



LotVantage Invests in UpValet, a Car Dealer platform that Enhances the Car Buying Experience

ThatsUs Technologies, LotVantage's parent company, has announced an investment in UpValet Inc.

Tampa, FL ([PRWEB](#)) October 03, 2016 -- ThatsUs Technologies, LotVantage's parent company, has announced an investment in UpValet Inc. UpValet provides a modern dealer platform that disrupts the car and truck buying experience by making it simple, efficient and more enjoyable for consumers to buy a vehicle. UpValet dealers have experienced increased sales by reducing the buying time 60-70% and thereby eliminates a major pain point for consumers.

UpValet makes purchasing a vehicle not only more pleasurable for the consumer, but more efficient for the dealer as well. The need for the "back and forth" between the sales associate, the customer and the sales manager is eliminated. UpValet gives the sales manager a real time overview of what is happening on the sales floor and can start working the numbers during the test drive, removing the most time consuming aspect of the sales process. UpValet reduces what can take up to four hours to buy a vehicle by an order of magnitude thus giving salespeople more time for other customers and consumers less hassle.

"I immediately saw potential in UpValet as it provides tremendous value to dealers, not just in the automotive industry, but in the powersports, marine and RV industries as well. LotVantage helps dealerships market their inventory and engage their customers online. By partnering with UpValet we will be able to help our customers expedite the purchase of that inventory and sell even more" said Mathew Brown, ThatsUs President and CEO.

"LotVantage made perfect sense for us. I'm very excited to have our companies working close together so we can provide innovative services to dealers that help them sell more and streamline the buying process" said Ty Mathen, UpValet President and CEO.

About LotVantage

LotVantage is the leading provider in digital marketing solutions for Automotive, Marine, Powersports, RV, Trailer and Outdoor Power Equipment dealerships. We focus on sites that consumers frequently visit, but are typically labor intensive for dealerships to manage strategically. Learn more at lotvantage.com.

About UpValet

An innovative and engaging sales platform that makes car buying simple, fast and more enjoyable for consumers. At the same time increasing sales at the dealership by reducing the buying time by 60-70%. Learn more at UpValet.com.

For more information about this partnership, please contact LotVantage Marketing Manager, Adam Goldberg at 813-549-8187 or [agoldberg\(at\)thatsus.com](mailto:agoldberg@thatsus.com).



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