

Dealership Hits Stretch Goal with AutoFi

The LaFontaine Automotive Group is a 40-year-old family-run business in Michigan that includes 36 retail franchises and seven collision centers spanning 17 locations. Like many businesses, LaFontaine was hit hard by the pandemic in March and April of 2020 — sales declined sharply, and jobs were lost. But because the dealerships were ready for digital retailing with AutoFi, they quickly rebounded. In the Deaborn complex, LaFontaine had a long-standing stretch goal of 500 units out the door in a month. With AutoFi, the complex blew by that number — with 582 vehicles sold in May of 2020, and they haven't slowed down since!

May 2020

582



Monthly units moved

90%

Employee engagement

25

Calls per day per salesperson



We're using AutoFi to drive action. And we're seeing the results. We're getting more out of people. We're watching them grow.

MIKE LAW

General Manager, LaFontaine Toyota

AutoFi provides all the critical features of a digital retail solution

- Calculate estimated payments
- Trade-in app with KBB
- Stackable rebates & promotions
- Accurate local taxes & fees
- Personalize F&I presentation
- Easy credit application
- 90-second lender decisions
- Multiple financing offers
- Alternative delivery options
- Plugs into your existing website
- Unifies digital & dealership experience
- Dedicated success manager