

• SERVING WISCONSIN SINCE 1908 • ALPHA DRIVE AI PARTNER

One of America's oldest dealerships. Still ahead of the curve.

Smart Motors Toyota, Madison, Wisconsin

In 1908, O.D. Smart sold his first car. More than 117 years later, Smart Motors is still one of the nation's oldest — and most forward-thinking — dealerships.

1908

Founded by O.D. Smart

1st

Toyota dealer in Wisconsin

2×

Toyota President's Cabinet
Award

240

Team members

THE STORY

O.D. Smart sold his first car, an Apperson Jackrabbit, out of his father's livery business in 1908 and brought Smart Motors to Madison in 1912. Three generations of Smarts led the company, through **J.R. Smart**, who spent 52 years there and became CEO like his father and grandfather.

In 1966 Smart Motors became **Wisconsin's first Toyota dealer** — ahead of the trend for fuel economy. Today it is the Midwest's largest hybrid dealer and **Wisconsin's only two-time President's Cabinet Award recipient** from Toyota for superior customer service and sales volume.

THE TIMELINE

- **1908**
O.D. Smart sells his first car
- **1912**
Smart Motors comes to Madison
- **1966**
Wisconsin's first Toyota dealer
- **2023**
115 years in business
- **2024**
Joins the Baxter Auto Group family

THE O.D. SMART PRINCIPLES

01

Commitment to quality

02

Customer satisfaction

03

Continuous improvement

Values handed down by the founder and still the guiding light for the Smart Motors team.

Over a century of exceptional service.

THE SMART MOTORS PROMISE

- One of the nation's oldest automotive dealerships
- The Midwest's largest hybrid dealer
- Wisconsin's largest Toyota Certified Used Vehicle dealer
- Smart kept its name — and every team member — in 2024

Founded in 1908. Still ahead of the curve.

From the first Toyota in Wisconsin to a dedicated AI agent, Smart Motors keeps choosing what's next.

CONTINUED →
EXCELLENCE, MATCHED

● EXCELLENCE CHOOSES EXCELLENCE

From 55 a day to 100+ appointments.

Smart Toyota × Alpha Drive AI

A shared BDC split across 22 dealerships couldn't keep up with Wisconsin's largest Toyota service lane. A dedicated Alpha Drive AI agent named "Alex" could.

55 → 100+

Appointments per day

2

Biggest days ever, in one week

Weeks

To see the jump

1

Dedicated AI agent, "Alex"

BEFORE & AFTER

THE CHALLENGE

- Shared BDC agents split across 22 dealerships
- Appointments booked to the wrong store or schedule
- Daily volume capped around 55 appointments



WITH ALPHA DRIVE AI

- A dedicated agent, "Alex," built for this store's schedule
- Books the soonest available appointment automatically
- Advisors spend less time on the phone

THE RESULTS

- Jumped from ~55 to 100+ appointments a day within a few weeks
- The two biggest appointment days in dealership history — in the same week
- Advisor phone time dropped, freeing time for customers on the drive

"I love how "ALEX" sets appointments for the soonest appointment time instead of letting the customer choose it. We have seen a lot more appointments... You will make your money back in the first few weeks."

DEREK BATTIN, SERVICE MANAGER, SMART TOYOTA

EXCELLENCE, MATCHED

SMART MOTORS

Wisconsin's first Toyota dealer

Ahead of the curve since 1966

Two-time President's Cabinet

Superior service and sales volume

117+ years in business

One of the nation's oldest dealerships

=

ALPHA DRIVE AI

A dedicated AI agent per store

"Alex," built for Smart's schedule

=

Dealers' Choice Award winner

Best Virtual BDC, voted by dealers

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Running dealership BDCs since 1993

Built by BDC people, not Silicon Valley

Excellence recognizes excellence.

"You will make your money back in the first few weeks." — Derek Battin, Service Manager

ALPHADRIVEAI.COM

BOOK A DEMO