



[Spireon launches GoldStar Connect for auto dealers, lenders](#)

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Mobile app creates new connections for the vehicle finance industry and extends the value of GPS to consumers.



Image: Spireon

Spireon Inc., the vehicle intelligence company, has introduced [GoldStar Connect](#), a full-featured connected car mobile application that gives Buy Here Pay Here (BHPH) dealers and lenders the opportunity to increase customer loyalty and profitability.

As the newest addition to the GoldStar GPS solution suite, GoldStar Connect helps dealers and lenders recoup the cost of GPS, while also increasing value, convenience and safety for consumers.

The BHPH sector has long used GoldStar GPS to mitigate risk. Dealers and lenders rely on GoldStar to stay connected to their customers in order to facilitate payment collection, monitor default predictors, and streamline recoveries when necessary.

With the new GoldStar Connect mobile app, consumers now have access to all the benefits of connectivity — real-time location access, trip history, vehicle health alerts and recovery solutions for stolen cars — as an add-on at the time of purchase.

“In marrying the GoldStar solution with a consumer-facing mobile app, our dealer and lender customers not only improve asset management and protection, but also can offer their consumers a significant value add — modern connected car benefits regardless of the vehicle make, model and year,” said Reggie Ponsford, senior VP of sales at Spireon. “We have had a number of larger BHPH dealers piloting the GoldStar Connect solution in the past few months and seeing up to 90 percent consumer sell-through.”

With GoldStar Connect, consumers gain a host of added benefits with their car purchase, including:

- **Safety and Security.** GPS tracking and geofencing capabilities enable consumers to know the location of the vehicle at all times, helping to ensure the safety of the vehicle and the driver
- **Trip History.** provides visibility to the activity of the vehicle by date, time and duration
- **Smart Alerts.** consumers receive notifications of speeding, geofenced locations and battery condition directly to their mobile devices
- **Stolen Vehicle Recovery.** an in-app recovery guide provides vehicle location data and instructions to assist in reporting and recovery of a stolen car
- **Insurance Discounts.** Many carriers provide discounts of up to 15%

“Consumers want connected vehicle features and benefits, and the app helps dealers and lenders build customer loyalty while also driving additional revenue and margin,” continued Ponsford. “By bundling the purchase into the vehicle loan, it’s seamless and easy for dealers and buyers.”

“We’re excited to help our customers in the vehicle finance industry evolve their thinking about GPS from solely managing risk to now providing an opportunity to increase consumer loyalty and profitability,” said Brian Deeley, director of product management at Spireon. “The GoldStar solution is trusted by more BHPH dealers than all of our competitors combined. The addition of GoldStar Connect creates even more distance between Spireon and the rest, maintaining GoldStar as the GPS gold standard for BHPH.”

GoldStar Connect is now available and will be demonstrated in booth #208 at the National Alliance of Buy Here, Pay Here Dealers (NABD) Buy Here Pay Here Subprime Conference, Oct. 8-10, at the MGM Grand in Las Vegas. To book a demonstration at the conference, see [Spireon at NABD](#).

<http://gpsworld.com/spireon-launches-goldstar-connect-for-auto-dealers-lenders/>