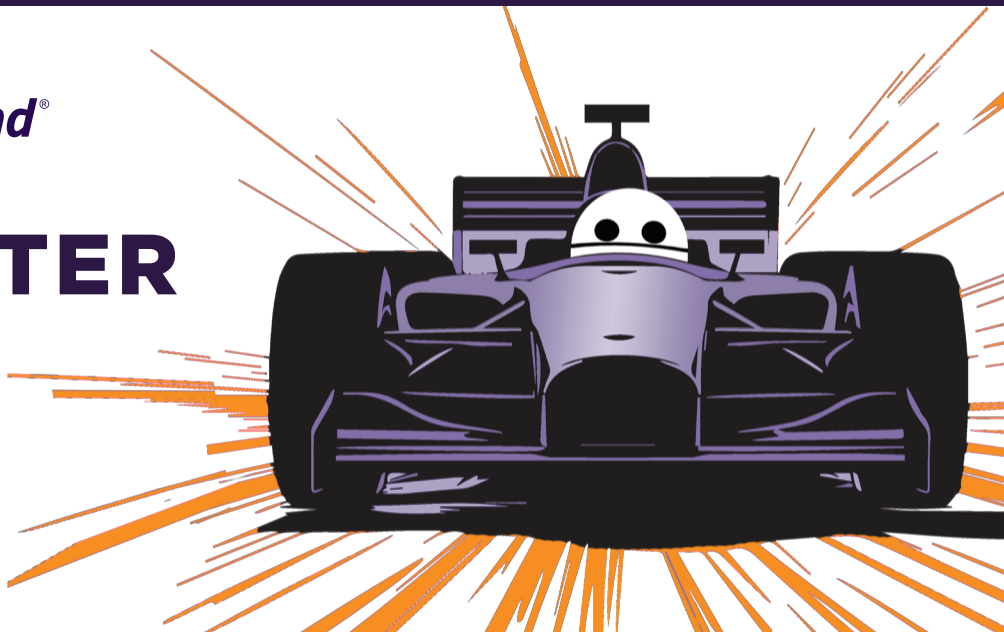



# DRIVE FASTER DECISIONS, WIN MORE BUSINESS.



Founded in 2012, automotiveMastermind® is the automotive industry's trusted data and technology provider. With its Actionable Intelligence, automotiveMastermind is the unfair advantage that puts its dealer partners in the winner's circle, making sales teams more effective at converting leads into opportunities.

The Mastermind platform gives dealers all the information they need to put their teams a few clicks away from the perfect pitch. No surprises, just the insight you need to find your best opportunities to close more deals, faster.

At the center of it all is Fritz , your AI sales strategist. Fritz analyses more than a billion data points and observations daily from households across the United States to build our gold standard Behavior Prediction Scores™, which help dealers understand:

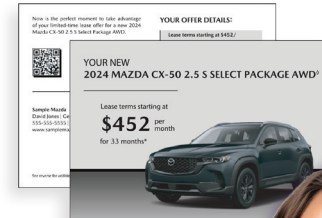
**WHO**  
is in market?

**WHEN**  
are they likely to make a purchase?

**WHAT**  
vehicle are they most likely to buy?

**HOW**  
will they likely transact?

Fritz puts your best opportunities front and center. You'll see who's ready to buy, get quick talking points, and make smart moves—all in one place. Plus, dealers can partner with a dedicated support person (in person or virtually) to make sales teams more efficient and do what they do best: sell more cars.



**72**  
BPS™



**81**  
BPS™



**74**  
BPS™





# BY THE NUMBERS: HOW FRITZ PUTS YOU IN FIRST PLACE.



+  
**10%**

automotiveMastermind proactively helps dealers understand when a customer is ready to enter the market. Using Actionable Intelligence, Mastermind builds customer profiles indicating the vehicles they're most likely to purchase, talking points to emphasize or avoid, and the deals most tailored to their needs. Dealerships that use these insights see a **10% lift in customer loyalty.**

**2X  
ROI**



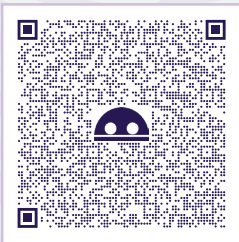
Mastermind's automated solutions can identify new sales opportunities in your service drive and buyers who aren't in your database. Gain a quick understanding of how ready they are to buy and target them with personalized 1-to-1 offers. automotiveMastermind dealers on average see a **2x return on investment just from service-to-sales.**

**1 BILLION**

Every day, Fritz calculates roughly **1 billion scores for prospects** all across the country to help our dealer partners know who is in-market and how to close each sale.



**LAP AFTER LAP,  
FRITZ  DELIVERS  
RESULTS.**



**INTERESTED IN JOINING THE WINNER'S CIRCLE?**  
Scan the QR code and schedule a demo today!

 **automotiveMastermind**<sup>®</sup>

**LEARN MORE**  
[automotiveMastermind.com](https://automotiveMastermind.com)

800.801.0018 | [info@automotiveMastermind.com](mailto:info@automotiveMastermind.com)

© 2026 automotiveMastermind<sup>®</sup>. All rights reserved. | A business unit of S&P Global Mobility

