



# WATDA

Wisconsin Automobile & Truck Dealers Association

*An Endorsed Service*



## Dealertrack

by Cox Automotive

### **Electronic Vehicle Registrations**

A trusted registration and title technology partner of dealers across Wisconsin since 1999 – Dealertrack is proud to be the endorsed Reg & Title solution of WATDA.

With more and more dealerships looking to deliver upon a simple and easy way to sell vehicles – don't let electronic registration and title processing be a difficult and time-bogging effort. The Dealertrack Wisconsin Reg & Title solution delivers a unique combination of industry-leading technology, best-in-class service and support, and an unwavering commitment to compliance that can help mitigate margin compression, maximize profitability, and help you deliver the start-to-finish experience your customers expect.

Dealertrack is a leading provider of digital solutions to the automotive retail industry, helping dealers transform the way they sell cars – both efficiently and profitably. Our integrated and intuitive approach to products and services makes your workflows more simple, transparent, and profitable. From Digital Retailing tools that bridge the gap between the online and in-store experience to the largest lender network in North America, we help enable the transformation of auto retailing through a comprehensive solution set spanning DMS, Fixed Operations, Sales and F&I, and Registration and Titling.

Contact Rob Howe, Regional Sales Manager at (260) 415-9767