

Customer Success Story

Motorway Auto Group

Location: Mississauga, Ontario

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CarGurus consumers come in looking for a specific vehicle, and are not just coming into Motorway to browse. We are consistently closing a high rate of CarGurus leads.

Michael Almawi, General Manager
Motorway Auto Group



Michael Almawi, general manager of Motorway Auto Group, has seen a tremendous impact on his store's lead volume since signing up for CarGurus' Enhanced Listings Package. CarGurus connected him with a 3rd party inventory management company to seamlessly syndicate his inventory to CarGurus.

This meant, he could stick with lead providers he was already using, and capitalize on the high-quality leads CarGurus was already bringing to other Canadian dealerships!

“CarGurus has made it so our dealership is not relying on just one lead provider and for the cost associated with the results we are getting back, it's a no brainer.”

– Michael Almawi

Motorway Auto Group listed their inventory on CarGurus' Enhanced Listings Package to:



Get in front of more shoppers



Improve inventory turnover



Increase ROI

Since then, Motorway Auto Group has seen:



100%+ increase in leads



200%+ ROI