Inventory Management Pioneer Bruce Thompson's Workshop Reveals Revolutionary Smartphone-Centric Tools That Optimize Auto Dealer Inventory, Maximize Profit

Auto dealer inventory management systems on the market today have not kept up with the advances in Internet and mobile technology. Inventory Management pioneer Bruce Thompson, former CEO and founder of American Auto Exchange (AAX), will sponsor a workshop with Digital Dealer on Thursday, January 26, 2012 at 11:30 am EST, to reveal the latest tools from his new company RedBumper; revolutionary new Smartphone-centric tools that optimize auto dealer inventory and maximize profit. To sign up for the workshop visit: https://dealer-communications.webex.com/dealer-communications/onstage/g.php?t=a&d=666597251

(PRWEB) January 03, 2012 -- Auto dealer inventory management systems on the market today have not kept up with the advances in Internet and mobile technology. Inventory Management pioneer Bruce Thompson, former CEO and founder of American Auto Exchange (AAX), will sponsor a workshop with Digital Dealer on Thursday, January 26, 2012 at 11:30 am EST, to reveal the latest tools from his new company RedBumper (www.RedBumper.com); revolutionary new Smartphone-centric tools that optimize auto dealer inventory and maximize profit. To sign up for the workshop visit: https://dealer-communications.webex.com/dealer-communications/onstage/g.php?t=a&d=666597251

RedBumper is a company founded by Bruce Thompson, former CEO and founder of American Auto Exchange (AAX). Thompson is credited for creating and pioneering the modern day inventory tools that are broadly used in dealerships across the United States. When AAX was acquired by JM Family Solutions in 2005 it was the management tool of choice for 4 out of the top 5 largest dealer groups in the country. Thompson is once again introducing revolutionary tools to the industry with the launch of RedBumper, which offers tools and efficiencies that are far beyond anything available on the market today.

"Most dealerships in the country have some sort of inventory management system. In my opinion, each is a simply a variation of the other with a few differences here and there. There has been no real innovation in the industry in the last decade. Sure, there are stocking tools with graphs and charts; pricing tools that show us how our competitors are pricing cars on AutoTrader and Cars.com, but where's the real innovation? I'll reveal some exciting new product innovations in my workshop," said Thompson.

Thompson will demonstrate RedBumper's revolutionary new technology to auto dealers in this Digital Dealer workshop on Thursday, January 26, 2012 at 11:30 A.M. EST, 10:30 A.M. CENTRAL, and 8:30 A.M. PACIFIC.

The workshop will reveal how RedBumper, the first real Mobile Inventory Management System, is not only intuitive, but also the most powerful on the market.

Workshop participants will learn about:

•   How a true mobile inventory management system is vastly superior to current products on the market
•   How RedBumper, the most advanced system on the market, is about 1/3 the cost of others
•   Two new revolutionary products from RedBumper that have not yet been revealed to the industry

•   A system that will enable auto dealers to achieve faster turns, higher profits and volume sales, month after month.

Thompson added: "Over the past decade, technology has literally changed our world and the way we live. The auto industry has largely failed to keep pace and we're years behind where we need to be. It's time to understand that a Smartphone is a computer and it's not just a nifty way to book out a vehicle. Finally, with RedBumper, we have a tool that is conducive to what dealers do each day. They don't sit in front of computer terminals. They're at auctions, on the lots doing appraisals, doing trade walks, etc. With RedBumper, we've created a system that is Smartphone-centric and dealers are raving about it. I'm excited to reveal more on January 26."

For more information about RedBumper call: 888-339-1116, visit, www.RedBumper.com or sign up for a demonstration at NADA at: http://redbumper.com/nada.aspx

About RedBumper:

RedBumper is a new breed automotive inventory management company created by Bruce Thompson. Thompson is widely credited for pioneering modern day inventory management when he introduced new tools to the industry in 2001 with American Auto Exchange (AAX). RedBumper is a very powerful next generation system offered on a flexible Smartphone-centric platform, with tools that are both innovative and intuitive. Its objective is to streamline auto dealer workload by delivering a system that is simple to use and direct. The company aims to take a new approach, offering fresh and creative tools the industry has never seen while at the same time leveraging proven technology. RedBumper prides itself for delivering ground- breaking tools that give auto dealers a significant competitive edge by being first to market. Creating the most powerful suite of tools on a flex platform allows RedBumper the opportunity to reduce much of the cluster and redundancy prevalent in current market products. It enables auto dealers to turn inventories faster while realizing more profit, month after month.

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