

# **North America Automotive Dealer Management System (DMS) Market Forecast to 2031 - Regional Analysis - by Component (Software and Services), Application (Inventory Management, Appointment Scheduling, Customer Relationship Management, Dealer Tracking, and Others), and Deployment (Cloud-Based and On-Premise)**

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## **Abstracts**

The North America automotive dealer management system (DMS) market was valued at US\$ 1,541.18 million in 2023 and is expected to reach US\$ 3,277.36 million by 2031; it is estimated to register a CAGR of 9.9% from 2023 to 2031.

Rising Technological Advancements in Automotive Industry Fuel North America Automotive Dealer Management System (DMS) Market

The desire for simplified operations, effective inventory management, and smooth and integrated sales processes at automobile dealerships drive the requirement for dealer management solutions. Automotive dealer management systems solutions are used for lead management and sales analytics. Additionally, the solutions provide dealership staff with real-time information, allowing them to respond swiftly to client questions, handle transactions efficiently, and manage inventory properly. It helps them increase productivity and enhance customer experience. Automotive dealer management systems improve CRM by allowing dealers to track client contacts, manage leads, and offer tailored services. As a result, they can offer better consumer experience and gain consumer loyalty.

Companies are widely integrating their services with a dealer management system. In

March 2024, General Motors partnered with auto supplier Magna and consultancy firm Wipro Limited to launch a virtual marketplace called SDVerse for buyers and sellers of automotive software. The new B2B platform is expected to effectively serve as an automotive app store for automotive software developers to hock their wares to car manufacturers and other potential customers. General Motors claims SDVerse will overcome current inefficiencies in the shopping and implementation of embedded vehicle software while providing a transparent storefront that buyers and sellers can trust.

## North America Automotive Dealer Management System (DMS) Market Overview

North America is projected to hold the largest share in the global automotive dealer management system market from 2023 to 2031. The region captures a noteworthy global market share owing to high investments in automation and software and the growing number of dealership management companies in this region. Automakers and auto part dealers largely use automotive dealer management systems (DMS) to manage and maintain orders. Auto dealers leverage the capability of modern DMS to increase the productivity and efficiency of their dealerships.

Many system providers are developing their existing DMS to receive more contact certifications from automotive manufacturers. In July 2023, CDK Global Inc. received an official certification as a DMS provider from BMW Group Canada, including BMW and MINI retailers. CDK Global Inc. serves as a leading customer relationship management (CRM) provider for the BMW and MINI Canadian network.

## North America Automotive Dealer Management System (DMS) Market Revenue and Forecast to 2031 (US\$ Million)

### North America Automotive Dealer Management System (DMS) Market Segmentation

The North America automotive dealer management system (DMS) market is categorized into component, application, deployment, and country.

Based on component, the North America automotive dealer management system (DMS) market is bifurcated into software and services. The software segment held a larger North America automotive dealer management system (DMS) market share in 2023.

In terms of application, the North America automotive dealer management system

(DMS) market is segmented into inventory management, appointment scheduling, customer relationship management, dealer tracking, and others. The customer relationship management segment held the largest North America automotive dealer management system (DMS) market share in 2023.

By deployment, the North America automotive dealer management system (DMS) market is segmented into cloud-based and on-premise. The cloud-based segment held a larger North America automotive dealer management system (DMS) market share in 2023.

By country, the North America automotive dealer management system (DMS) market is segmented into the US, Canada, and Mexico. The US dominated the North America automotive dealer management system (DMS) market share in 2023.

CDK Global Inc; Wipro Ltd; GaragePlug Inc; Autosoft, Inc; Aspire Systems; AutoManager; SECL Group Corporation; PBS Systems; SAP SE; Cox Automotive; Tekion Corp; Dealer Built; Dominion DMS LLC; Oracle Corp; Auto/Mate LLC; and Quorum Information Technologies Inc are some of the leading companies operating in the North America automotive dealer management system (DMS) market.

#### Reason to buy

Save and reduce time carrying out entry-level research by identifying the growth, size, leading players, and segments in the North America automotive dealer management system (DMS) market.

Highlights key business priorities in order to assist companies to realign their business strategies.

The key findings and recommendations highlight crucial progressive industry trends in the North America automotive dealer management system (DMS) market, thereby allowing players across the value chain to develop effective long-term strategies.

Develop/modify business expansion plans by using substantial growth offering developed and emerging markets.

Scrutinize in-depth North America market trends and outlook coupled with the factors driving the North America automotive dealer management system (DMS)

market, as well as those hindering it.

Enhance the decision-making process by understanding the strategies that underpin commercial interest with respect to client products, segmentation, pricing, and distribution.

## The List of Companies - North America Automotive Dealer Management System (DMS) Market

CDK Global Inc

Wipro Ltd

GaragePlug Inc

Autosoft, Inc

Aspire Systems

AutoManager

SECL Group Corporation

PBS Systems

SAP SE

Cox Automotive

Tekion Corp

Dealer Built

Dominion DMS LLC

Oracle Corp

Auto/Mate, LLC

## Quorum Information Technologies Inc

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