PITLANE 360

The Autonomous Dealer Growth Operating System

An investor brief on the shift from dealer software to dealer outcomes.

$400K+	**$7.5T**	**14**
annual vendor spend per rooftop with no gross outcome	U.S. automotive retail market by 2028	point solutions per average franchise dealer

Competitors ship websites. Pitlane ships outcomes.

THE PROBLEM

Dealers are drowning in point solutions.

The average franchise rooftop pays fourteen vendors — CMS, CRM, chat, inventory syndication, desking, reputation, DMS add-ons — and stitches them together with humans. Each vendor promises AI; almost none of them does anything without a rep in the loop. The result: aged inventory, twenty-seven-minute median lead response times, and more than $400,000 per year in budget that never converts to gross.

The last generation of dealer software won by replacing the website or the CRM. Today's competitors are running the same playbook — sell a modern CMS, then bolt AI features on top. That works, but it takes sixty-plus days to install and forces the dealer through OEM certification purgatory.

WHY NOW

Frontier models cleared the last blocker.

Sub-sixty-second lead response with real personalization, VDP descriptions that actually rank, competitive repricing decisions that hold up under scrutiny — none of these were possible in production twenty-four months ago. They are now. Dealers already believe AI works; description-writing agents from incumbent vendors hit 50% installed-base adoption in under a year. The market is asking for more autonomy, and the incumbents are architecturally too slow to give it.

THE WEDGE

Pitlane is the Hive: one goal in, six agents out.

We do not ask the dealer to change their website, their DMS, or their vendor lineup on day one. Pitlane plugs into the inventory feed, the lead pipe, and the ad accounts as read/write integrations. Within twenty-four hours the Chief of Staff is briefing six specialist agents:

Chief of Staff	Turns GM goals into coordinated multi-agent plays.
Merchandiser	Writes VDP descriptions, flags stale photos, fills spec fields.
Pricing Scout	Reprices against local comps every 4h with margin guardrails.
Lead Concierge	SMS/email response in <60s, books test drives to your calendar.
Ad Optimizer	Shifts Meta/Google budget per VIN based on conversion probability.
Reputation + Trade	Review responses and equity-position trade-in outreach.

VS COMPETITORS

Same buyer. Structurally different bet.

Dimension	Legacy / new entrants	Pitlane
Wedge	Rip-and-replace dealer website + inventory CMS	Overlay on existing site, DMS, and ad accounts
Time to value	60–90 day site migration, then AI upsell	24-hour overlay; agents live same day
Pricing	Static rules or manual manager review	Elasticity model with approval queue and writeback
Leads	Round-robin to human reps	AI first response <60s, escalates on intent
Standard	Closed, proprietary stack	Open DealerSchema, versioned in the open
Business model	Website + feature seats	Outcome-based ACV + usage on writebacks

THE MOAT

Own the standard, not just the software.

Every AI agent operating in a dealership today is quietly reverse-engineering the same rules — HomeNet feed shapes, CDK / Reynolds / Tekion writebacks, ADF-XML lead payloads, RouteOne credit apps, state title math, OEM co-op compliance. None of them agree, none of them version, and none of them are auditable. The incumbent answer is to own the closed stack top to bottom. Ours is the opposite: publish the contract in the open, then be the reference implementation.

The moat is not the code — it is the ISO / IETF / W3C position for automotive retail. Distribution and trust compound at the standards layer, not the app layer. Competitors can copy any single feature we ship. They cannot become the standard everyone else builds against.

FINANCIAL ROADMAP

Unit economics scale with dealer outcomes.

Pitlane pricing is anchored to gross improvement, not seat count. A typical franchise dealer running one hundred leads per month sees a double-digit lift in lead conversion and front-end gross when Pricing Scout and Lead Concierge are active. At a $3,000 monthly ACV, the dealer pays back the investment in under three months. Expansion revenue follows every approved writeback, syndicated VDP, and booked appointment.

Year 1	Year 2	Year 3
$3.6M ARR	**$18M ARR**	**$50M+ ARR**
100 rooftops	500 rooftops	1,400 rooftops

This is not a feature race against incumbent vendors. It is a new category: Dealer Growth OS. Pitlane wins when the dealer stops managing software and starts managing outcomes.