

Take your dealership from possibility to profitability with subscription



Five years ago, subscriptions were little more than an idea. Then came flexdrive. Founded in 2013 by experienced auto industry professionals and backed by power players Cox Automotive and Holman Enterprises, flexdrive empowers you to reach a new level of profitability.

- Generate recurring revenue
- Prepare your business for the age of mobility
- Differentiate your dealership
- Expand your network
- Monetize idle inventory
- Build lasting customer relationships

The flexdrive difference

Not all subscription services are created equally, and only flexdrive puts the dealer first. As the dealer, you are at the center of flexdrive’s model, and nowhere is that more evident than on our scalable platform. It’s vertically integrated, customized to fit your needs and takes the guesswork out of everything from legal and tax requirements to insurance.

- Simplified subscription program management
- Integrated fleet management and insurance compliance, saving you time and money
- Customized business intelligence insights that show you the impact of subscription on your inventory value
- Engaged 20,000-driver consumer marketplace

Backed by industry leaders



Proud partner of



U.S. rideshare leader Lyft uses flexdrive to power subscription vehicles across the country.

“flexdrive is the right partner to help us navigate a new era for dealerships with car subscriptions as a first step.”

Gary Duncan, Duncan Automotive

As seen in



Automotive News



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