Qore

FREE REPORT . NOVEMBER 2026

State of Dealership Data 2026

How ready are dealerships for AI? Anonymous results from a sampling of dealerships that took the QoreAI AI Readiness Assessment.

40
Average AI readiness score out of 100 (median 41)

0 of 5
Areas where the average store scored 50% or higher

Most
Named clean customer info a weakest area

Key findings

- The average dealership scored 40 out of 100 on AI readiness.
- Safe to use AI was the lowest area at 34%. This area covers rules for what AI can see and do with customer info.
- Most dealerships named clean customer info as one of their weakest areas.
- Systems that talk scored highest at 48%, yet still under half. Data moves, but it is not trusted.

Average score by area

Safe to use AI 34%
Rules so AI helps without leaking customer info. Most under half.

Clean customer info 38%
Phones, emails and addresses you can trust. Most under half.

Getting AI used 39%
The team actually works the new way. Most under half.

Knowing it worked 41%
You can see the hour or dollar saved. Most under half.

Systems that talk 48%
Tools share data without copy and paste. Some under half.

From the field

In Todd Smith's experience across his own dealerships, 40% to 60% of dealer data is bad or duplicated. That is an estimate from experience, not an assessment result.

How we measured

A sampling of dealership leaders completed the free 15 question AI Readiness Assessment between June 30 and November 16, 2026. Answers are self-reported. We kept the latest result per person, removed internal tests, and name no dealership. This is an early read and a directional signal, not an industry benchmark.

Where does your store land?

Take the assessment: www.qoreai.com/assessment . Read online: www.qoreai.com/resources/state-of-dealership-data-2026