



FOR IMMEDIATE RELEASE

**Dealerskins Wins 2010 Phoenix Automotive Website Award
For Search Engine Marketing**

NASHVILLE, Tn. (PRWEB) October 27, 2010 – Dealerskins, a division of Dominion Dealer Solutions and leader in automotive web solutions, was chosen to receive a Phoenix 2010 Automotive Website Award (AWA) for search engine marketing at the 9th Annual Digital Dealer Conference & Exposition in Las Vegas. The award was presented by Brian Pasch, CEO of PCG Digital Marketing, at the AWA breakfast ceremony which preceded the official start of the annual event.

According to Pasch's AWA whitepaper outlining the awards process, "Dealerskins was selected for its release of an impressive redesign of website technology that will result in significant performance, features, and functionality gains for its customers. Phoenix award winning platforms will be a force to be reckoned with in 2011."

The award recognizes great strides to create the next generation of powerful website platforms. The AWA review committee was impressed with Dealerskins' transition from Flash-based technology to hybrid HTML and Flash, and tests confirmed the strength of Dealerskins' new Autobahn 3.0 inventory management module. The new technology produces strong search engine marketing results that will significantly increase page views and traffic to Dealerskins clients' websites.

"Winning the Phoenix Award is a testament to the dedication and focused effort by the entire Dealerskins staff to continuously provide the best in products, services and support for our customers," said Joe High, General Manager for Dealerskins. "The enhancements to Autobahn 3.0 give online users more options for vehicle searches and are returning strong search engine results for our customers. We accomplished the development and implementation of this new tool while maintaining the day-to-day support for our customers throughout the transition to the new platform. We are proud to be selected among the best in automotive website technology and design providers and look forward to continuing to provide the best industry products and service."

About Dealerskins

Dealerskins, a division of Dominion Dealer Solutions and leader in automotive dealer web services, has been building the most innovative dealer websites in the automotive industry since 2000. The company's expertise comes from real-world dealership experience and a passion for listening and responding to dealers' needs. With a staff of industry leaders that stays on top of the trends, Dealerskins is focused on designing beautiful websites and building comprehensive web tools for automobile dealerships while optimizing the car shopper's experience to deliver more quality leads to car dealers. For more information, visit www.dealerskins.com.

About Dominion Dealer Solutions

Dominion Dealer Solutions helps car dealers attract, retain, and service customers for life. Dominion Dealer Solutions products include: customer relationship management tools through AVV, Autobase, and @utoRevenue; Web sites through Dealerskins and XIGroup; and specialized data aggregation, management, and reporting services through Dealer Specialties, Cross-Sell, The DataCube, and DataOne Software. These businesses serve more than 60 percent of auto dealers nationwide. Learn more at www.DominionDealerSolutions.com.

Dominion Dealer Solutions is a division of Dominion Enterprises, a leading marketing services company serving the automotive, commercial vehicle, real estate, apartment rental, and employment industries. For more information, visit www.DominionEnterprises.com.

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