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IMN Names Brian Epro as Vice President of Automotive Services Group

Epro has been integral to IMN's success in the automotive industry, cultivating strong relationships with over 1,200 dealers as well as manufacturers such as Volvo, BMW, Lexus, and Ford

WALTHAM, Mass. – January 19, 2010, IMN, provider of [Loyalty Driver™](#), the most widely-used e-communication service for automotive dealerships, is pleased to announce the appointment of Brian Epro as vice president of automotive services.

As the vice president of automotive services, Epro will be responsible for building upon the relationships he has cultivated with dealerships, OEMs, and partners in the industry since IMN introduced Loyalty Driver in 2004. His deep automotive expertise and strong connections will help usher in exciting new features and tools within the Loyalty Driver solution that will help dealers connect loyal customers with engaging, valuable content. In addition, Epro will be responsible for developing innovative partnerships with market leaders to continue IMN's tradition of innovation in e-newsletter programs for auto dealerships.

“The success we’ve had in the automotive space is a direct result of the strong relationships Brian has built within the industry and his drive to make IMN the market leader,” said Kimo Kong, vice president worldwide sales. “He has already set the bar incredibly high, so we look forward to watching Brian surpass our expectations in his new role.”

Widely recognized as the “face” of IMN Loyalty Driver, Epro has established a customer base in North America unrivaled by any other offering of its kind, including relationships with the 10 largest auto groups in the country. Additionally, Epro has established IMN as a preferred solution provider and a recommended vendor with manufacturers such as Ford Motor Company, Volvo, Lexus, and BMW. Industry advisers, including [Digital Dealer](#), [Kain Automotive](#), [AutoSuccess](#), and [Automotive Digest](#) have recognized IMN as an industry leader and often feature Epro as a conference speaker, byline author, and expert resource within articles and video interviews.

“I am continually impressed with the investment and vision IMN brings to the automotive landscape,” said Epro. “Our new mobile and social media offerings are unlike anything available to dealers to date and I look forward to introducing them to dealerships and partners in 2010.”

To set up an appointment with IMN at [NADA 2010](#), please contact 866-964-6397 ext. 214.

For more information about IMN Loyalty Driver, please visit IMN at www.loyaltydriver.com.

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-communication 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 1,200 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 Sage. Additional information can be found at www.loyaltydriver.com or by calling 1-866-964-6397.