

Demystifying the Car Buying Experience

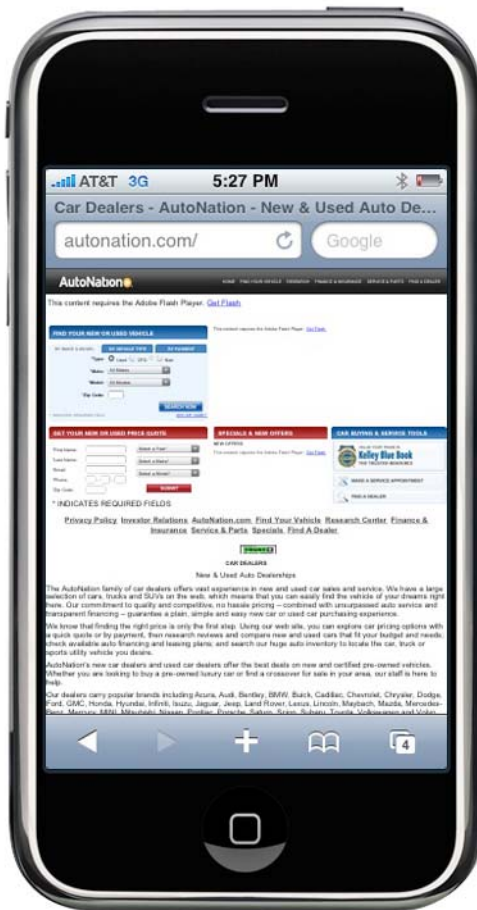
Challenge

AutoNation was determined to find ways to reach future generations of car buyers and demystify the auto buying experience. As America's Largest Automotive Retailer, AutoNation explored ways to build a platform that could work both nationally and in all 250 local markets.

Solution

- Velocitude optimized AutoNation.com to establish a mobile presence with unlimited access to AutoNation's inventory at anytime from anywhere.
- Developed iPhone app to further enhance the car buying experience.
- Integration with Xtyme for scheduling service from any mobile device.
- Created and launched various social media initiatives including two Facebook pages, a YouTube Channel, a blog and two Twitter accounts.

Before



After

