



**FOR IMMEDIATE RELEASE**

**Central Dispatch® Unveils Fully Integrated Transportation Marketplace for Clients,  
Lays Foundation for the Future**

*New, fully integrated marketplace gives shippers, brokers and carriers what they've asked for the most: one platform for end-to-end vehicle transportation management.*

**ATLANTA – August 16, 2024** – On its journey to transform the vehicle transportation experience for shippers, brokers and carriers, Central Dispatch today unveiled its completely reimagined marketplace. Built with client feedback top of mind, this significantly enhanced experience simplifies transportation management by providing shippers, brokers and carriers everything they need to complete the transaction in a single, integrated marketplace. Additionally, this new platform serves as the foundation for future enhancements—making it easier for Central Dispatch to continue delivering significant added value for clients and driving innovation in the industry.

“At Central Dispatch, we have been focused on solving our clients’ most pressing need: streamlining the increasingly fragmented world of vehicle transport,” said Lainey Sibble, head of Central Dispatch at Cox Automotive. “This new experience achieves that and more by bringing together everything they need for end-to-end vehicle transportation management into one centralized platform, giving them the power to take control of their supply chain and move their businesses forward.”

Featuring all-new capabilities for dispatching and managing vehicle loads—as well as deep integrations with third-party solutions and a new carrier mobile app that’s already been used to move nearly 600,000 vehicles—Central Dispatch’s enhanced marketplace empowers clients to maximize transportation speed and profit potential. With all-new experiences for shippers *and* carriers, Central Dispatch is giving clients on both sides of the transaction one thing they’ve asked for the most: the ability to complete the entire transportation transaction in one place, with one subscription.

**More highlights of the new experience include:**

- **Enhanced Dashboards:** Think of it like the new brains of the operation. Shippers and carriers will each benefit from modernized user interfaces, complete with new tools that deliver even more control, efficiency and visibility into managing shipments.
- **Upgraded Dispatch Experience:** The all-new dispatch experience streamlines the process of getting vehicles on the move, making it easy to manage any number of loads. Users can now access, create, update, edit or cancel dispatches all in one place, saving time by having the information they need at their fingertips.
- **Powerful Carrier Mobile App:** Fully integrated with Central Dispatch’s marketplace, the new carrier mobile app enables transporters to manage and complete the entire transaction from any mobile device. Transporters can access their loads, create EBOLs, complete pre- and post-delivery inspections and more—all in a single place. For shippers, the mobile app enhances transparency and security by bringing visibility into their vehicles’ condition and status. Since it pre-launched to carriers working with Central Dispatch Enterprise clients, the carrier app has already been used to deliver nearly 600,000 vehicles this year.
- **Deep Integrations via APIs:** Core to the new Central Dispatch experience is its connected ecosystem, fueled by deep, seamless API integrations with the third-party solutions clients use the most. Offering modern protections designed to keep client accounts as secure as possible from beginning to end, these best-in-class [API connections](#) enable Central Dispatch clients to bring their information and workflows together, ultimately boosting their efficiency. And these aren’t just browser plug-ins. These APIs enable two-way information sharing and are backed by real relationships, like the ones Central Dispatch forged with BATS, Cronetic and Message Plane CRM.

**Central Dispatch Transformation**

A significant milestone for Central Dispatch, this all-new experience came quickly on the heels of [Central Dispatch Enterprise](#), a customizable package of end-to-end capabilities designed for large automotive shippers and brokers. Even still—it’s just the beginning of what clients can expect from the leading transportation marketplace.

“There’s a reason that Central Dispatch has continued to be **THE** transportation marketplace that more shippers, brokers and carriers turn to, and it’s because we are committed to listening to their feedback, solving their challenges and fueling their success in the way that only we—as a part of Cox Automotive—can,” said Joe Kichler, senior vice president, Digital Inventory and Supply Chain Solutions. “We’re just getting started on Central Dispatch’s multi-year transformation journey, and we can’t wait to show clients what’s in store.”

In the coming months, clients can look forward to more capabilities that will help them work more efficiently, such as additional connections with third-party systems and new automations like 1-click accept and digital negotiations. Additionally, clients will soon benefit from unmatched data-driven insights that can support more informed decision making, ultimately driving more trust and transparency throughout the industry’s largest transportation marketplace.

To learn more about these enhancements to Central Dispatch, visit [CentralDispatch.com/one](https://CentralDispatch.com/one).

### **About Cox Automotive**

Cox Automotive is the world’s largest automotive services and technology provider. Fueled by the largest breadth of first-party data fed by 2.3 billion online interactions a year, Cox Automotive tailors leading solutions for car shoppers, auto manufacturers, dealers, lenders and fleets. The company has 29,000+ employees on five continents and a portfolio of industry-leading brands that include Autotrader®, Kelley Blue Book®, Manheim®, vAuto®, Dealertrack®, NextGear Capital™, CentralDispatch® and FleetNet America®. Cox Automotive is a subsidiary of Cox Enterprises Inc., a privately owned, Atlanta-based company with \$22 billion in annual revenue. Visit [coxautoinc.com](https://coxautoinc.com) or connect via [@CoxAutomotive](https://twitter.com/CoxAutomotive) on X, [CoxAutoInc](https://www.facebook.com/CoxAutoInc) on Facebook or [Cox-Automotive-Inc](https://www.linkedin.com/company/Cox-Automotive-Inc) on LinkedIn.

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