

FOR IMMEDIATE RELEASE

Autobase Launches Nationwide Seminar Series for Auto Dealers

INDIANAPOLIS, April 19, 2011 – Autobase, the premier provider of CRM solutions for auto dealers nationwide and a division of Dominion Dealer Solutions, today announced it will launch a twelve-city, nationwide seminar tour for automotive retail professionals, “Turning Your Relationships into Revenue.”

The seminar series, running from mid-May through mid-June, will make stops at Indianapolis, IN; Cleveland, OH; Atlanta, GA; Boston, MA; New York, NY; Washington DC; Minneapolis, MN; Chicago, IL; Detroit, MI; Tampa, FL; Dallas, TX; and Los Angeles, CA. The seminar is offered at no cost to dealership staff.

Tailored for auto dealers and general managers, as well as those in Internet sales, BDC, and service management, the seminar addresses questions pertaining to equity customer management and online reputation management, specifically as they relate to revenue generation. A sample of topics to be covered includes:

- How equity management and reputation management work together
- How marketing to in-equity customers may be the best investment a dealer can make in 2011
- Why certain online reputation management models are failing in many dealerships
- Best practices when leveraging in-equity customers that immediately impact revenue
- The biggest discoveries surrounding web traffic as it relates to your reputation
- Specific ways to turn customer problems into long-term profits
- The power of addressing one’s customer database through both equity and reputation management

“Any dealer who is currently utilizing an equity marketing or reputation management tool, or planning to implement these in the future, will find tremendous value in this series,” remarked Bryan Anderson, founder of Autobase. “Maximizing existing data and the relationships dealers have with current customers can significantly change business – when done properly. We’re going to show dealers the best practices and top strategies to do just that.”

Dealers wishing to sign up can visit www.autobase.net/seminar. Seating is limited, so early sign-up to ensure availability is advised. Final attendance confirmations will be sent no later than one week prior to the event.

About Autobase

Autobase has specialized in providing the automotive retail market with premier Marketing and Sales CRM Solutions since 1988. More experienced than any other CRM provider in the industry, Autobase combines its award-winning CRM (Autobase) and ILM (Web Control) with the industry’s leading retention marketing offering (@utoRevenue) to deliver a comprehensive solution that drives and closes significantly more business in the showroom and service drive. Over 80,000 auto professionals partner with Autobase to recession-proof their business by finding, selling, and retaining more customers. Autobase is a division of Dominion Dealer Solutions. For more information, visit www.autobase.net.

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 Autobase, AVV, 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. Please see www.DominionEnterprises.com.

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