



PENDRAGON/HORNBURG JLR IS CONTROLLING INVENTORY SALES AND WINNING WITH LOTLINX/AI/™.

ANOTHER LOTLINX /AI/ SUCCESS STORY



VALERIE MUZYKA

GROUP MARKETING DIRECTOR

PENDRAGON NORTH AMERICA

Charles H. Hornburg Jr. brought the first imported Jaguar automobiles to the USA back in 1947. Today, Pendragon/Hornburg JLR stores are highly established and respected in the automotive community.

Pendragon/Hornburg Jaguar Land Rover targets luxury used VINs with campaigns powered by LotLinx VIN-Specific™ /AI/.

Valerie also has other stores running on LotLinx, where she leverages OEM co-op dollars and incentives to build custom strategies focused on new/CPO inventory.

LEARN MORE BY [REQUESTING YOUR FREE DEMO TODAY.](#)

*Based on one month of LotLinx data for Pendragon/Hornburg JLR used 45+ DOL vehicles.

\$3,997.98

TOTAL MONTHLY INVESTMENT



118

VINS TARGETED



50

VINS SOLD



42%

SELL RATE



90%

ENGAGEMENT RATE



\$79.96

COST PER SOLD VIN



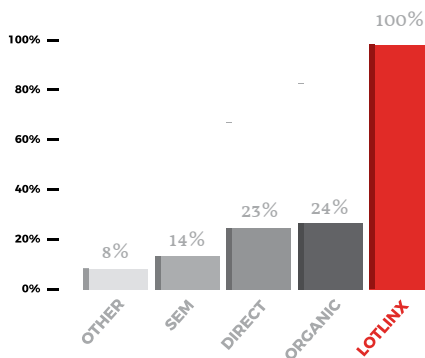
% NEW VISITS

LOTLINX - 75%
OTHER PAID - 64%

% VDP ENGAGEMENT

LOTLINX - 67%
OTHER PAID - 13%

VDP DELIVERY



"I really don't want to share my secrets, but I would absolutely recommend LotLinx to other dealers. I've recommended it to a lot of people already and think if you're not on it, you're definitely missing out."

- VALERIE