

2026 **ATDSHOW**
LAS VEGAS
FEBRUARY 3-5



Video as a Strategy: Stories of Innovation & Impact

A dealer-led conversation on trust, adoption, and scaling impact

#ATDSHOW

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Discussion Themes

1

From Risk Prevention
to Revenue Growth

2

Overcoming Change
Management

3

Scaling Video Into a
Service Strategy

Panelists

- Jonathan Gipson, Dobbs Truck Group
- Casey Scheirer, RWC Group
- Chuck Rothwell, Old River Companies



What was your initial motivation for introducing video into the service process?

How long have you been using video and what has the adoption journey looked like?

Have the benefits matched your original expectations, or has the value proposition evolved over time?

What internal resistance or challenges did you face, and how did you overcome them?

How has video impacted technician communication, customer trust, or operational efficiency?

What lessons would you share with other dealerships considering the same journey?

QUESTIONS?

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