CarNow creates a fun, informative vehicle research mobile app with help from Chrome Data

Andy Park and his friends are car lovers with a shared background in enterprise software development. They're old hands at researching cars online, but they were never very impressed with the experience. Web sites weren't always easy to use, many required a form to be filled out before they could access vehicle information and most weren't optimized for mobile devices. Their solution? Use their software expertise to create CarNow, the next generation mobile app for vehicle shoppers.

HOW IT WORKS

CarNow combines vehicle specifications and comparison, images, videos, reviews and dealer information into a fun and easy to use app. Users can scroll through brands, search by model or vehicle type, do an option search for everything from fuel economy to number of seats and check-out aggregated reviews from trusted sites like Consumer Reports. CarNow also enables full vehicle comparisons which can be saved and emailed to friends and family.

"We do the heavy lifting by putting everything at your fingertips," says Andy, Founder & CEO. "And because we're on a mobile touchscreen, consumers can do research and get all the information they need without typing or opening a browser." Once a consumer is ready to hit the lot, CarNow also helps to find a dealer and displays DealerRater reviews.

It's not just consumers who love all that CarNow offers. Dealers love being able to quickly pull up competitive information and comparisons right on the showroom floor. This is the case for the Hennessy Automobile Company in Atlanta, Ga. According to Digital Director Kerry Cave, "Web-savvy customers are often better prepared with data today than dealers are. CarNow's mobile app can arm our salespeople with important competitive data when it matters most."

In addition, CarNow allows dealers to send special offers or incentive notifications, which is a great way to add value without being intrusive. Says Andy, "Because we're on a mobile device we can do a lot of interesting things while still protecting the consumer's privacy."

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>
> Andy Park, Founder & CEO
> CarNow

LESSONS LEARNED

When asked what advice they would give to other companies creating websites and applications for the automotive space, Andy points to finding the right partners. Partners like Chrome Data, which the company counts on to power its vehicle data and specifications. "With Chrome Data, we don't have to recreate the wheel," says Andy. "They have all the rich data we need so we are free to focus on our strength, which is creating a great experience with software."

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CarNow also appreciates that Chrome Data normalizes and standardizes all its data and ties it to the Chrome StyleID – a unique identifier for every vehicle down to the trim level – so they don't have to do any resource-intensive mapping. "We map various other content, like images, and that is really time consuming," says Andy. "It's great that Chrome does it for us with its data."

LOOKING AHEAD

Moving forward, CarNow plans to expand its research capabilities to used vehicles and integrate dealer inventory searches. The company also plans to add Chrome Incentive Service so it can display the most updated deals for every vehicle.

ABOUT CarNow | www.carnow.com

CarNow puts the world of cars at your fingertips with next-generation mobile software. Our mission is to make the automotive world more accessible, and empower you with powerful software that makes researching, comparing, and discovering your next car easier and more enjoyable. CarNow was created in November 2013 and will be available on the Apple App Store and web in Spring of 2014.