

South & Central America Dealer Management System Market Forecast to 2030 - Regional Analysis - by Deployment (On-premise and Cloud) and Equipment Type (Automobile, Agricultural & Forestry Machinery, Construction Equipment, Gardening Equipment, Heavy Trucks, Material Handling & Lifting Equipment, Mining Equipment, and Others)

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Abstracts

The South & Central America dealer management system market is expected to grow from US\$ 374.92 million in 2022 to US\$ 737.35 million by 2030. It is estimated to record a CAGR of 8.8% from 2022 to 2030.

Integration of Artificial Intelligence to Revolutionize Dealer Management Business Fuels South & Central America Dealer Management System Market

Technological giants worldwide are highly focused on research and innovation of new technologies, which fuels the adoption of advanced technologies in transportation, construction, manufacturing, and other industries. Artificial intelligence (AI) technology is positioned at the core of the next-generation software technologies in the dealer management system market. It predicts and delivers the information, enabling an efficient, fast, and personalized experience with customers and boosting store profitability. By enhancing customer experience, along with the dealership's relationship with them, the possibility of return business surges. AI also helps dealers customize banner ads, emails, texts, and other marketing efforts in order to target the right customers at the right time.

Dealer management systems integrated with AI can alert technicians about possible

issues with specific models. The system enables dealers to avoid car problems by alerting technicians to look for the concern before it occurs. AI also focuses on cybersecurity solutions to identify threats early and detect suspicious activity in the system. Several companies operating in the market are highly inclined toward offering AI-based dealer management systems. For instance, Pulsar AI, which specializes in AI technology, allows dealers to automate their customer interactions, sales leads, and follow-ups. The product saves time and optimizes the response rate.

Many manufacturers are focusing on developing and implementing a next-generation dealer management system (DMS) with Chatbot and AI technology to streamline interactions between customers and dealers. The AI-based dealer management system allows dealers to serve customers 24/7, thereby increasing customer satisfaction. For instance, in June 2023, Impel developed new generative AI software used by auto dealers and automaker customers. The software is designed to integrate with pre-existing dealership management systems, which help the auto dealers to personally interact with customers to enhance their buying experience.

Auto dealers are leveraging AI technology to understand customer demands as well as competitive options preferred by them. As a result, dealerships can target customers more efficiently and match buyers to the suitable units in their inventory with the help of AI-based dealer management systems.

Thus, the integration of artificial intelligence to revolutionize the dealer management business is likely to fuel the market growth in the coming years.

South & Central America Dealer Management System Market Overview

The South America dealer management system market is growing due to the increasing demand for comprehensive dealer management systems. Countries such as Brazil, Argentina, and Chile are the major markets for dealer management systems in South America. The expansion of the automotive industry in South America is driving the demand for dealer management systems. For instance, per the Ministry of Trade of Colombia, the country ranks as the third-largest automobile assembler in South America (after Brazil and Argentina) and the second-largest motorcycle producer in the region after Brazil. Colombia has eight vehicle assembly plants, with three in Sofasa, CCA, and Mazda, which represent 99% of country production and 32% of sales. Growing demand for light vehicles, trucks, buses, and motorcycles in the region increases the adoption of dealer management systems among automakers. Additionally, the growing adoption of cloud technology has created a demand for cloud-based dealer management systems.

Major dealer management system vendors operating in South America compete on the basis of pricing models, deployment models, after-sale services, and training services. Further, CDK Global, e-Emphasys Technologies Inc., and Integrated Dealer Systems are among the key vendors operating in the dealer management system market in South & Central America.

South & Central America Dealer Management System Market Revenue and Forecast to 2030 (US\$ Million)

South & Central America Dealer Management System Market Segmentation

The South & Central America dealer management system market is segmented into deployment, equipment type, and country.

Based on deployment, the South & Central America dealer management system market is bifurcated into on-premise and cloud. The cloud segment held a larger share of the South & Central America dealer management system market in 2022.

In terms of equipment, the South & Central America dealer management system market is segmented into automobile, agricultural & forestry machinery, construction equipment, garden equipment, heavy trucks, material handling & lifting equipment, mining equipment, and others. The automobile segment held the largest share of the South & Central America dealer management system market in 2022.

Based on country, the South & Central America dealer management system market is segmented into Brazil, Argentina, and the Rest of South & Central America. Brazil dominated the South & Central America dealer management system market in 2022.

ANNATA Ehf, DealerBox SAS, Hitachi Solutions Ltd, CDK Global Inc, and Cox Automotive are some of the leading companies operating in the South & Central America dealer management system market.

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