

NetLook Joins CDK Global Partner Program

Jacksonville, FL – 02/18/21: NetLook, a comprehensive online inventory management lot service and automotive software provider, today announced that it has become a participant in the CDK Global Partner Program. As a member of one of the largest third-party partner program in the industry, NetLook is now part of a marketplace of applications and integration that CDK Global, Inc. (Nasdaq: CDK), a leading enabler of end-to-end automotive commerce, developed to help automotive dealers succeed.

“CDK has a respected and longstanding reputation within the automotive industry. We are thrilled to have solidified the relationship between NetLook and CDK Data Services. This will enable us to bring unique and powerful tools to the digital space for our customers that delivers on NetLook’s standard for excellent service, transparency and security,” says Chris Tennant, Vice President of Sales & Marketing at NetLook

NetLook has serviced the automotive dealer market since 1997. Around 2005 NetLook pivoted to focus on developing a proprietary Inventory Management System able to produce high quality multimedia, rich vehicle data and premium window stickers, buyer’s guides, and specialty stickers. NetLook’s lot service operations, now in multiple states, showcase our commitment to providing the best service to the industry. Our focus on service upgrades, improving online photo percentage, reducing inventory turn time and accelerating a dealer’s overall time-to-market developed NetLook’s reputation as a committed partner to the success of its customers.

“We’re very pleased to introduce NetLook as the newest member of the CDK Global Partner Program,” said Howard Gardner, vice president and general manager, CDK Data Services. “NetLook is a welcome addition to our vibrant program that provides dealers with a range of partner choices and the assurance that their programs can be seamlessly integrated with our applications.”

The CDK Global Partner Program provides its partners with access to a diverse CDK ecosystem through the ability to integrate with a range of CDK applications, as well as with CDK dealer websites.

About the CDK Global Partner Program

The CDK Partner Program now numbers more than 430 partner companies and 600 unique applications auto dealers can use to run their businesses. As part of the CDK ecosystem, the CDK Partner Program provides data and workflow integration to a wide range of third parties, OEMs and dealers. For a full list of partners and applications available through the program, visit cdkglobal.com/us/partners-list.

About CDK Global

With more than \$2 billion in revenues, CDK Global (Nasdaq: CDK) is a leading global provider of integrated information technology and digital marketing solutions to the automotive retail and adjacent industries. Focused on enabling end-to-end automotive commerce, CDK Global provides solutions to dealers in more than 100 countries around the world, serving approximately 30,000 retail locations and most automotive manufacturers. CDK solutions automate and integrate all parts of the dealership and buying process from targeted digital advertising and marketing campaigns to the sale, financing, insuring, parts supply, repair, and maintenance of vehicles. Visit cdkglobal.com.

About NetLook

NetLook’s core philosophy for its entire history has been to generate premium quality solutions to help our clients win the hearts and minds of their shoppers from their very first impression. This simple philosophy has never been more relevant than in today’s marketplace where people want to be able to make an informed decision from the comfort of their homes. NetLook engineers solutions to engage customers with the right message and the right visuals at the right moment in their life and vehicle ownership cycle. NetLook delivers on the promise to help our dealer partners earn a loyal customer for life through the delivery of well timed, simple, honest, and engaging content.

CDK Global Media Contact:

Roxanne Pipitone
roxanne.pipitone@cdk.com



Approved Interface

NetLook Media Contact:

Chris Tennant
ctennant@netlook.com

