





AUTO FINANCE

Spireon Adds Spanish-Language Version of GoldStar Connect

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LAS VEGAS — Vehicle intelligence provider Spireon Inc. announced at the National Independent Automobile Dealers Association's 2019 Expo and Convention that its GoldStar Connect solution is now available in Spanish.

The GoldStar Connect app offers buy-here, pay-here dealers and finance sources connected-car features and benefits designed to increase customer loyalty and profitability. The addition means Spanish-speaking consumers can now benefit from the app's industry-leading GPS services and additional capabilities, executives said.

According to the U.S. Census Bureau, the Spanish-speaking population in the U.S. is expected to reach 74.8 million by 2030, which equates to 21% of the country's population, or about 41 million potential car buyers.

"As a company, we pride ourselves on meeting the needs of our customers, and, in the case of GoldStar Connect, this includes ensuring BHPH dealers have the flexibility to offer a convenient, personalized experience to their Spanish-speaking buyers," said Brian Deeley, director of product management at Spireon. "By releasing the app in the second most commonly spoken language in the U.S., Spireon is now able to expand its reach, providing a better experience for dealers and lenders, while also offering more consumers the benefits of a feature-rich, connected-car experience."

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