



Dynatron Software and Hudson Automotive Group

Creating Cohesion and Optimizing Performance
Across a 50 Store Automotive Group

Hudson Automotive Group Case Study

ABOUT HUDSON AUTO GROUP

Hudson Automotive Group was founded in 1948 beginning as a single dealership in Kentucky. Since then, they have grown the organization to span 50+ dealerships across North Carolina, South Carolina, Georgia, Ohio, Louisiana, Kentucky, Alabama, and Tennessee.

INITIAL ANALYSIS OF FIXED-OPS PERFORMANCE

As Hudson Automotive Group experienced remarkable growth, the performance across its individual dealerships lacked consistency. Their DMS alone did not provide the reporting insights executive leadership needed for effective group management. Without additional software or support, reporting was limited to the store level.

After bringing in a Fixed-Ops Director, it became clear there was a significant need for group-wide Fixed Ops reporting to track key performance metrics and revenue.

HOW DYNATRON'S REPORTING AND PRICE OPTIMIZATION IMPROVED GROUP-WIDE FIXED OPS PERFORMANCE

Hudson Automotive Group initially partnered with Dynatron to assist with specific underperforming dealerships, before expanding across all stores in September 2023.

With Dynatron's reporting and price optimization tools, Hudson Automotive Group:

- Gained group-wide visibility into KPIs and profitability.
- Standardized performance reporting across stores.
- Implemented contests and performance reviews using real-time data.
- Identified opportunities to optimize CP ELR and warranty submissions.

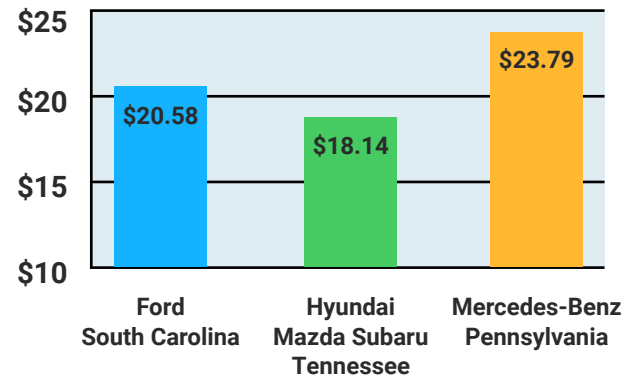
EARLY RESULTS:

After implementing Dynatron's reporting and optimization strategy, Hudson Automotive Group saw measurable improvements:

Top 2023 ELR Increases

- **\$20.58 ELR increase** for a Ford store in South Carolina
- **\$18.14 ELR increase** for Hyundai Mazda Subaru store in Tennessee
- **\$23.79 ELR increase** for a Mercedes-Benz store in Pennsylvania

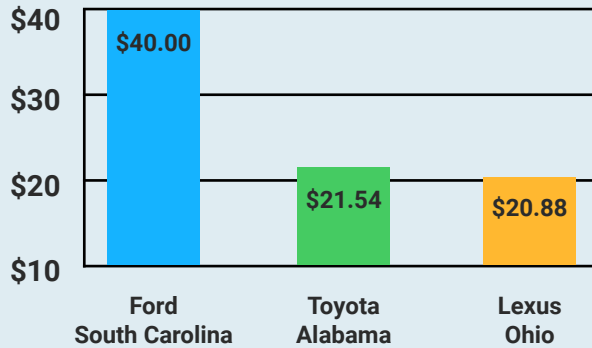
ELR Increases (2023)



Warranty Submissions in 2023

- **\$3,558,969 annual increase** from approvals across all stores (labor + parts)
- **\$14,241,595** in all-time annual approvals across all stores (labor + parts)
- **Notable WLRI increases:**
 - **\$40.00 WLRI increase** for a Ford store in South Carolina
 - **\$21.54 WLRI increase** for a Toyota store in Alabama
 - **\$20.88 WLRI increase** for a Lexus store in Ohio

WLRI Increases (2023)



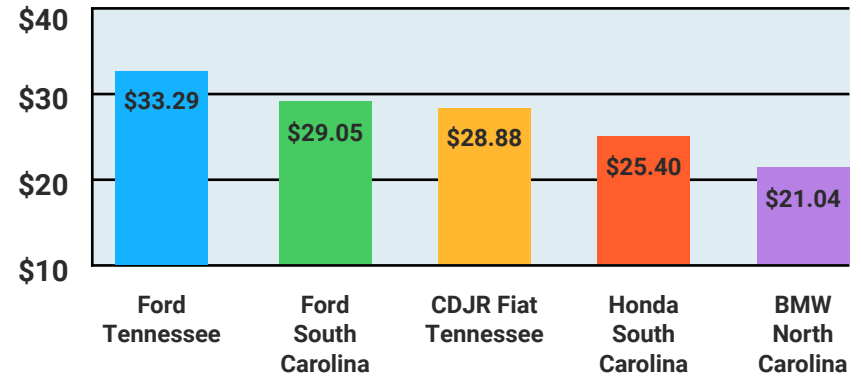
REACHING NEW HEIGHTS IN 2024

Building on their initial progress, Hudson Automotive Group continued to scale improvements in ELR, warranty submissions, and profitability throughout 2024.

Top 2024 ELR Increases

- **\$33.29 increase** for a Ford dealer in Tennessee
- **\$29.05 increase** for a Ford dealer in South Carolina
- **\$28.88 increase** for a CDJR Fiat dealer in Tennessee
- **\$25.40 increase** for a Honda dealer in South Carolina
- **\$21.04 increase** for a BMW dealer in North Carolina

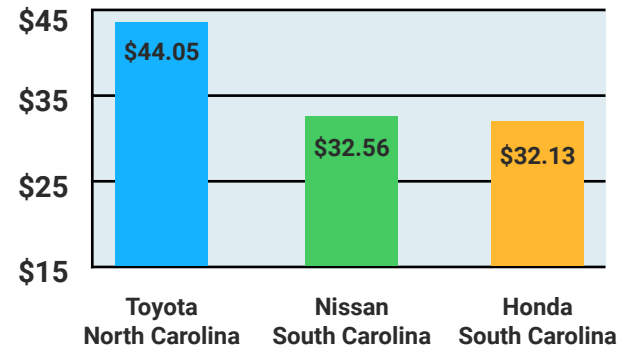
ELR Increases (2024)



Warranty Rate Submission Results (2024)

- Annual Increase (all stores): **\$4,542,813.18** (labor + parts)
- All-Time Annual Approval (all stores): **\$20,000,146** (labor + parts)
- **Average Rates:**
 - **Current Rate: \$163.37 in 2024**, an increase of \$14.55 from 2023
 - **Approved Rate: \$180.66 in 2024**, an increase of \$7.33 from 2023
- **Top WLRI Increases (2024):**
 - **\$44.05 WLRI increase** for a Toyota dealer in North Carolina
 - **\$32.56 WLRI increase** for a Nissan dealer in South Carolina
 - **\$32.13 WLRI increase** for a Honda dealer in South Carolina

WLRI Increases (2024)



HUDSON AUTO GROUP'S PROGRESS WITH DYNATRON

From 2023 to 2024, Hudson Automotive Group supercharged its Fixed Ops performance with Dynatron:

- ELR growth expanded across more rooftops and brands
- Gained **\$4.5M in additional annual warranty approvals**
- Increased all-time approvals from **\$14.2M to \$20M**, an increase of **\$5,758,551.84**
- Achieved stronger average approved rates year-over-year
- Positioned multiple dealerships among top performers in ELR and WLRI gains

Dynatron continues to provide Hudson Automotive Group with the insights and coaching needed to grow Fixed Ops revenue, unify performance, and maximize revenue across the group.

ABOUT DYNATRON SOFTWARE

Dynatron Software makes running your Fixed Operations easier and more profitable. Our PriceSmart solution digests DMS data, making it actionable for optimizing price, maximizing ELR, and improving profitability. Typical dealers see a **19x ROI** and **\$216K in additional annualized revenue each year**.

Metric	2023 Results (then)	2024 Results (Now)	Variance
Top ELR Increase	+\$23.79	+\$33.29	+\$9.50
Annual Increase from Warranty Approvals (All Stores)	\$3,558,969	\$4,542,813.18	+\$983,844.18
All-Time Annual Approval (All Stores)	\$14,241,595	\$20,000,146.84	+\$5,758,551.84
Average Current Rate	\$148.82	\$163.37	+\$14.55
Average Approved Rate	\$173.33	\$180.66	+\$7.33
Top WLRI Increase	+\$40.00	+\$44.05	+\$4.05



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