

● SINCE 1976 · ALPHA DRIVE AI PARTNER

The largest privately held dealer group **in America.**

Hendrick Automotive Group, Charlotte, North Carolina

Rick Hendrick built one dealership into the premier quality vehicle retailer in the country — from the Carolinas to California.

142

Franchises

31

Manufacturer nameplates

11,000+

Teammates

13

States

THE STORY

Rick Hendrick founded the group in 1976. When he took over City Chevrolet in Charlotte, it became the top-volume Chevy dealership in the Carolinas — and later starred in the 1990 film *Days of Thunder*. In 1985 he became the **first dealer authorized to own and operate multiple GM dealerships**.

Today Hendrick operates **104 dealership locations** and 22 collision centers, and holds the **highest Reputation Score among all public and private dealership groups**. The same name leads Hendrick Motorsports, the winningest team owner in NASCAR history.

THE TIMELINE

- **1976**
Rick Hendrick founds the group
- **1985**
First dealer to own multiple GM stores
- **1990**
City Chevrolet stars in Days of Thunder
- **2026**
Adds Ferrari, Bentley and Aston Martin
- **Today**
142 franchises, 31 nameplates

THE HENDRICK MISSION

01

Teammates

02

Customers

03

Communities

04

Manufacturers

To be the premier quality vehicle retailer in the world, providing the best opportunities for all four.

Taking care of teammates helps us **better care for customers.**

THE HENDRICK ADVANTAGE

- Largest privately held automotive retailer in the U.S.
- 104 dealerships, 22 collision centers
- Highest Reputation Score of any dealership group
- Official Automotive Retailer of the Truist Championship

Premier quality. **From the Carolinas to California.**

Half a century of building the standard other dealer groups measure themselves against.

CONTINUED →
EXCELLENCE, MATCHED

● EXCELLENCE CHOOSES EXCELLENCE

Twice the calls. **None of them invisible.**

Hendrick Automotive Group × Alpha Drive AI

The front desk was hand-counting 2,000–3,000 service calls a month. Leadership suspected the real number was much bigger. Alpha Drive AI's IVR proved it.

~2,500

Calls / month, hand-counted before

~5,000

Calls / month, captured by AI

2×

Visible customer demand

100%

Inbound calls logged

BEFORE & AFTER

THE CHALLENGE

- Call volume tracked by hand at the reception desk
- No reliable view of true customer demand
- No way to tell missed calls from uncounted ones



WITH ALPHA DRIVE AI

- Alpha Drive AI's IVR captures and logs every inbound call
- Call-level reporting across the store
- Leadership sees true inbound demand for the first time

THE RESULTS

- Captured call volume **nearly doubled**, from ~2,000–3,000 to ~5,000 a month
- Customer demand that had been **invisible and unmonetized** is now measured
- Full call-level reporting for fixed ops leadership

“Before implementing the AI, our receptionist handled about 2,000 to 3,000 calls a month. Now, we’re seeing around 5,000 calls being captured through the IVR system, which tells me we were missing a lot of calls before.”

JOE CELEONE, FIXED OPS DIRECTOR, HENDRICK AUTOMOTIVE GROUP

EXCELLENCE, MATCHED

HENDRICK AUTOMOTIVE GROUP

Largest privately held group

142 franchises, 13 states

Highest Reputation Score

Of any dealership group

Premier quality retailer

The Hendrick mission

=

ALPHA DRIVE AI

Built for enterprise groups

Command Center roll-ups by store

=

Dealers' Choice Award winner

Best Virtual BDC, voted by dealers

=

Every call answered, 24/7

No hold time, no voicemail

Excellence recognizes excellence.

America's largest privately held dealer group chose Alpha Drive AI to see every call.

[ALPHADRIVEAI.COM](https://alphadriveai.com)

BOOK A DEMO