Help Us Sell Cars: New Approaches & Platform Technologies That Build Brand Trust While Selling Vehicles

Technical Target Description

A leader in the auto industry is **seeking to connect with entrepreneurs, researchers, and startups actively working in the area of vehicle sales.** Sought are new business models and **new approaches to selling automobiles**. Mobile immersive experiences, web based engagements, push notification, beacon, online and showroom visualization tools, and virtualization technologies such as augmented reality and virtual reality are all of interest, but this scan is certainly not limited thereto. **Who is working on changing the way consumers are engaged and buy vehicles? We want to meet you.**

Also of interest are insightful technical **approaches that move the consumer through the selling cycle from initial contact to final sale** in a manner that increases the closing rate (improves number of vehicles sold) while engaging the consumer in new ways that **create brand trust, loyalty, and promotes integrity in the company's products** and underlying methods used to sell those products; namely vehicles and service.

Adaptation of successful selling methodologies, approaches, platforms, and technologies form adjacent industries that can be leveraged to sell vehicles and which promote novel marketing models & processes are of interest too.

Background

When it comes to purchasing vehicles, once a dealership only approach, tech over the past decade has empowered the consumer. Online-all-the-time consumers now research, review, and make vehicle purchases routinely. Absent though is a holistic approach that engages the consumer in a way that moves them through a sales cycle while building vehicle manufacturer brand trust and instilling values of integrity & authenticity in the selling process. **It is not just selling; its how the consumer feels about buying, and them knowing they made the right choice.**

Possible Approaches

Approaches from adjacent industries that join similar and/or dissimilar technology platforms or research approaches are of interest.

A blank canvas, **we are open to all sorts of approaches** with the exception being that approaches similar to those already being explored or in the market are not of interest (unless unique).

Appropriate Responses to This Request

Responses from companies (small to large), academic researchers, other research institutes, companies, consultants, venture capitalists, entrepreneurs, startups, or inventors are welcome.

Appropriate responses will address the following:

- Non-confidential description of proposed technology/system or research approach and estimated feasibility to demonstrate in the target application
- List of any published patent applications or issued patents.

How to Reply

Click to reply, start a conversation

TechConnectHub is a free community for innovators, where corporate innovation needs are posted to tap into a technical community of solutions.

Contact with questions Contact@TechConnectHub.com