



Black Widow joins #TeamVINCUE & Announces New Partnership for Faster Time-to-Market

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VINCUE & Black Widow, an industry recognized leader in retail automotive merchandising, have announced a new partnership that reduces inventory time-to-market by as much as 3 days – or 200%.

Kansas City, Missouri. Tuesday, February 22, 2022: [DealerCue Automotive Corp. \("VINCUE"\)](#), the maker of VINCUE unified inventory lifecycle solutions, and [Black Widow Imaging](#) ("Black Widow") have announced a new partnership that includes dynamic software integration for automotive retail dealers. The new partnership adds Black Widow to VINCUE's growing list of allied industry partners, which they call [#TeamVINCUE](#). The actual integration includes a dynamic application programming interface ("API") that immediately posts photos captured by Black Widow to VINCUE's inventory management system, as well as automating other custom options like background removal and branded overlays.

"The partnership with Black Widow Imaging and VINCUE offers an end-to-end solution so that dealers can make digital decisions in minutes, cutting time to market by 200%, from anywhere – anytime," explains [Jason Hauk, Chief Executive Officer of Black Widow](#). "Before this integration, inventory photos, image processing, and branded overlays could add days, or even a week, to the entire process, during which time the vehicles may not be listed or visible on the dealer website. Hauk says, "it's a must have solution in the new world paradigm shift to digital."

Under the agreement, the Black Widow and VINCUE integration will be immediately available to all mutual customers at no additional cost. One of those customers, [Bob Ruth Ford](#), has been piloting the new integration and is pleased with the results. According to Rob Ruth, President and Owner of Bob Ruth Ford, they have reduced their time-to-market by 3 days, a significant metric for them.

"For 22 years it has been my personal mission to acquire, recondition, market, and manage our pre-owned inventory better to gain market share," explains Ruth. "I have had the pleasure to work with each of these companies, both of which have made a significant impact on our growth," Ruth says, "I am beyond ecstatic to have them working together in one platform, this is the future of automotive retailing!"

"We know that days-to-market have a huge impact on a dealer's bottom line," says [Danny Zaslavsky, Managing Partner of VINCUE and General Manager of Country Hill Motors](#), an independent dealership in Kansas City. "Every day you own something that isn't visible online, you're missing leads and you're cutting into gross," says Zaslavsky, "with Black Widow on #TeamVINCUE, not only can we post inventory to websites faster than anyone else, we can also push to Facebook, Google My Business, and other third-party marketplaces immediately."

This announcement comes in a series of company announcements, new partnerships, and product enhancements from VINCUE, which announced a record year in 2021, more than doubling in employees, revenue, and dealership rooftops. VINCUE, the only software provider to offer unified inventory lifecycle solutions within a single system, plans to continue that growth in 2022 through additional partnerships, industry thought leadership, and investment in product features and capabilities.

[VINCUE will be exhibiting at the 2022 NADA Convention & Exhibition, at Booth 5049W in the Main Hall](#), where you can pre-schedule or walk-in for a meeting or product demonstration with the VINCUE team. During the exhibition, VINCUE will also be welcoming speakers from other partners and featuring its own leaders through a series of mini-breakout sessions.

VINCUE is a privately held company located in Kansas City, Missouri. Its founder and Chief Executive Officer is Chris Hoke, a long-time automotive technology veteran and former software engineering leader at VIN Solutions. The company was founded in 2016 and employs over 50 full-time team members, including sales, marketing, performance management, onboarding, and dealer support. For more information or to contact VINCUE, please visit <https://www.vincue.com>.