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Using IMN Loyalty Driver™ E-Newsletter, Bill Marsh Automotive Group Adopts ‘Relationship Mindset’ and Sells 784 Vehicles in Twelve Months

Dealer group effectively battles the down economy by using Loyalty Driver to foster customer relationships that lead to vehicle sales

Waltham, MA — (December 2, 2008) IMN, provider of the most widely used e-newsletter service for automotive dealerships, announces that use of Loyalty Driver by the Bill Marsh Automotive Group in Traverse City, Michigan, has helped the dealer group sell 784 vehicles over a period of twelve months. Cost-effective, efficient and designed to develop strong customer relationships, Loyalty Driver, the fully-managed e-newsletter created specifically for auto dealers to increase customer loyalty and drive sales in vehicles, services and parts, has proven to be the best marketing vehicle for connecting with customers and driving sales, especially during an economic slowdown.

“In today’s market we have to move from a transactional mindset to a relationship mindset,” says Dana Pratt, BDC director, Bill Marsh Automotive Group. “Instead of doing the next radio or TV spot to drive in customers and close them, we have to focus on customer relationships and use tools like Loyalty Driver to keep us in business during today’s difficult economy and set us up for business in the future.”

In the face of declining consumer confidence and shrinking marketing budgets, Bill Marsh Automotive Group has found Loyalty Driver to be the optimal way to stay connected with their customers and build long-lasting relationships. Using their e-newsletter, they can stay front-of-mind with targeted marketing campaigns that cost a fraction of traditional advertising buys.

These targeted communications provide measurable results. Comprehensive reporting features built into Loyalty Driver allow the dealership to quickly pinpoint which customers have interacted with their web site, clicked-through to their profit centers, requested test drives, and scheduled service appointments.

“Loyalty Driver is an incredibly effective way for dealerships to create and maintain customer relationships to boost their sales now and far into the future,” says Brian Epro, director of the automotive services group at IMN. “It is easy to use, easy to customize,

and provides highly relevant information to strengthen customer relationships, at a much lower price point than traditional marketing campaigns. At any time, but especially during our current economic slowdown, Loyalty Driver is a dealership's indispensable partner in cultivating long-term customer relationships that lead to more vehicle and service sales."

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About IMN

Founded in 1999, IMN is a Software as a Service (SAAS) provider specializing in content-driven e-communications services. Since 2004, IMN has provided Loyalty Driver, an e-communications service to help automobile dealerships communicate with their customers through multi-media email and e-newsletters designed to drive measurable brand impact, product visibility, leads and sales. IMN serves customers worldwide and has formed relationships with more than 1,000 dealerships including the top ten auto groups in the United States. It also serves major corporations such as Shell Oil, Wachovia, Southern Living At HOME and ING. Additional information can be found at www.imnloyaltydriver.com or by calling 1-866-964-6397.