

Drive unified customer, vehicle, and retail experiences.

Driver Console

Get a complete view of every customer interaction over time, and set up customized alerts for your teams, from car browsing and purchase history to service journeys.

Vehicle Console

Quickly access critical vehicle information, from vehicle milestones and warranties to vehicle parts, accessories, or even delivery reports.

Household Management

Get a holistic picture of a household's complete driver and vehicle history, and further personalize ongoing support, offers, and sales.

Automotive Lead Management

Enrich leads with a complete snapshot of their wants, needs, and vehicle history, and route the most high-value leads directly to the individual's preferred dealership.

Partner Performance Management

Easily track how retail partners are performing, and improve collaboration across sales agreements, site visits, demand forecasts, channel incentives, and more.

Automotive Data Foundation and Flow for Automotive

Build branded, integrated customer experiences without code, and use a trusted, standards-based data foundation to drive flexible data sharing.

“With Automotive Cloud, we will be able to increase the competitive advantage for our entire mobility ecosystem by connecting customer data and vehicle management together within the same platform. This will allow us to deliver the best customer experience and to increase our customers' lifetime value.”



Antonio Rodríguez López

Chief Strategy & Transformation Officer,
Astara

