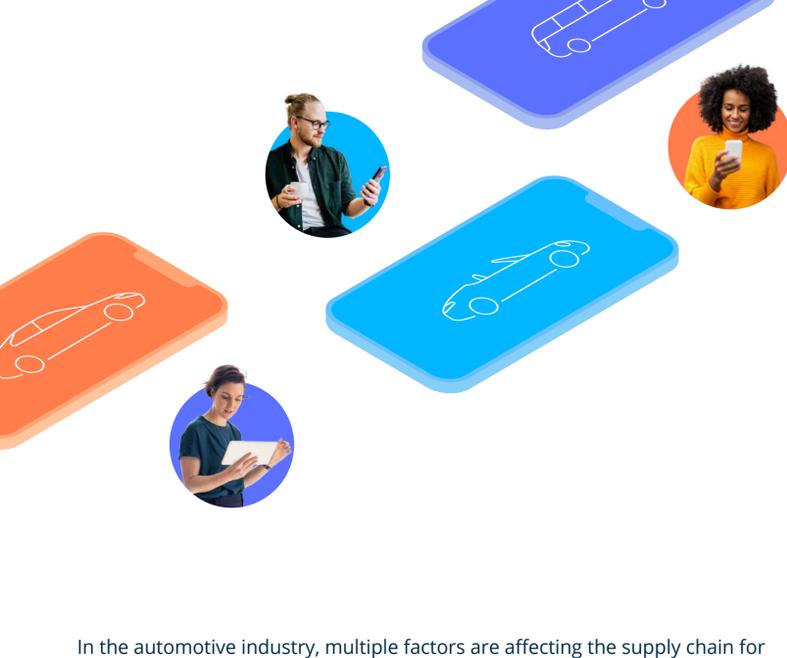
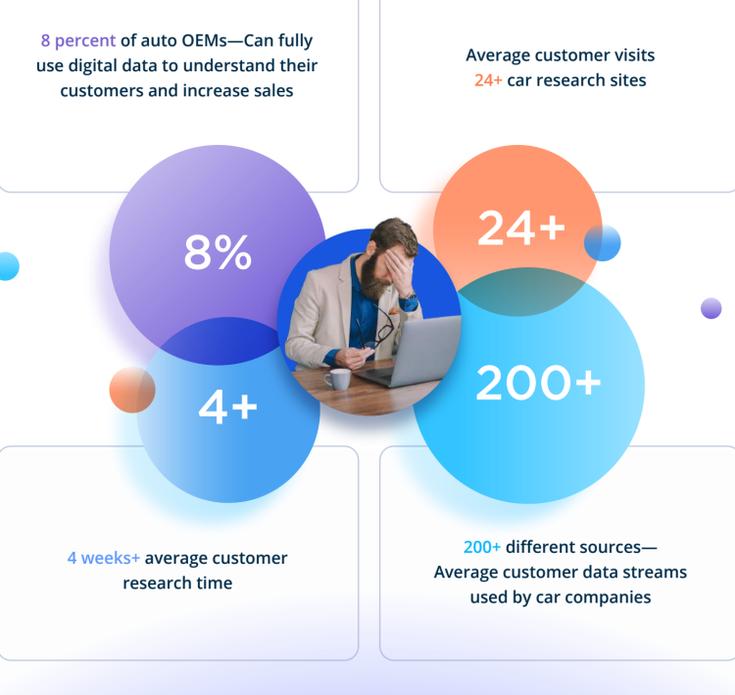


# Hey, Auto Makers and Dealerships, Are You Stuck in the Digital Slow Lane?

How customer data is accelerating success for CDP-using OEMs and auto dealers



In the automotive industry, multiple factors are affecting the supply chain for cars worldwide. But on the demand side, what's really holding the industry back is even harder to see and more difficult to fix: a lack of understanding of what customers want and how they want to buy cars now.

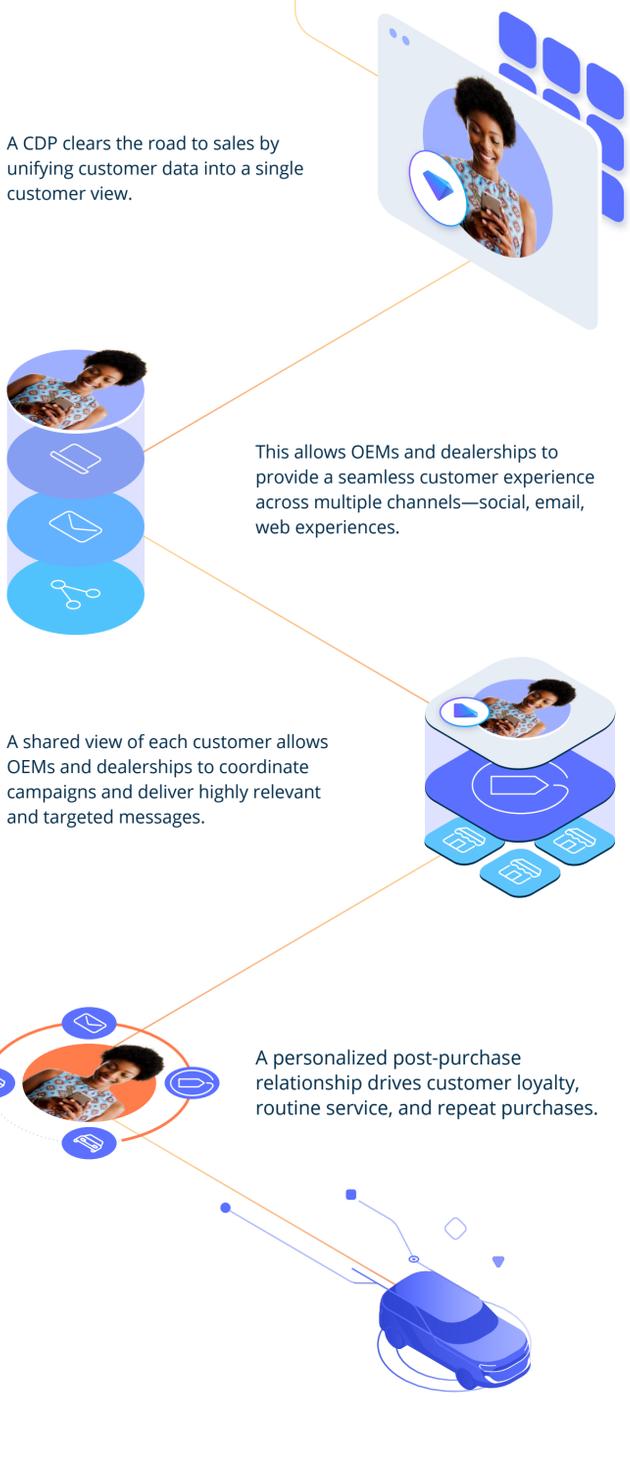


“The ones who interpret digital data correctly—who can get a sense of who’s really in-market for a vehicle, and deliver a smooth buying experience—are going to be the ones who win.”

—Senior Executive, OEM

But there is technology that can help: Customer Data Platforms (CDPs). They take customer data from a maze of different data sources from platforms customers use and turn that data into intelligence that helps car dealers improve customer journeys to sell more cars.

## Here’s how CDPs drive sales and customer loyalty for OEMs and auto dealerships.



## How Maruti Suzuki Unified Customer Data to Boost Results

Maruti Suzuki recently used data to transform its sales processes, unifying data from many different silos to cut advertising costs, and improve car sales and add-ons to achieve these impressive results:



“We need to manage the customer conversation with consistency across our businesses and omnichannel journey—purchase, loyalty, insurance, accessories, finance—all of it. Treasure Data is the backbone to our customer centricity. It also helps us drive performance. It is changing the culture here.”

Noritaka Wakuda, Advisor & Leader for Digital Transformation, Maruti Suzuki India Ltd.

Achieve better results in the omnichannel era. Learn more at [Treasure Data](https://www.treasuredata.com).