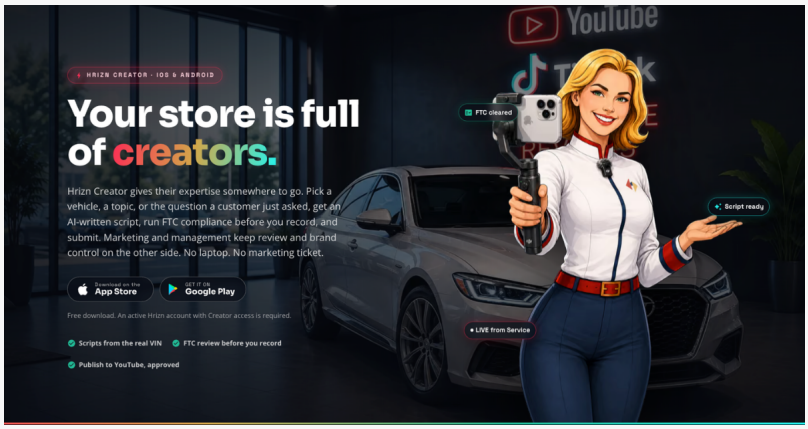
Hrizn Launches Creator, Closing the Last Mile of the Automotive Content Operating System

New iOS and Android experience connects authoritative vehicle data, dealership intelligence, agencies and frontline experts to SEO, AEO, and GEO content.



Hrizn Creator brings VIN-grounded scripts, compliance review and mobile video creation to dealership employees, connecting frontline expertise to the broader Hrizn Content Operating System.

BEACHWOOD, OH, UNITED STATES, September 13, 2026 / EINPresswire.com/ -- Hrizn, the AI-native Content Operating System for automotive retail, today announced the full release of Hrizn Creator for iOS and Android, closing what the company describes as the last mile between dealership intelligence and the employees closest to the customer.

Creator connects real dealership inventory, authoritative vehicle information, Brand Voice, compliance workflows and organizational context to a mobile creation environment built for dealership floors, lots and customer-facing teams.

> The final mile of artificial intelligence is not artificial at all. It is the moment organizational intelligence reaches a knowledgeable human standing closest to the customer."
>
> *Matt Copley, Co-Founder and CRO, Hrizn*

For Hrizn, the announcement is larger than another video application. It completes a broader operating architecture connecting OEM information, agency strategy, dealership intelligence, frontline expertise, distribution and performance learning through one automotive Content Operating System.

"The automotive industry has spent twenty years optimizing how customers find dealership websites, and the last several years debating whether the next acronym is SEO, AEO, GEO, AIO or something else entirely," said Matt Copley, Co-Founder and Chief Revenue Officer of Hrizn. "The customer has already moved beyond the

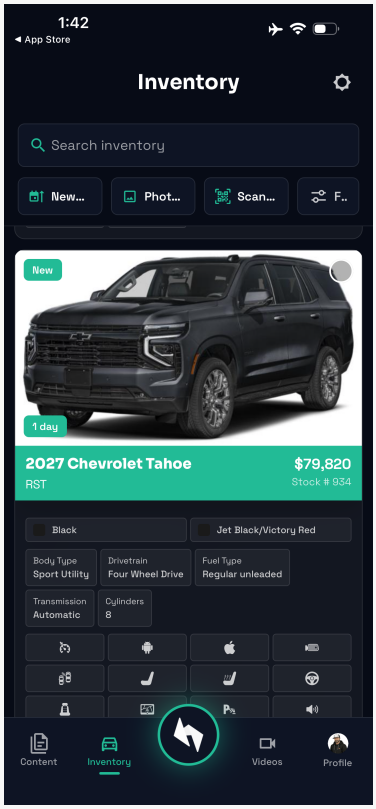
argument. They ask questions wherever it is convenient—Google, AI assistants, Maps, social platforms, a salesperson, a service advisor, an agent. The real operating challenge is making the dealership's best knowledge useful wherever that conversation begins."

"Creator closes that last mile," Copley continued. "The intelligence no longer has to stop with the marketing department. It can reach the knowledgeable person standing beside the vehicle or talking with the customer, and that person's expertise can become part of the dealership's durable digital presence."

FROM CONTENT PRODUCTION TO CUSTOMER-EXPERIENCE INFRASTRUCTURE

Dealership knowledge is abundant but fragmented. Product expertise lives with salespeople and technicians. Customer questions live inside sales, BDC, service and finance conversations. Local competitive knowledge lives with managers. Strategy may sit with an agency. Vehicle facts come from authoritative data sources. Brand and compliance requirements can originate with OEMs.

Traditional content workflows ask a relatively small marketing team to collect, interpret and distribute all of it.



Hrizn Creator connects frontline employees directly to live dealership inventory, giving creators vehicle-specific context before they begin creating customer-facing content.

Hrizn Creator changes the economics of participation by bringing more of that infrastructure to the frontline employee. A salesperson can select or scan an actual VIN and generate a script grounded in that vehicle. A service advisor can turn a recurring customer question into reusable educational content. BDC teams can surface shopper questions that may never reach a conventional content calendar. Marketing teams and agencies retain review, governance and distribution control.

"Creator is not a video app that we bolted onto Hrizn," said David Gruhin, Co-Founder and CEO of Hrizn. "The operating system already understands the dealership, its content, inventory, market, rules and workflows. Creator brings that context to the person standing next to the vehicle or across the service counter, then brings their contribution back into the same governed system."

CONNECTING OEM, AGENCY, DEALER AND FRONTLINE EXPERTISE

Creator extends Hrizn's broader interoperability strategy. Hrizn Market Maker adds local competitive, pricing and inventory context. Hrizn MCP enables authorized dealership and agency users to work against live store, research, inventory and content capabilities from compatible AI

environments. Creator brings that intelligence to frontline employees. Hrizn Signal helps preserve what the dealership learned and should consider next.

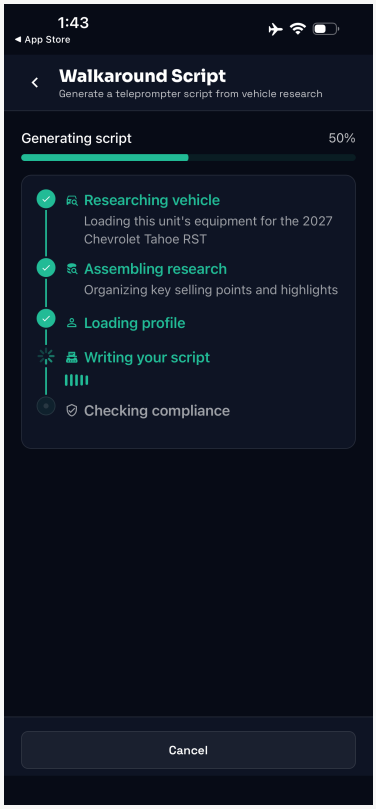
Together, the architecture creates a continuous operating loop:

intelligence opportunity expert creation governance distribution customer signal learning

The next cycle begins with more context than the last.

EVERY REVENUE CENTER BECOMES A KNOWLEDGE CENTER

The customer-experience implications extend across the store. On the sales floor, a specific VIN can gain firsthand explanation beyond structured data and photographs. In fixed operations, recurring ownership questions can become durable educational resources. BDC teams can surface repeated questions and objections. Inventory teams can connect local market context to vehicles that need a stronger story. Finance professionals can create approved educational content before a high-pressure decision point, while transactions remain inside established controls.



Hrizn Creator turns dealership inventory into guided content workflows by researching the selected vehicle, applying creator context, generating a walkaround script and checking compliance before recording.

“The frontline team contributes what it knows,” Copley said. “The operating system does the work required to make that expertise usable.”

REDEFINING SEO, AEO AND GEO AROUND THE CUSTOMER

Hrizn sees Creator as part of a broader shift in search and AI discovery. SEO, AEO and GEO increasingly represent different distribution surfaces for the same underlying customer need: a useful, trustworthy answer.

That answer may rank in Google, appear in Maps, be summarized in an AI Overview, be cited by an assistant, surface in video or social, or be sent directly from a salesperson. The interface changes. The requirement remains authoritative information, clear answers, identifiable expertise and enough organizational continuity that each new interface does not force the dealership to start over.

“Hrizn is not trying to predict which acronym wins,” Copley said. “We are building the infrastructure underneath all of them. SEO becomes part of customer experience. AEO becomes part of customer experience. GEO becomes part of customer experience. Whatever comes next will be part of the same customer experience.”

THE FINAL MILE OF THE CONTENT OPERATING SYSTEM

Hrizn v6 connects intelligence, grounded creation, participation, distribution, proof and continuous improvement. Creator completes the participation layer by connecting that infrastructure directly to the people carrying much of the dealership's deepest product and customer knowledge.

"The final mile of artificial intelligence is not artificial at all," Copley said. "It is the moment organizational intelligence reaches a knowledgeable human standing closest to the customer."

"Hrizn Creator did not simply put a content studio in the employee's pocket," he added. "It closed the last mile of the Content Operating System."

Hrizn Creator is available now for iOS and Android.

Learn more: https://hrizn.io/creator

About Hrizn

Hrizn is the AI-native Content Operating System purpose-built for automotive dealerships and the agencies, dealer groups and OEM partners that support them. The platform connects dealership intelligence, authoritative automotive data, market context, human expertise, content creation, compliance, distribution, interoperability and performance measurement across traditional search, AI-generated answers, social, local discovery, video and emerging intelligent interfaces.

Matt Copley
Hrizn
press@hrizn.io
Visit us on social media:
LinkedIn
Instagram
Facebook
YouTube

This press release can be viewed online at: https://www.einpresswire.com/article/941804581

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.
© 1995-2026 Newsmatics Inc. All Right Reserved.