

DrivingSales 2020 Innovation Cup Award: Finalists Announced

Award recognizes the most innovative dealership solutions of 2020; finalists to compete and present their solutions virtually at the 2020 DrivingSales Executive Summit

Salt Lake City, UT – October 5, 2020 - DrivingSales today announced that finalists have been selected for the annual DrivingSales Innovation Cup Award, which recognizes the most innovative dealership solutions of 2020. Finalists will compete virtually for the Innovation Cup Award at the 2020 DrivingSales Executive Summit (DSES), which will be held Monday, November 2nd through Friday, November 6th, 2020.

The 2020 Innovation Cup Award finalists are:

- Cox Automotive's iRecon
- Quotible
- Discovery Loft's PAVE
- Foureyes' Safety Net

The four Innovation Cup finalists will present their solutions virtually at the DrivingSales Executive Summit on November 5th. A panel of dealer judges will ask questions of each presenter and score each product. The solution with the highest score will be presented with the Innovation Cup Award for "Most Innovative Solution of 2020".

"Once again, the range of applications our dealer advisory board chose from was outstanding, with so many innovative and exciting products that are destined to move our industry forward," said DrivingSales CEO and Founder Jared Hamilton. "The companies selected to compete for the Innovation Cup will, we have no doubt, provide our dealer attendees with many of the solutions they have been looking for. This competition is one of the highlights of the DSES and these finalists will make us all proud of, and inspired by, the inventive minds working every day to make our industry better."

The Innovation Cup Award competition is part of an exciting DSES line up this year, which includes a keynote from DrivingSales founder and CEO Jared Hamilton; Beast Mode, which features strategies from three progressive dealers, as well as dealer-selected breakout sessions from industry experts and dealers on topics ranging from digital retailing, advanced marketing, and more.

Focused on providing the most relevant profit-building information to help auto dealers formulate their business plans for the following year, the DrivingSales Executive Summit includes five days of collaboration and fresh, leading-edge information from special-topic breakouts, expert panels, dealer and vendor contests, and world-renowned speakers. The DSES is 100% dealer driven and designed specifically for the most advanced dealer principals and dealership executives in the industry. The summit has a vendor-neutral policy, meaning no vendor influence on presentation selection and adherence to a strict dealer-to-vendor ratio.

For the full DrivingSales Executive Summit agenda and more information on speakers and

presentations go to drivingsales.com/dses/agenda/.

Tickets are still available at drivingsales.com/dses/registration.

About The DrivingSales Executive Summit (DSES)

The DrivingSales Executive Summit is where the most progressive dealers gather to collaborate and learn forward-thinking trends in automotive operations. DSES features world-renowned experts on marketing, technology and retail operations from inside and outside the industry, who provide the most valuable and actionable insights for today's dealership professionals. The DSES agenda is dealer-driven, ensuring the content is 100 percent focused on the needs of progressive dealers. Only the top 10 percent of speaking applications selected by DrivingSales members make it on the agenda.

About DrivingSales

DrivingSales is a professional network serving the auto industry with dealer-driven news and information, online training, and performance data, all to enable dealers to make critical business decisions at their dealerships. DrivingSales' mission is to connect progressive dealership professionals to the people and information they need to maximize their success.

Founded by a third-generation car dealer, and opened up to the industry in 2008, today DrivingSales has a registered user in over 50% of new car dealerships in the US and is active in several other countries around the globe. To learn more about the DrivingSales, visit drivingsales.com.