

Thought leadership & bylines

Earl Brown / AutoSuccess and J.D. Power

Selected published writing from a June 2025–October 6, 2026 lookback. All 12 pieces on this page carry an Earl Brown byline; some are sponsored contributions.

AI Just Exposed Your Software Stack¹

AutoSuccess · Sep 2026 · Earl Brown

Why connected customer records matter more than bolt-on AI.

The Service Lane Connects Everything²

AutoSuccess · Aug 2026 · Earl Brown

Fixed operations as the proving ground for a connected dealership.

Stop Paying the Frankenstack Tax on Your Time³

AutoSuccess · Jul 2026 · Earl Brown

The hidden labor cost of disconnected software and duplicate work.

The Case for a Proactive CRM Engagement Platform⁴

AutoSuccess · May 2026 · Earl Brown

Moving CRM beyond recordkeeping into coordinated customer action.

The 15-Minute Rule Is Dead⁵

AutoSuccess · May 2026 · Earl Brown

Faster AI-assisted lead response with better context for salespeople.

Future-Proofing Starts with Simplification⁶

AutoSuccess · Apr 2026 · Earl Brown

A platform mindset for connected data, workflows and customer touchpoints.

One Platform, One Playbook for Dealers⁷

AutoSuccess · Feb 2026 · Earl Brown

A dealership-wide operating story spanning sales, service and the back office.

Don't Let Titles Slow Down Your Used Car Deals⁸

AutoSuccess · Jan 2026 · Earl Brown

Process ownership and automation to reduce titling friction.

Digital CX or Bust⁹

AutoSuccess · Dec 2025 · Earl Brown

Creating a frictionless handoff from online shopping to the showroom.

AI in Your Dealership: Empower People¹⁰

AutoSuccess · Sep 2025 · Earl Brown

Practical AI that reduces repetitive work without replacing people.

A People-First Playbook for Dealership AI¹¹

J.D. Power · Jan 2026 · Earl Brown

Pilot useful workflows, involve employees and measure operating outcomes.

Unify Your Dealership, Simplify Every Interaction¹²

J.D. Power · Dec 2025 · Earl Brown

A practical roadmap for connected dealership tools and workflows.

DIRECT LINKS / SOURCE URLS

- 01 <https://www.autosuccessonline.com/dealership-software-stack-ai/>
- 02 <https://www.autosuccessonline.com/connected-dealership-platform-service-lane/>
- 03 <https://www.autosuccessonline.com/stop-paying-frankenstack-tax/>
- 04 <https://www.autosuccessonline.com/proactive-crm-engagement-platform-dealerships/>
- 05 <https://www.autosuccessonline.com/dealership-ai-lead-response/>
- 06 <https://www.autosuccessonline.com/dealership-platform-mindset/>

- 07 <https://www.autosuccessonline.com/unified-dealership-platform/>
- 08 <https://www.autosuccessonline.com/used-car-titling-delays/>
- 09 <https://www.autosuccessonline.com/digital-customer-experience-for-dealerships/>
- 10 <https://www.autosuccessonline.com/ai-in-the-dealership/>
- 11 <https://blog.jdpa.com/summit-blog/a-people-first-playbook-putting-ai-to-work-in-your-dealership>
- 12 <https://blog.jdpa.com/summit-blog/unify-your-dealership-and-simplify-every-interaction>

News, blogs & industry context

Solera Dealer Solutions / Product and platform storytelling

Owned-channel thought leadership, product announcements and relevant industry context. Earl Brown attribution is shown only where the page identifies him.

Firepower on Day One. Advantage That Compounds Forever.¹³

Dealer.Solera.com · Sep 2026 · Earl Brown

The long-term value of dealership AI built on connected operating data.

The Manager's Weekend Is Over.¹⁴

Dealer.Solera.com · Sep 2026 · Earl Brown

Timely CRM-based coaching, with a Pat Lobb Toyota customer example.

The AI Ready CRM Strategy¹⁵

Solera.com · Aug 2026 · Earl Brown

What to automate, what to keep human and how to connect the work.

The Service Retention Playbook in Connected-Car Data¹⁶

Solera.com · May 2026 · Earl Brown

Using vehicle and ownership signals for more relevant service outreach.

One Car Shopper, One Customer Story¹⁷

Solera.com · Apr 2026 · Earl Brown

A shared customer history across sales, service, marketing and F&I.

Perceived Wait Time Destroys CSI¹⁸

Solera.com · Sep 2025 · Earl Brown

How service updates and expectation-setting change the waiting experience.

Solera Introduces AI Engine for Dealer Solutions¹⁹

Solera.com · May 2026 · Press release

The shared intelligence layer behind connected dealer workflows.

AI Investment and DealerSocket CRM Upgrade²⁰

Solera.com · Feb 2026 · Press release

Conversational lead response and AI-powered scoring ahead of NADA.

Inventory+ Deepens OVE Integration²¹

Dealer.Solera.com · May 2026 · Press release

Wholesale syndication, condition reporting and auction-workflow automation.

Sales Radar Turns Equity Signals into Campaigns²²

GlobeNewswire · Sep 2026 · Solera release

Personalized upgrade marketing, plus a Pat Lobb Toyota customer outcome.

Streamline Sales, Service and F&I in One System²³

Automotive News · Sep 2025 · Partner content

Solera ecosystem overview; the accompanying booklet requires registration.

Car Buyer Journey: Digital Tools, AI and Satisfaction²⁴

PR Newswire · Jan 2026 · Industry research

Cox Automotive's study of connected online and in-store buying experiences.

DIRECT LINKS / SOURCE URLS

¹³ <https://www.dealer.solera.com/blog/firepower-on-day-one-advantage-that-compounds-forever/>

¹⁴ <https://www.dealer.solera.com/blog/the-managers-weekend-is-over/>

¹⁵ <https://www.solera.com/blog/the-ai-ready-crm-strategy/>

¹⁶ <https://www.solera.com/blog/the-service-retention-playbook-hidden-inside-connected-car-data/>

¹⁷ <https://www.solera.com/blog/one-car-shopper-one-customer-story/>

¹⁸ <https://www.solera.com/blog/perceived-wait-time-destroys-csi/>

¹⁹ <https://www.solera.com/blog/2026/05/26/solera-introduces-ai-engine-for-dealer-solutions-accelerating-ai-powered-innovation-across-retail-automotive/>

²⁰ <https://www.solera.com/blog/2026/02/03/solera-announces-landmark-ai-investment-and-major-dealersocket-crm-upgrade-ahead-of-nada-show-2026/>

²¹ <https://www.dealer.solera.com/blog/solera-supercharges-inventory-with-deep-ove-integration-automating-wholesale-syndication-and-helping-dealers-move-aged-units-faster/>

²² <https://www.globenewswire.com/news-release/2026/09/02/3354955/0/en/solera-launches-sales-radar-inside-crm-by-solera-dealersocket-turning-revenue-radar-equity-signals-into-automated-hyper-targeted-omni-channel-marketing-campaigns.html>

²³ https://www.autonews.com/resource_center/Solera/unify-your-dealership-and-simplify-every-interaction/

²⁴ <https://www.prnewswire.com/news-releases/cox-automotive-car-buyer-journey-study-finds-efficiency-digital-tools-and-ai-drive-record-satisfaction-302660148.html>

Case stories, campaigns & impact

LoJack / Product experiences / WIND and Solera Foundation

Recovery case stories, award and partnership news, campaign landing pages and leadership initiatives. Undated pages are labeled as live pages, not dated articles.

Theft on the Lot²⁵

LoJack.com · Sep 2026 · Earl Brown

Four dealership recovery cases connect inventory protection to real events.

Fort Worth Police Recover a Dodge Challenger²⁶

LoJack.com · Aug 2026 · Earl Brown

Recovery case involving Cedar Hill, Fort Worth and Grapevine Ford.

LoJack Wins the 2026 Dealers' Choice Award²⁷

LoJack.com · Sep 2026 · Earl Brown

Dealer-voted vehicle-tracking recognition and the next product chapter.

Hendrick Motorsports Sponsorship Renewed²⁸

LoJack.com · Apr 2026 · Earl Brown

NASCAR partnership extended through 2028, tied to connected protection.

Vehicle Tracking Solution of the Year²⁹

LoJack.com · Nov 2025 · Earl Brown

AutoTech Breakthrough recognition and the connected LoJack platform.

WIND Marks One Year of Global Impact³⁰

Solera.com · Jul 2026 · News

NIADA anniversary coverage, Darla Booher and an expanding leadership community.

AI-Powered CRM Campaign + Video³¹

Dealer.Solera.com · Live campaign page

CRM storytelling, an embedded product video and Pat Lobb Toyota proof.

Dealer OS Campaign³²

Dealer.Solera.com · Live campaign page

The connected-dealership narrative, modular products and shared intelligence.

LoJack Demo Campaign³³

Dealer.Solera.com · Live campaign page

Recovery, wireless protection and lot-management product storytelling.

Women in Dealerships (WIND)³⁴

Dealer.Solera.com · Live initiative page

Community, leadership events, mentorship and the WIND movement.

Solera Foundation³⁵

Solera.com · Live foundation page

The Foundation's purpose, pillars and global initiative portfolio.

WOCAN Leadership Academy 2.0 Graduation³⁶

GlobeNewswire · Aug 2026 · Solera release

WIND × WOCAN cohort coverage from NAMAD and the leadership pipeline.

DIRECT LINKS / SOURCE URLS

25 <https://www.lojack.com/blog/2026/09/theft-on-the-lot/>

26 <https://www.lojack.com/blog/2026/08/lojack-assists-fort-worth-police-department-with-the-recovery-of-a-dodge-challenger/>

27 <https://www.lojack.com/blog/2026/09/lojack-wins-2026-dealers-choice-award-for-vehicle-tracking-voted-by-dealers-who-use-it-every-day/>

28 <https://www.lojack.com/blog/2026/04/lojack-by-solera-renews-hendrick-motorsports-nascar-cup-series-sponsorship-through-2028/>

29 <https://www.lojack.com/blog/2025/11/vehicle-tracking-solution-of-the-year/>

30 <https://www.solera.com/blog/2026/07/13/solera-foundations-wind-movement-marks-one-year-of-global-impact-spotlighting-darla-boohers-leadership-at-niada-anniversary-celebration-in-denver/>

31 <https://www.dealer.solera.com/crm-demo-request/>

32 <https://www.dealer.solera.com/dealer-os/>

33 <https://www.dealer.solera.com/lojack-demo-request/>

34 <https://www.dealer.solera.com/women-in-dealerships-wind/>

35 <https://www.solera.com/solera-foundation/>

36 <https://www.globenewswire.com/news-release/2026/08/19/3347476/0/en/solera-foundation-celebrates-wocan-leadership-academy-2-0-graduation-at-namad-2026-marking-a-new-global-milestone-for-women-in-the-automotive-industry.html>