

# U.S. Automotive Group

Driving new levels of Revenue and Profitability with Impel AI

## The Challenge

Macroeconomic uncertainty and shifting trade policies are putting pressure on retailers. Across every industry, companies are sharpening their focus on operational efficiency. Businesses of all sizes face the need to reduce expenses, but market leaders know that they need new operating models in order to reach and sustain new levels of profitability.

This multi-rooftop automotive group was no exception. Internet sales leads—the lifeblood of their business and representing nearly two-thirds of all new sales opportunities—were critical to top line revenue, but came with the highest customer acquisition costs. Typical BDC operations were adding \$150-\$200 in expense per vehicle sold, and digital marketing spend and third-party vendor expenses were putting significant pressure on profit margins. Retaining customers in the service drive after purchase and warranty expiration was paramount to long-term success, but their current approach wasn't sustainable. The group knew that in order to thrive in a rapidly changing environment, they needed to find new ways to do more with less.

## The Solution

Impel's fully connected AI Operating System provided the group with the intelligent automation they needed. New AI capabilities in Sales, Service, and Marketing enabled teams across the organization to perform more efficiently and effectively. With technology working 24/7, customers benefitted from instant responsiveness and consistency, while staff members were freed up to focus on delivering exceptional experiences and building deeper customer relationships.

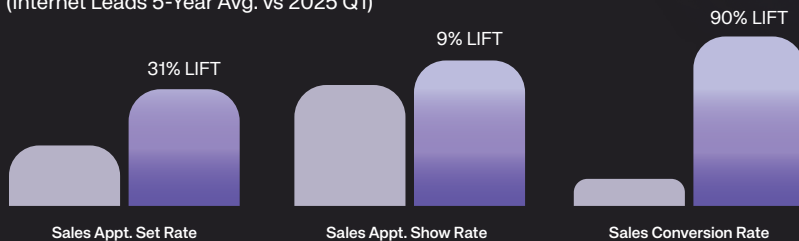
The impact of Impel AI on the group's performance has been nothing short of remarkable. Over the past year, the company has consistently seen quarter-over-quarter improvements in all key Sales and Service metrics. They've set new records for Sales and Service appointment set rates and show rates, as well as Sales closing rates.

These performance improvements led to a measurable increase in revenue, but they also had a significant secondary benefit. Performance gains and operational streamlining enabled the company to make significant cuts to their overall marketing spend, including a 33% reduction in third-party lead costs. They were also able to eliminate the need for a BDC. After consolidating vendors and reallocating staff, the group was able to realize more than \$5 million in expense reductions.

### RESULTS

## Lift in Sales Performance

(Internet Leads 5-Year Avg. vs 2025 Q1)



**12-38%**

increase in Service Repair Orders by store



**\$5 million**

cost savings from reduced Marketing spend, vendor consolidation & BDC rationalization



**Record levels of gross sales and net profits**



We have a great relationship with Impel. To see how they've developed their product over the last couple of years has been awesome. They continue to roll out better conversational AI. They continue to roll out more enhanced product features than anyone else. They've been a great partner of ours and I'm really happy with them."

—Group Fixed Ops Director



Our investments in data and technology have fundamentally transformed our business. With the help of Impel's AI solution, we're seeing internet close rates that are double the industry average across all of our dealerships. After setting records last month, we're off to our best start to the year in history in both gross sales and net profits."

—Group CEO