Driving Automotive Retail Efficiency Through Next-Generation Digital Price Labelling

How AMAG, BOPP Solutions and PDi Digital modernised digital vehicle price management across Switzerland

Digital price displays have become an established part of modern automotive retail. But as vehicle pricing becomes increasingly dynamic and dealership operations more connected, many first-generation solutions no longer meet today's operational requirements.

For AMAG, Switzerland's largest automotive retail and service network, the objective was clear: modernise an existing digital price-labelling environment with a next-generation platform that delivers greater automation, centralised management and seamless integration with existing automotive systems. Together with BOPP Solutions and PDi Digital, AMAG transformed its digital vehicle pricing infrastructure into a scalable solution designed for the future of automotive retail.

Project Snapshot

Industry:
Automotive Retail

Customer:
AMAG Automobil und Motoren AG

Location:
Switzerland

Integration Partner:
BOPP Solutions

Implemented in Collaboration with amag x BOPP. Lösungen statt nur Produkte

AMAG's nationwide dealership network spans more than 90 locations, supporting one of Switzerland's largest automotive retail operations.

AMAG (https://www.amag.ch/en.html)is Switzerland's leading automotive retail and service provider, operating a nationwide network of more than **90 locations** and representing some of the world's best-known automotive brands. With thousands of vehicles managed across its dealerships, AMAG continues to invest in innovative technologies that enhance operational efficiency and the customer experience. continuously invests in technologies that simplify dealership processes and support the future of automotive retail.

BOPP Solutions AG (https://www.bopp-solutions.ch/) is a Swiss automotive technology specialist with expertise in digital retail solutions, dealership process optimisation and system integration. As a long-standing technology partner for automotive retailers, BOPP Solutions helps dealerships modernise vehicle sales processes by connecting innovative digital technologies with existing automotive IT environments.

As vehicle pricing, leasing offers and promotional campaigns became increasingly dynamic, AMAG recognised the need to modernise its existing digital price-labelling environment with a more scalable, centrally managed solution. In partnership with **BOPP Solutions and PDi Digital**, the company implemented a next-generation cellular e-paper platform that improves operational efficiency, ensures pricing consistency and enables seamless system integration – creating a modern, future-ready and more sustainable retail experience.

Business Impact

Up to 60 min.	100%	Modern
less manual work per vehicle	**Pricing Consistency**	**Customer Experience**

The Challenge

Managing vehicle pricing across a nationwide dealership network is a complex operational task. Vehicle prices, leasing offers and promotional campaigns change frequently, requiring accurate and consistent information across online channels, backend systems and physical vehicle displays. As pricing becomes increasingly dynamic, maintaining this consistency efficiently becomes a growing challenge for automotive retailers.

To support the next phase of its digital pricing strategy, AMAG defined four key requirements for its new platform:

Process Optimisation

Streamline the management of pricing and leasing information across a nationwide dealership network while significantly reducing manual effort.

System Integration

Seamlessly integrate with the existing CRM environment to automate pricing updates and ensure consistent vehicle information across every customer touchpoint.

Automotive Robustness

Deliver reliable performance under demanding automotive conditions, with displays designed to withstand temperatures ranging from approximately -20°C to +85°C.

Nationwide Scalability

Support consistent deployment and centralised management across AMAG's retail network.

Next-generation digital price displays provide accurate, real-time vehicle pricing and leasing information across AMAG's used-car inventory.

Project Objectives

To successfully modernise its digital price-labelling environment, AMAG defined a clear set of strategic objectives. The project focused on increasing operational efficiency, improving pricing consistency and creating a scalable platform for the future of automotive retail.

- Modernise its existing digital price-labelling platform.
- Centralise pricing and leasing-rate management.
- Improve pricing consistency across all customer touchpoints.
- Reduce operational effort for dealership staff.
- Enhance sustainability through efficient digital technology.
- Ensure reliable operation under demanding automotive conditions.
- Provide a scalable platform for long-term retail innovation.

The Solution
sepioo® Cellular powered by PDi Digital

To address these requirements, AMAG selected a next-generation digital price-labelling solution based on **sepioo® D12.2 Cellular Displays.** (https://www.pdi-digital.com/iiot-technology/digital-displays/) Designed specifically for automotive retail, the platform combines cellular connectivity, cloud-based management and seamless integration with existing automotive systems to simplify vehicle price management across the entire dealership network.

The solution includes:

- **12.2-inch black-and-white e-paper displays** installed directly inside vehicles.
- **LTE-M and NB-IoT cellular connectivity**, eliminating the need for Wi-Fi, gateways or additional in-store infrastructure.
- **Centralised cloud-based management** for pricing and sales information.
- **Seamless integration** with automotive pricing, leasing, CRM and DMS systems.
- **Built-in QR codes**, enabling customers to access additional vehicle information and digital services.

One of the platform's key advantages is its infrastructure-free deployment. Because each display communicates directly via the mobile network, AMAG can centrally manage vehicle pricing across all locations without installing local hardware or relying on dealership Wi-Fi. This not only simplifies rollout but also reduces operational complexity while providing the flexibility to scale the solution across the entire retail network.

Each sepioo® Cellular display communicates directly via LTE-M and NB-IoT, enabling infrastructure-free deployment and centralised price management.

Key Project KPIs & Scope

4,150	50	2	NB-IoT and LTE Cat M-Technology
sepioo® D12.2 Cellular deployed	**Dealership locations across Switzerland**	**successful pilot locations**	**Direct cellular connectivity for indoor and outdoor**

Why AMAG Chose sepioo® Technology

AMAG selected the solution for its ability to centrally manage vehicle pricing and leasing information across the entire dealership network. Key decision factors included **seamless CRM integration**, **infrastructure-free deployment** and proven reliability under extreme automotive conditions, with **displays designed to withstand temperatures ranging from approximately -20°C to +85°C**. Equally important was the combination of **electronic price displays and Central Pricing**, enabling a single source of truth for vehicle pricing and a consistent, centrally managed inventory across all dealership locations. Together with the strong partnership between BOPP Solutions and PDi Digital, this created a scalable foundation for the next generation of automotive retail.

> "The success of this project is built on the close partnership between AMAG, PDi Digital and BOPP Solutions. Together, we developed a solution that integrates seamlessly into existing systems, simplifies dealership operations and significantly reduces manual effort. This project demonstrates the value that strong partnerships and innovative technology can bring to automotive retail."
>
> **Jean-Claude Bopp, CEO, BOPP Solutions AG**

Representatives from AMAG and BOPP Solutions celebrating the successful rollout of the next-generation digital price-labelling platform. Jean-Claude Bopp, CEO of BOPP Solutions AG (far right), played a key role in delivering the project and supporting its successful implementation.

Make Change Visible and Sell Cars Faster.

The AMAG project highlights how modernising an existing digital price-labelling environment can unlock the next stage of automotive retail innovation. With centralised management, seamless system integration and infrastructure-free deployment, the new platform creates a scalable foundation for more efficient dealership operations.

As vehicle pricing becomes increasingly dynamic, next-generation digital price displays enable retailers to respond faster, maintain pricing consistency and prepare for the future of connected automotive retail.

Ready to make change visible?

Discover how **sepioo® Cellular** helps automotive retailers automate vehicle pricing, synchronize showroom and online information, and create a smarter dealership experience.

Download the Success Story

Prefer a printable version? Download the complete **AMAG Customer Success Story** as a PDF and revisit the project anytime. The two-page overview summarizes the challenge, solution and measurable business impact in a concise, easy-to-share format.