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## FOR IMMEDIATE RELEASE

### **automotiveMastermind Receives “Top Rated” DrivingSales Dealer Satisfaction Award**

*Ranked #1 in Dealer Satisfaction, automotiveMastermind wins Owner Marketing Category*

**SAN FRANCISCO (Jan. 25, 2019)** – automotiveMastermind (Mastermind), has received a “Top Rated” Owner Marketing Award in the ninth annual DrivingSales [Dealer Satisfaction Awards](#), presented at the 2019 National Automobile Dealers Association (NADA) Convention & Expo. automotiveMastermind received a top dealer satisfaction ranking in the Owner Marketing category, as determined by the thousands of auto dealers who are part of the [DrivingSales.com](#) community.

“When we founded automotiveMastermind, we were dedicated to improving the car buying and selling process. As former salesmen, we understood the challenges dealers were facing and aimed to create solutions to solve them,” said Johannes Gnauck, Founder and Co-CEO of automotiveMastermind. “We empower our dealer partners with our proprietary data driven technology and this honor reinforces our commitment to them.”

“We congratulate automotiveMastermind, on receiving a ‘Top Owner Marketing Award, an accolade we consider to be one of our industry’s most important because it comes directly from dealers,” said DrivingSales CEO and Founder Jared Hamilton. “In our ninth year of presenting these awards, we feel especially proud that DrivingSales Vendor Ratings continues to help dealers make smart and informed decisions through thousands of peer reviews that lead them to outstanding service providers such as automotiveMastermind. We’re thrilled automotiveMastermind has been recognized as one of the best by the people to whom their services count the most: the dealer community.”

The DrivingSales Dealer Satisfaction Awards measure dealer satisfaction with vendor products and services and are based on cumulative ratings tallied and verified over the calendar year (January – December) at [DrivingSales.com](#) Vendor Ratings. DrivingSales Vendor Ratings is the industry’s only neutral, comprehensive vendor rating forum featuring real-time peer reviews and honest competitor comparisons and provides dealerships with important information from actual customers who



have hands-on experience using vendor products / solutions in their stores. Each rating is verified as coming from an actual dealership employee.

Full award results are available online at <http://events.drivingsales.com/dealer-satisfaction-awards/>. Award winners are showcased in the 2019 Spring issue of the DrivingSales Dealership Vendor Buyers Guide which, in addition to being distributed at the 2019 NADA Convention and Expo, is delivered to every new car dealership nationwide, as well as to the top 100 used car dealerships. For more information on the DrivingSales Dealership Vendor Buyers Guide, please visit: <https://www.drivingsales.com/buyersguide/>.

#### **About automotiveMastermind**

Founded in 2012, automotiveMastermind, a business unit of IHS Markit (Nasdaq: INFO), is a leading provider of predictive analytics and marketing automation solutions for the automotive industry. Market EyeQ by Mastermind is the single sales platform to identify, communicate with, and close every buyer in a local market. Mastermind is headquartered in New York City and San Francisco. For more information, visit [automotivemastermind.com](http://automotivemastermind.com). Based in London, IHS Markit is a world leader in critical information, analytics and solutions.

#### **About DrivingSales**

DrivingSales is a professional network serving the auto industry with dealer-driven news and information, online training, and performance data, all to enable dealers to make critical business decisions at their dealerships. DrivingSales' mission is to connect progressive dealership professionals to the people and information they need to maximize their success. Founded by a third-generation car dealer, and opened up to the industry in 2008, today DrivingSales has registered users in over 50% of new car dealerships in the US and is active in several other countries around the globe. To learn more about the DrivingSales community, training or performance analytics visit [DrivingSales.com](http://DrivingSales.com), [DrivingSales.com/HCM](http://DrivingSales.com/HCM) and [DrivingSalesData.com](http://DrivingSalesData.com).

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