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Spireon Launches GoldStar Connect for BHPH

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IRVINE, Calif. — Spireon Inc., the vehicle intelligence company, has launched GoldStar Connect, a full-featured connected car mobile application designed to give buy-here, pay-here dealers and finance sources the opportunity to increase customer loyalty and profitability.

“In marrying the GoldStar solution with a consumer-facing mobile app, our dealer and lender customers not only improve asset management and protection, but also can offer their consumers a significant value add — modern connected car benefits regardless of the vehicle make, model and year,” said Reggie Ponsford, senior vice president of sales at Spireon. “We have had a number of larger BHPH dealers piloting the GoldStar Connect solution in the past few months and seeing up to 90% consumer sell-through.”

With GoldStar Connect, consumers gain a host of added benefits with their car purchase, including enhanced safety and security, trip history, smart alerts, stolen vehicle recovery, and insurance discounts, according to the announcement.

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