

Who We Are

Our Vision:

A world where the automotive retail experience is enabled through secure, reliable and efficient use of data

Our Mission:

To enable the secure exchange of auto retail data using open standards

Standards for Technology in Automotive Retail (STAR) is a nonprofit, dues-paying organization whose members include dealers, manufacturers, retail system providers, and automotive-related industry organizations.

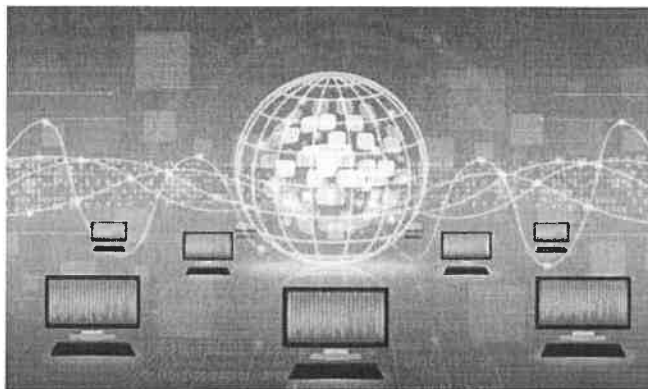
The goal of STAR is to use non-proprietary technology (IT) standards as a catalyst in fulfilling the business information needs of dealers and manufacturers while reducing the time and effort required to support related activities.

Collectively, STAR develops voluntary industry standards and researches emerging technologies for the benefit of dealers. STAR is considered the IT standards organization for the retail automotive industry.

Incorporated in 2001, STAR's objectives are to define the open, standard XML message formats for dealer-to-OEM communications (e.g. Parts Orders, Sales Leads, and Credit Applications), to define an open, standard architecture to support the delivery of messages between dealers and OEMs, and to standardize the dealership IT infrastructure.

Over more than 15 years we have grown from an idea to an organization whose mission is to create voluntary industry standards that reduce cost and complexity for dealers, while increasing innovation and returns for all members.

As the STAR organization grows, so does its portfolio of standards, guidelines, and member implementations. These



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Member News

accomplishments and the momentum that STAR is gaining are a direct result of, and attributed to, the participation of our membership. Each member organization brings with it subject matter experts, business process knowledge, and most importantly, it's commitment and support of industry standards.

How data is transforming the automotive retail experience - John Reed, Microsoft
(<https://cloudblogs.microsoft.com/blog/automotive/2021/06/29/how-data-is-transforming-the-automotive-retail-experience/>)

NADA URGES FOR CHANGE TO DATA INTEGRATION MODEL
(<https://www.motiveretail.com/urges-for-change-to-data-integration-model/>)

Bring on the Automotive CRM Shift!
(<https://www.motiveretail.com/on-the-automotive-crm-shift/>)

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