



The Power Information Network (PIN)

Understanding dealership's transaction effectiveness to enable higher profits from operational excellence

Power Information Network® (PIN), a division of J.D. Power, is an industry-leading supplier of real-time automotive solutions. PIN is continuously developing powerful tools and products specifically for OEM and dealers—to drive their operation decisions and increase bottom-line profits. Through 20 years development, PIN is proved to be a very successful tool set for OEMs and dealers in the U.S. market, most OEMs and over 9,500 franchise dealers use PIN to make informed decisions. In 2012, NADA formed a strategic alliance with J.D. Power and help dealers to transfer data to PIN and use PIN to receive enhanced market intelligence.

PIN Measures

PIN evaluates over 100 key observations about vehicle transaction, and this allows PIN to deliver significant value to clients by reporting on measures such as:

- Cost
- Profit
- Pricing
- Trade-in Values
- Financing and Leasing
- Job Code Categories
- Service Cross Sell
- Service Customer Loyalty
- And Much More!

How PIN Works

PIN collects, validates, and standardizes daily sales and service transactions from dealers. Market Information is aggregated to enable competitive benchmarking.



PIN Features/Benefits

PIN delivers integrated market intelligence and business solutions to benefit you in these areas:

- Revenue Management
- Competitive Benchmarking
- Vehicle And Brand Management
- Inventory And Demand Management
- Used Vehicle Marketing Analysis