

AutoNation Deploys Starlink to Modernize Connectivity and Enhance Customer Experience

AutoNation becomes the first automotive retailer to implement the world's most advanced satellite constellation at scale to support business continuity

August 12, 2026 | *Read Time: 2 minutes*



Reliable connectivity plays a critical role in supporting the day-to-day functions that keep dealership operations running smoothly, from vehicle sales and financing to service operations, parts ordering, and customer communications. To help strengthen network resiliency, support business continuity, and enhance customer experience, AutoNation is working with Starlink to deploy modernized connectivity across more than 70 retail locations nationwide.

Operating across 18 states, AutoNation identified locations where secondary broadband connectivity was limited. As the first automotive retailer to implement Starlink connectivity at scale, AutoNation is leveraging the solution to address gaps in traditional network infrastructure and establish a more reliable backup for

dealership operations.

“Reliable connectivity is foundational to how our stores serve customers every day,” said Adam Rasner, Vice President, Technology Operations at AutoNation. “Terrestrial networks are more susceptible to outages, and integrating Starlink’s connectivity into our network strategy has strengthened our ability to keep dealership operations running where traditional backup solutions are limited or too slow to deploy.”

The deployment has delivered measurable operational benefits while providing higher-performance and low-latency connectivity compared to traditional connectivity alternatives. The solution also enables pool-based capacity sharing across locations, delivering enterprise-grade reliability without the complexity often associated with enterprise infrastructure.

The scalability of the solution has been a defining advantage as the deployment expanded from an initially small subset of stores. Starlink has provided the flexibility to extend service without significant infrastructure overhaul, helping AutoNation support evolving business needs while maintaining operational continuity.

“AutoNation is using Starlink in a way that reflects the future of business connectivity resilient, scalable, and designed to support critical operations,” said Lauren Dreyer, Vice President of Starlink Business Operations at SpaceX. “We are proud to support AutoNation’s commitment to operational continuity and customer service across its national retail footprint.”

As AutoNation continues to invest in innovative solutions that support its business and customers, the company will evaluate additional use cases where Starlink can support new-site connectivity, disaster recovery, and broader network resiliency across its operations. These efforts help strengthen operational continuity while supporting a seamless customer experience across AutoNation’s nationwide retail network.

Media Contacts:

AutoNation Public Relations

(954) 769-4120

PublicRelations@autonation.com