

Automotive Dealership ID Verification

How Sunridge Mazda Uses Patronscan to Catch Fraud Before It Costs Them a Sale

Industry: Automotive Car Dealership

Client: Sunridge Mazda, Calgary, Alberta

Overview:

Sunridge Mazda is an automotive dealership that uses Patronscan to verify every customer's ID at the point of sale, catching fake IDs and confirming age before a deal, a test drive, or financing moves forward.

Rather than dealing with fraud after the fact, Sunridge Mazda treats ID verification as a proactive checkpoint: a quick scan at the desk instead of a costly loss discovered later. Since putting Patronscan in place, the dealership hasn't had a single major fraud or theft incident, and the system has run smoothly with no reported issues.

Sunridge Mazda has served Calgary buyers and Mazda owners for roughly two decades, having opened its doors in 2006. It's the only independently owned Mazda dealership in the Prairies, and the dealership sells new and pre-owned Mazda vehicles alongside a full-service parts, service, and tire centre, and is licensed by the Alberta Motor Vehicle Industry Council (AMVIC).



The Problem:

Like most dealerships, Sunridge Mazda faced the same exposure that comes with letting strangers test-drive vehicles and finance purchases on the spot:

- **Fake IDs at the desk:** a convincing fake ID is difficult to catch by eye, and if it slips through, the dealership may not discover the problem until after a vehicle or a loan is already gone.
- **Reactive fraud prevention:** without a verification step, fraud is typically dealt with after the loss has already happened rather than stopped before it starts.
- **Lender and insurance scrutiny:** financing partners periodically ask dealerships what fraud-prevention systems they have in place, and a weak answer adds friction to those conversations.

The Solution:

Sunridge Mazda put Patronsan in place to verify identity at the point of sale, **catching fake or fraudulent IDs and confirming age before a deal moves forward**. The team describes it as a proactive tool, and a way to check for a problem up front rather than absorb a loss after the fact.

Because every buyer already has to hand over their ID for paperwork when they buy a car, scanning it with **Patronsan adds no extra step and doesn't slow down the sales process at all**. Patronsan simply replaces a manual check with a forensic one at a moment that was already happening.

It also changes how that ID is handled afterward. **Instead of keeping paper copies of customer IDs on file, Sunridge Mazda now keeps a digital record through Patronsan**. It's a shift the dealership itself has pointed to as a meaningful improvement, separate from the fraud-prevention benefit.

The system has also become part of how Sunridge Mazda answers questions from its financing partners. When Sunridge Mazda's financial institution asked what fraud-prevention systems the dealership had in place, Patronsan gave them a clear, concrete answer: **supporting the dealership's standing on both the fraud-prevention and insurance side of the business**.

The Patronsan Toolset at Sunridge Mazda:



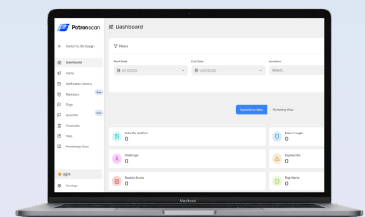
Dualpass Patronsan ID Scanner

Forensically verifies every customer's ID at the sales desk or on the lot before a deal moves forward, confirming both age and authenticity in seconds with zero added delay, since buyers already hand over their ID for paperwork.



Proactive Fraud Prevention

Flags fake or fraudulent IDs before financing is approved or keys change hands, catching the problem before it becomes a loss instead of chasing it afterward.



Digital Records & Compliance

Keeps a digital record of every ID scanned in place of paper copies, and gives the dealership a clear answer when financing partners ask what fraud-prevention systems are in place.

The Results:

Since installing PatronsCan, Sunridge Mazda hasn't had a single major fraud or theft incident. It's a track record the team points to as evidence the system is working as a deterrent, not just a checkpoint.



Zero
major fraud or theft incidents since install



Zero
downtime reported



Hundreds
of happy and safe customers



Beyond the numbers, the impact shows up in four areas that matter most to a dealership:

Proactive, Not Reactive

Rather than discovering fraud after a vehicle or a loan is already gone, Sunridge Mazda catches the problem at the desk. The team describes this as the core value: a quick, proactive check rather than a reactive cleanup.

A Deterrent That Shows Up as an Absence

With no major incidents since installing PatronsCan, the clearest sign the system is working is what hasn't happened: no stolen vehicles from fraudulent test drives, no financing fraud slipping through.

A Stronger Story for Lenders and Insurers

When financial institutions ask what fraud-prevention systems Sunridge Mazda had in place, PatronsCan gave the dealership a concrete answer, reinforcing its standing with financing partners on both the fraud-prevention and insurance side of the business.

No Added Friction, Less Paperwork

Because every buyer already hands over their ID for paperwork when they buy a car, scanning it with PatronsCan doesn't add any delay to the sales process. It simply makes a step that was already happening more secure. On top of that, the dealership no longer has to keep paper copies of customer IDs on file; PatronsCan keeps that record digitally instead, a change the Sunridge Mazda team has pointed to as a win in its own right.



How PatronsScan Supports Daily Operations:

- **Catches fake or fraudulent IDs** and verifies age at the point of sale, before financing or a test drive moves forward.
- **Adds zero delay to the sales process:** since every buyer already hands over an ID for paperwork, scanning it with PatronsScan doesn't add an extra step or slow the deal down.
- **Replaces paper ID copies with digital records:** the dealership keeps a digital record of every ID scanned instead of maintaining physical copies on file.
- **Shifts fraud prevention from reactive to proactive:** catching a bad ID before a deal closes instead of absorbing the loss afterward.
- **Has run without a single major fraud or theft incident** since being put in place.
- **Gives the dealership a ready answer** when lending partners ask about fraud-prevention systems in place.

Conclusion:

For Sunridge Mazda, ID verification isn't extra paperwork. It fits directly into a step that was already part of every sale and turns a potential loss into a non-event. **PatronsScan catches fake IDs and confirms age before a deal moves forward with zero added delay**, replaces paper ID copies with digital records, has run without a single major incident since install, and gives the dealership a stronger story to tell its lending and insurance partners.

**Schedule a free demo with our team. Call
1-877-778-9798 or email sales@patronscom.com.
Learn more at patronscom.com.**