

Reynolds and Reynolds

Dealership management systems

57 of 150 valid answers

38.0% named; Wilson 95% interval 30.6% to 46.0%. Observed answers on stated dates, not a ranking.

ChatGPT	Claude	Perplexity	Google AI Overviews	Google AI Mode
12 of 30	15 of 30	7 of 30	9 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	0 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	14 of 15	CDK Global (15/15); DealerCenter (15/15); Dealertrack (15/15)
what are the best alternatives to Reynolds and Reynolds	14 of 15	CDK Global (15/15); Dealertrack (15/15); Tekion (15/15)
what are the best alternatives to Dealertrack DMS	14 of 15	CDK Global (15/15); Dealertrack (15/15); Tekion (15/15)
Tekion vs CDK, which DMS is better for a franchise dealer	3 of 15	CDK Global (15/15); Tekion (15/15)
DealerCenter vs Frazer for an independent lot, which should I pick	0 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	10 of 15	CDK Global (15/15); Tekion (15/15); Dealertrack (14/15)

Vendor domain citations: 10 of 150 valid answers. reyrey.com
Release 2026-09, version 2026-09.1. Answer capture: 2026-09-22. Published 2026-09-23.
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