



Portfolio Partners With GoGoCar

Portfolio has entered into a strategic partnership with GoGoCar, the world's fastest online automotive marketplace. GoGoCar, a subsidiary of OptionSoft, is a groundbreaking platform that simplifies and digitizes the car-buying process for consumers and dealers alike. From research to ownership, GoGoCar has built comprehensive capabilities to assist customers in making the right decisions at every step of their car-buying journey.

"We are thrilled to announce this partnership with GoGoCar," said Chad Millspaugh, vice president of sales at Portfolio. "As consumers demonstrate increasing demand for personalized and digital buying journeys, our dealers have strongly communicated their need to better understand and leverage digital automotive sales platforms and strategies. Those dealers look to us for education and guidance on maximizing their profitability and long-term success, so our partnership with GoGoCar ensures we're able to deliver on exactly that."

"We are elated for this partnership with Portfolio, working with an organization that embraces technology and has the foresight to educate and provide solutions to their agents and dealers on digital retailing is something we are proud to be a part of," said Chris Murphy, chief marketing officer and president of GoGoCar.

The Ultimate Car-Buying Destination

GoGoCar offers a one-stop destination for all car buying needs, be it research, pricing, test drives, deal structures, financing, servicing or trade-ins. With an AI-powered Automotive Virtual Assistant, customers can experience real expertise and natural conversation-based interactions to get personalized answers and recommendations.

Key Features of GoGoCar's All-In-One Platform

- **Virtual Assistant:** GoGo Bot, the industry's first AI-powered automotive virtual assistant, comprehends user context, preferences and profile to provide personalized answers and engage in natural conversation.
- **Real-Time Inventory:** Customers have access to real inventory, special prices and express deals, helping them compare and select their dream car.
- **Transparent Information:** All critical information needed to decide and buy the next dream car is readily available, along with real savings through discounts, offers and incentives.
- **Dealer Negotiation:** GoGoCar enables customers to negotiate pricing with the dealer, empowering them to make the best deals.
- **Trade-In Guarantee:** GoGoCar offers a guaranteed sale for customers' existing or old cars, simplifying the trade-in process.
- **Multiple Deals and Options:** Customers can create multiple deals and switch between them until they find the perfect fit.
- **Wide Range of Aftermarket Products:** GoGoCar provides access to aftermarket, warranty and service products to enhance the car ownership experience.
- **Easy Lending:** Customers can apply for credit and receive real offers from lenders for a hassle-free financing process.
- **Convenient Delivery:** GoGoCar offers doorstep delivery, ensuring customers get their dream car with utmost convenience.

For more details, visit [GoGoCar.com](https://www.gogocar.com).