

Dealertrack

Dealership management systems

67 of 150 valid answers

44.7% named; Wilson 95% interval 36.9% to 52.7%. Observed answers on stated dates, not a ranking.

ChatGPT	Claude	Perplexity	Google AI Overviews	Google AI Mode
15 of 30	13 of 30	11 of 30	14 of 30	14 of 30

BY BUYER QUESTION

Other vendors listed have a higher observed count on that question. Up to three are shown; the dated record has the full checked set.

Exact question	Named	Other vendors named
what is the best dealer management system for an independent used car dealer	5 of 15	AutoManager (15/15); DealerCenter (15/15); Frazer (13/15)
best DMS for a small dealership with a handful of employees	2 of 15	DealerCenter (15/15); Frazer (13/15); AutoManager (9/15)
best dealer management system for a powersports or motorcycle dealer	0 of 15	DX1 (12/15); Lightspeed DMS (12/15); EverLogic (11/15)
what are the best alternatives to CDK Global	15 of 15	None with a higher count
what are the best alternatives to Reynolds and Reynolds	15 of 15	None with a higher count
what are the best alternatives to Dealertrack DMS	15 of 15	None with a higher count
Tekion vs CDK, which DMS is better for a franchise dealer	0 of 15	CDK Global (15/15); Tekion (15/15); Reynolds and Reynolds (3/15)
DealerCenter vs Frazer for an independent lot, which should I pick	1 of 15	DealerCenter (15/15); Frazer (15/15); Ideal Computer Systems (2/15)
what questions should I ask when choosing a dealership management system	0 of 15	None with a higher count
best DMS for a dealer group running a dozen rooftops	14 of 15	CDK Global (15/15); Tekion (15/15)

Vendor domain citations: 13 of 150 valid answers. us.dealertrack.com
Release 2026-09, version 2026-09.1. Answer capture: 2026-09-22. Published 2026-09-23.
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ChatGPT, Claude, Perplexity, Google AI Overviews and Google AI Mode. Findings within 48 hours of your category confirmation.