Rapid Recon Selected as NIADA National Member Benefit Partner

Inventory-Turn Specialist Offers Association Members Preferred Onboarding Pricing

Arlington, Texas (Dec. 12, 2019) – Rapid Recon, the creator and leading provider of time-to-line speed-to-sale reconditioning workflow software for dealership used car operations, has joined with the National Independent Automobile Dealers Association as a National Member Benefit partner.

Rapid Recon is offering preferred pricing on all new reconditioning workflow software onboarding fees to the more than 16,000 NIADA member dealerships.

Rapid Recon, founded in 2010, established the reconditioning standard known as time to line, or T2L, a continuous improvement discipline for improving vehicle turns and increasing per-vehicle revenue.

“Faster reconditioning that’s trackable, transparent, practical and highly manageable is a critical advantage for any dealer, especially an independent dealer seeking competitive differentiation and a way to maximize its inventory,” Rapid Recon founder and CEO Dennis McGinn said.

“Our relationship with NIADA moves Rapid Recon closer to the needs of its membership through this corporate partnership and the preferred onboarding prices, so more independent dealers can experience T2L speed-to-sale improvement.”

More than 20,000 users, including independent retail, Buy Here-Pay Here and franchised operations, have used Rapid Recon software to cut recon time by up to 75 percent, which helps increase turn and per-vehicle revenue.

Integrated tracking and communications tools eliminate “lost” or misplaced vehicles and enable oversight and accountability from any mobile device.

“With the used vehicle retail market experiencing transformation, dealers’ ability to move inventory from acquisition to the sale lot in a few days is a real competitive advantage, lowering holding cost depreciation on those assets to reduce sale gross erosion,” NIADA director of business development James Gibson said.

“Rapid Recon, with its proven time-to-line recon technology, first-class client support and staff of field performance managers, has taught dealers of all kinds how to have greater transparency, accountability and control over their used car business.”

For more information or to view a demo and receive a complimentary copy of RECON T2L – The Starting Line for Reversing Margin Compression, visit www.rapidrecon.com.

About Rapid Recon

Rapid Recon benchmarks and best practices have helped thousands of GMs, used car managers and service managers fine-tune their reconditioning methods. Their dealerships realize faster time-to-market and speed-to-sale rates, allowing them to move more vehicles more quickly while retaining gross and increasing inventory turns.

About NIADA

The National Independent Automobile Dealers Association (NIADA) is among the nation’s largest trade associations, representing the used motor vehicle industry comprised of more than 38,000 licensed used car dealers. Since 1946, NIADA has represented the voice and interests of used car dealers at the federal level in Washington D.C. Coupled with its state association network across the country, NIADA’s grass-roots framework provides a dual layer of advocacy unmatched in the used motor vehicle industry.

For more than 70 years, NIADA has engineered programs and leveraged technology to fulfill its mission to advance, educate and promote the independent used car dealer. NIADA members subscribe to a strict Code of Ethics of duty, honor and integrity, and believe in the advancement of small business in support of the free-market system. More information about NIADA programs and educational opportunities is available at www.niada.com and www.niada.tv.