cloute

Karl Malone · 6 Locations, Utah

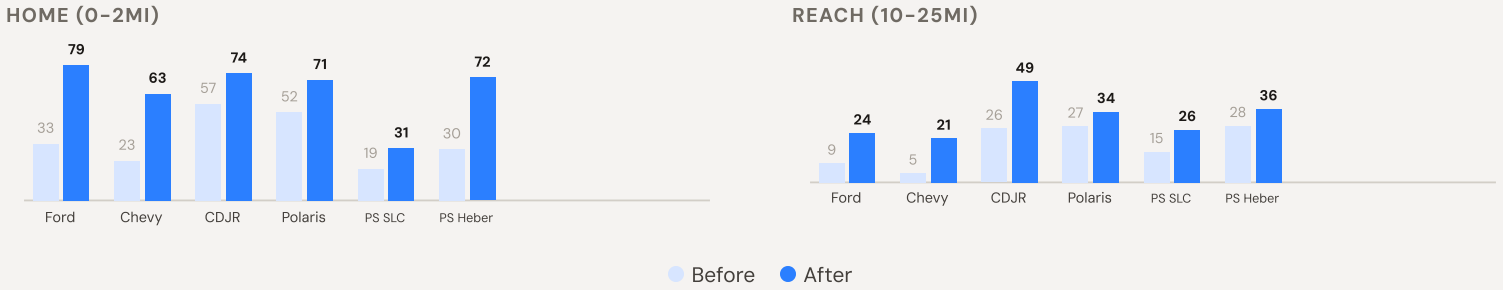
FLEET CASE STUDY · MAY 1 TO AUGUST 29, 2026

ONE MECHANISM, SIX LOCATIONS

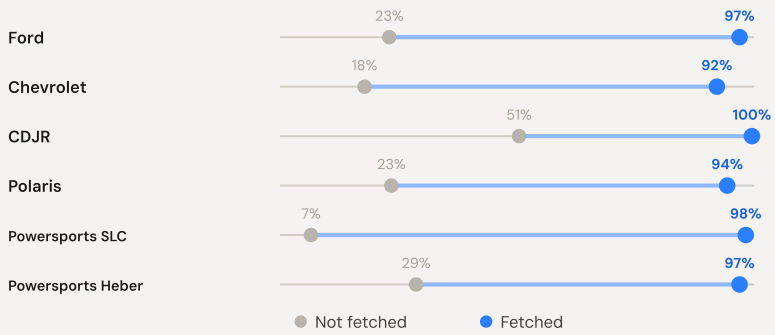
How Cloute took six Karl Malone dealerships from invisible in AI search to the answer engines give first.

Just look at the results.

Share of AI answers naming the store in its own home market, before Cloute and after, every location, like-for-like.



THE MECHANISM, BY LOCATION



Mention rate when an engine fetched the store's own site vs. not, latest scan. Strong everywhere.

KARL MALONE

This case study covers Cloute's entire deployment across our Karl Malone fleet so far: Ford, Chevrolet, Chrysler/Dodge/Jeep/Ram, Polaris, and two powersports stores, spanning Park City, Heber, and Salt Lake City. All six locations came onto Cloute between May and July 2026, the clearest available test yet of whether one mechanism holds across an entire group, not just one lucky store.

THE BLIND SPOT

- Not one of Karl Malone's six locations had a page built to answer what real buyers were asking AI assistants.
- At the flagship store, ChatGPT named Karl Malone Ford in just **6%** of answers, and had read the dealer's own website only **2%** of the time.
- Even on searches for its own city, **3 in 10** answers sent a Park City buyer to a dealership 25 miles away.
- The inventory, staff, and reviews were all real. The AI simply had nothing to read.

CLOUTE SOLUTIONS

- An AI engine names a store when it has retrieved a page about that store before answering, and rarely otherwise.
- Cloute's Presence agent scans each location monthly, from real buyer questions and GPS points, and finds exactly which questions a store is losing.
- The Web agent writes a page answering each one, on a domain the engine can find and read.
- This holds at every Karl Malone location tested: **90 to 100%** named when an engine reads a page about the store, versus **7 to 51%** when it doesn't.

It is not one store's luck. It is the same physics at a truck dealership, an SUV brand, a Chrysler/Dodge/Jeep/Ram store, and three powersports dealers.

MEASURABLE IMPACT

FORD

70% → 90%

Small Park City dealership overtakes Larry H. Miller SuperFord in Salt Lake City

CHEVROLET

23% → 63%

home-market mention rate, nearly tripled

CDJR

0★ → 4.4★

Cars.com rating

F → A+

BBB.org grade

POLARIS

554 → 1,189

engine citations of its own site, more than doubled

POWERSPORTS (SLC)

19% → 31%

home-market mention rate

POWERSPORTS HEBER

30% → 72%

home-market mention rate, more than doubled

Every number above compares each location's own valid scan window, dead-engine periods and cross-basis comparisons excluded. Full per-engine detail and verification logs live in each location's source document.

Karl Malone proves the mechanism at six different locations selling six different kinds of vehicles, not just at one flagship store.

The underlying cause, getting an AI engine to read a page about a business before it answers, is not proprietary to Ford, to Park City, or to Karl Malone. It is available to any dealership willing to build it. If it can take a six-location fleet from invisible to the answer AI gives first, in a matter of weeks, it can do the same for yours.

Find out what AI says about your stores.
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