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IMN Loyalty Driver™ Prompts Penske Chevrolet Customers to Redeem More than 300 Coupons in One Month

Loyalty Driver e-newsletter helps Indiana dealership keep their service department front-of-mind with customers and increase sales during tough economic times

Waltham, MA — January 12, 2009 — IMN, provider of the most widely used e-communication service for automotive dealerships, announces the use of Loyalty Driver by Penske Chevrolet, located in Indianapolis, Indiana, has helped the dealership pump up their service department profits with a steady revenue stream during an economic slowdown. With Loyalty Driver, Penske can email customers dealership-specific service specials and news that result in increased service sales and keep the dealership front-of-mind with customers.

“Last month we had 359 service coupons redeemed between our e-newsletter and postcard. Additionally, of the coupons redeemed, 67 percent purchased additional parts or services,” says Scott Haynes, director of business development for Penske Chevrolet. “Our Loyalty Driver e-newsletter gets our service customers in the habit of coming in and then keeps them coming back for additional work.. It’s an indispensable tool in driving more revenue for our service department and the entire dealership. There’s currently no other tool out there getting dealerships these kind of results. ”

As consumers cut down on big-ticket vehicle purchases during the current recession, and dealerships respond by slashing advertising and marketing budgets, the Loyalty Driver e-newsletter has proven to be the optimal and cost-effective way to stay in touch with customers and drive profits through service and parts sales. Combining informational articles with dealership-specific specials, Loyalty Driver engages customers with a soft-sell approach that results in loyal readers and low opt-out rates. In addition, built-in detailed tracking capabilities and robust reporting magnify the effectiveness of campaigns by allowing dealerships to monitor which specials and articles appeal to which customers, allowing them to follow up directly with qualified sales opportunities.

“Dealers want proof that their marketing dollars are working. More dealerships are turning to Loyalty Driver because of its low cost and effectiveness when compared with traditional advertising,” says Brian Epro, director of the automotive services group at

IMN. “It is the perfect means to highlight parts and service specials now, when many consumers are scaling back on big-ticket purchases, while still promoting the entire dealership. As a result, a dealership is front-of-mind when the economy rebounds and more customers begin shopping for a new vehicle again.”

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 to 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.

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