

XIGroup Wins AWA Peak Performance Award at 2010 Digital Dealer Conference

NORFOLK, Va. (PRWEB) October 27, 2010- XIGroup today announced they are the recipient of a 2010 Peak Performance Automotive Website Award. Brian Pasch, CEO of PCG Digital Marketing (<http://www.pcgdigitalmarketing.com/>), presented the award to XIGroup during an awards ceremony that preceded the official start of the 9th Digital Dealer Conference & Expo in Las Vegas.

The Peak Performance Award is a new category for the AWA, recognizing XIGroup (<http://www.xigroup.com>) for making achievements in its search marketing architecture and feature set during 2010 that have been judged to provide customers with a stronger competitive advantage in 2011. XIGroup is one of only five businesses to achieve charter membership of this elite status from PCG Digital Marketing.

According to Joe High, general manager of XIGroup, "We are very excited that our people and our platform have received this well-deserved award. We will continue to enhance our products and services to meet the needs of our customers and their consumers for years to come."

XIGroup invested in a major inventory platform redesign after the 2009 AWA Awards. The latest product suite presented by XIGroup (<http://www.xigroup.com/inventory-design>) contains significant customization for both the dealer and consumer. The new user interface includes: enhanced lead generation; deeper filtering criteria; one-click access to all contact forms; new car comparison features; social network integration; and custom inventory, detail page and search result layouts.

Sean Stansell, director of product development for XIGroup, noted, "It's always fulfilling to have hard work recognized, so we are truly thankful for this award. Our hard work will continue, however, as we work towards having the most robust and user-friendly platform in the automotive website industry."

About XIGroup

XIGroup, a division of Dominion Dealer Solutions, provides superior search engine optimization, cost-effective websites and industry leading customer service to franchise and independent car dealers. Since 1998, XIGroup has provided feature-rich website design themes with customizations for hundreds of dealers nationwide. Customers experience greater value with XIGroup's unique blend of customizable designs, easy to use tools, and search engine expertise. For more information, visit www.XIGroup.com.

About Dominion Dealer Solutions

Dominion Dealer Solutions helps car dealers attract, retain and service customers for life. Dominion Dealer Solutions products include: lead generation through IFMG; 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, enthusiast and commercial vehicle, real estate, apartment rental and employment industries. For more information, visit www.DominionEnterprises.com.

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