



● 2026 DEALER TECH BENCHMARK

● DMS, CRM, INVENTORY, AND FLEET TOOLS IN TOP AUTO GROUPS

Technology Research Report



Prepared by Devox Software
<https://devoxsoftware.com>

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EXECUTIVE SUMMARY



In today's rapidly evolving automotive industry, where digital transformation is reshaping dealership operations, staying current with advanced technologies has become essential for maintaining a competitive edge.

This year's research paper, 2026 Dealer Tech Benchmark, looks closely at the dealer management systems (DMS), customer relationship management platforms, inventory solutions, and fleet management tools used by top car companies around the world.

This report draws on industry research, market analyses, and current trends such as AI integration and EV readiness to examine how these technologies drive operational efficiency, customer experience, and profitability.

Authored by Devox Software, a provider of custom technology solutions for the automotive industry, this study is designed to help dealerships identify and implement the technologies required to remain competitive in 2026 and beyond.



DMS OVERVIEW



15,000 US and Canadian car dealerships have been without their software systems for days. This illustrates the scale of impact a DMS outage can have.

A company that was recently hacked was reportedly planning to pay the attackers tens of millions of dollars to restore access to its systems

Bloomberg.com values the car dealer market at USD 1.2 trillion and highlights its heavy reliance on DMS platforms.

In the automotive aftermarket, 65% of top executives are now concerned about the risk of margin compression based on data from their DMS.

If vehicle data is monetized at a global scale, it could generate between USD 450 billion and USD 750 billion by 2030, excluding additional value from DMS system data.

Major industry shifts, including the transition to electrified vehicles, will reshape how DMS platforms are used. By 2030, electric vehicles could account for more than 10% of new vehicle sales globally and up to 50% in some regions.

Market share dynamics also influence dealership systems. Ford, for example, held a 35% market share in its segment, placing it in a structurally dominant position in dealership platform ecosystems.

CRM OVERVIEW

Showing customers they matter through tailored experiences has proven to increase conversions by as much as 20%. With the rise of digital marketing tools and analytics powered by GenAI and the growing number of connected vehicles, personalization has become significantly more accessible. Effective customer lifecycle management begins with a deep understanding of customer behavior, achieved by combining data from dealer CRM systems with external data sources.

A leading automotive manufacturer implemented an AI-powered data analytics platform that improved after-sales performance in parts and services. The platform integrated data from enterprise resource planning systems, customer relationship management platforms, and external sources, creating a digitized installed base. The initiative resulted in a 15 to 25% increase in qualified leads and a 25 to 30% increase in parts and service sales.

Industry data indicates that by 2025, millennials will represent more than 45% of potential car buyers.

Online sales are projected to account for between 10 and 25% of the global automotive market, with the SaaS market expected to grow from approximately 113 billion USD to around 172 billion USD.

An automotive retail organization reported that improved visibility and fairness in staffing decisions increased agent satisfaction and contributed to a 50% reduction in agent turnover.

Five9 reported a 30% reduction in agent turnover across its customer base, including automotive retail organizations.



INVENTORY TOOLS OVERVIEW

- In 2025, the U.S. automotive industry [sold](#) approximately 16.2 million light vehicles.
- The automotive sector generated [\\$1.59](#) trillion in revenue from motor vehicle and parts retail trade, with steady growth observed since 2021.
- In the second quarter of 2025, American car buyers purchased around 4.2 million light vehicles.
- According to Exotec's Andy Williams, it is [going](#) to be a major year for warehouse technology investment, especially in industries such as consumer packaged goods and automotive, as reported by scmr.com.
- ASCM [states](#) that having a single, unified data platform that provides real-time visibility into inventory is key to avoiding stock shortages and stabilizing supply chains.
- The semiconductor shortage cost the global car industry approximately [200](#) billion dollars. Companies that used predictive supply chain tools reduced inventory costs by as much as 15 to 25% while also improving customer service levels by 10 to 15%.
- Many automotive parts and vehicle companies are taking a cautious approach to pricing and inventory. This is partly because they benefit from tariff exemptions under the USMCA agreement and have already [increased](#) inventory levels through large shipments.

FLEET TOOLS OVERVIEW



Automotive, metals and mining, and retail sectors are leading the adoption of advanced autonomy, with 73%, 72%, and 70% of companies reporting progress in this area.

Logisticsmgmt.com reports measurable impact from AI agents, helping companies process hundreds of shipments daily for more than 11,000 customers. This has saved approximately 350 hours of manual labor per day.

Amazon operates more than 15,000 electric vans in the United States and more than 1,000 in Germany.

The portfolio complexity of traditional manufacturers compared to new market entrants is estimated to be up to 150 times greater.

A McKinsey report states that applying AI across vehicle development, production, and administrative processes could unlock more than 100 billion euros in value and efficiency gains by 2030 in the European market.

A last-mile delivery operator with more than 10,000 vehicles saved between 30 and 35 million dollars by implementing virtual dispatcher agents. The implementation cost was approximately 2 million dollars.

The global commercial vehicle fleet management market is projected to reach about \$30-38 billion by 2026 (based on trends from Statista and related industry reports).



FUTURE TRENDS AND CHALLENGES



The projection for 2030 is that [45%](#) of new vehicles will reach the third level of connectivity, which includes preference-based personalization where the vehicle learns driver behavior. This is expected to generate between 450 billion and 750 billion dollars in value.

For a car manufacturer to compete in critical technologies such as autonomous driving, connectivity, electrification, and shared mobility, an investment of nearly [70 billion](#) dollars will be required.

The market for automotive software and electronics is expected to grow at a compound annual rate of 7%, though power electronics will grow faster at [15%](#) annually. Software and sensor segments are projected to grow at 9% and 8%, respectively, driven by autonomous driving adoption.

Battery costs are projected to decline by [50%](#) between 2025 and 2030.

EV platforms are capable of supporting significantly larger battery packs relative to vehicle size. Battery capacity relative to vehicle body size can increase by approximately [25%](#).

The shared micromobility market is projected to reach between [300 billion](#) and 500 billion dollars across the United States, the European Union, and China in 2030. This represents part of a broader shared autonomous mobility market projected to reach 1.6 trillion dollars globally.

China expects autonomous vehicles to account for [66%](#) of passenger travel by 2030. This could generate 1.1 trillion dollars from mobility services and 0.9 trillion dollars from vehicle sales. Autonomous vehicles are also projected to represent 40% of new vehicle sales and 12% of the total vehicle fleet.

In Los Angeles, shared mobility passenger miles are projected to reach between 20 billion and 30 billion annually by [2030](#). Robo-taxis could reduce private vehicle usage by up to 20%, equivalent to between 10 billion and 20 billion miles. Revenue potential is estimated between 4 billion and 20 billion dollars, depending on adoption scenarios.

By 2030, [45%](#) of new vehicles will reach the third level of connectivity, including preference-based personalization, predictive interaction, and multisensory engagement. This is projected to generate between 450 billion and 750 billion dollars in value. Approximately 45% of this value will come from new revenue streams such as monetization services, advertising, and data. Around 40% will come from cost reductions and 15% from safety improvements enabled by real-time intervention and hazard detection.

SIX-STEP BLUEPRINT

The following six-step framework outlines how dealerships can implement and optimize technology systems. It integrates DMS, CRM, inventory, and fleet tools, considering trends like EVs, AI analytics, cybersecurity, and risks such as data privacy or vendor lock-in. Each step focuses on efficiency, risk reduction, and business growth.



1

Assess Needs

Audit your business to identify key areas like CRM, inventory, and fleet. Spot gaps in tools for lead generation or demand forecasting. Factor in sales volume, EVs, and e-commerce.

2

Select Tools

Evaluate leading solutions such as Elead for CRM, vAuto for inventory management, and Cox Automotive for fleet operations. Compare features: stock optimization, client personalization, AI demand prediction, and system integrations.

3

Plan Integration

Create a roadmap for EV monitoring, AI insights, and cybersecurity (e.g., encryption). Phase in: data migration, testing, launch. Tip: Budget 10-20% extra for surprises and back up data to minimize privacy risks.

4

Train Team

Prepare staff with hands-on training on CRM leads, inventory optimization, and EV fleet monitoring. Use bonuses to motivate. Tip: Start with departmental leads as change ambassadors and track feedback to cut turnover by 30-50%.

5

Monitor Performance

Track metrics like inventory turnover and client loyalty post-launch. Use AI for patterns and adjustments. Audit risks like data leaks quarterly.

6

Scale Innovation

Expand successful tools across groups, and adopt emerging tech like advanced AI or EV integrations. Stay agile against risks. Tip: Partner with flexible vendors; review annually for 10-15% efficiency gains.

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