

March 19, 2026



ACV Expands MAX Suite, Delivers AI-Powered, Profit-Focused Inventory Guidance with New ACV MAX Recommendations Feature

Recommendations removes decision-making from the purchasing process through personalized pricing generation backed by industry-leading data

BUFFALO, N.Y.--(BUSINESS WIRE)-- [ACV](#) (NYSE: ACVA), the leading digital automotive marketplace and data services partner for dealers and commercial partners, today announced the launch of ACV MAX Recommendations™, a new AI-powered feature within the [ACV MAX](#) suite designed to deliver profit-focused guidance on every new and used vehicle.

Built on ACV's industry-leading data and powered by insight-driven AI, ACV MAX Recommendations provides real-time, VIN-specific pricing and inventory guidance for dealerships. The tool lives within ACV MAX as a side panel that surfaces tailored recommendations for each vehicle in a dealer's current inventory. Beyond market trends, Recommendations analyzes historical sales data, current inventory mix, and sales velocity to generate guidance grounded in dealership-specific performance.

"This is the most personalized guidance you can get. We know how time-consuming day-to-day operations can be, so we're helping dealers streamline pricing decisions with recommendations based on real-time data and specific to both the dealership's history and individual VIN," said Ryan Walker, VP of Product at ACV MAX. "Recommendations eliminates the guesswork and reduces decision-making bottlenecks without sacrificing the human touchpoint, giving dealers more control and confidence when using ACV MAX."

Driven by the AI powering the full MAX suite, Recommendations unlocks quantifiable cost savings with direct transparency into which strategic actions will drive measurable results. Dealership staff no longer need to sift through multiple platforms to determine the best course of action for a specific car; the feature houses all information in one convenient and easy-to-understand platform.

Guidance Built for Profit and Speed

Unlike broad AI insights, ACV MAX Recommendations leverages hyper-focused data sets. For each specific VIN, dealers receive personalized recommendations supported by clear data signals and actionable insights, including:

- **Pricing Advice** – Suggested price moves, including when to raise or lower pricing
- **Reasoning** – The key data signals and market factors driving each recommendation
- **Profit vs. Speed Insights** – A clear view of the trade-off between margin and days to sale
- **Predicted Outcomes** – Action-based forecasts conveying results of a specific recommendation

By surfacing the logic behind every recommendation, ACV MAX Recommendations increases efficiency, simplifies complex decisions, and increases dealer confidence throughout the inventory lifecycle.

Inventory and Performance Optimization

ACV MAX Recommendations transforms a dealer's unique set of inventory and market data into actionable guidance designed to optimize profit, vehicle mix, and sales velocity. Capabilities include:

- **Inventory Guidance** – Recommendations to retail, wholesale, or adjust pricing strategy for each unit
- **Performance Optimization** – Identification of trends and opportunities to improve turn and gross

“The new AI Recommendations tool from ACV MAX gives us the visibility we need to price vehicles competitively in today's market,” said Jake Hasset, Used Vehicle Director at the Hertrich Family of Automobile Dealerships. “With shopper engagement and market supply data built in, our team can make quicker, more informed pricing decisions. The context behind each recommendation helps us understand the reasoning and move forward with confidence.”

With Recommendations, ACV MAX further strengthens its AI-driven capabilities to give dealers easy-to-use tools and insights they need at their fingertips. This new feature reinforces ACV MAX's commitment to helping its dealer partners drive measurable, high-impact performance with tangible data that strengthens operations and informs confident pricing decisions.

More information is available by contacting an ACV representative or visiting [ACVAuto.com](https://www.acvauto.com) or [ACVMax.com](https://www.acvmax.com).

About ACV

ACV is on a mission to transform the automotive industry by building the most trusted and efficient digital marketplaces and data solutions for sourcing, selling and managing used vehicles with transparency and comprehensive insights that were once unimaginable.

ACV offerings include ACV Auctions, ACV Transportation, ACV Capital, MAX Digital, True360, and ClearCar. For more information about ACV, visit www.acvauto.com.

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Source: ACV