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New Century BMW Sees Major Increase in Leads Every Time they Hit “Send” with IMN Loyalty Driver

Dealership uses Loyalty Driver to keep pre-owned inventory and parts and service promotions front-of-mind with customers

LAS VEGAS, Nev., BMW Aftersales Conference. – April 19, 2010, IMN, provider of [Loyalty Driver™](#), the most widely-used e-communication service for automotive dealerships, announces the use of Loyalty Driver by New Century BMW. The monthly e-newsletter has helped the dealership drive tremendous traffic back to online profit centers and increase overall leads month after month. Using Loyalty Driver, New Century can combine relevant, valuable content with mobile coupons, video and social media tools to help increase traffic in sales, service and parts.

“We love our IMN e-newsletter. Every time we hit send, we get a major increase in traffic to the profit centers of our website. In addition, we see a large increase in new and used car leads and service and parts activity,” said Priscilla Duenes, CRM/marketing manager, New Century BMW. “The IMN e-newsletter has proven to be a very successful marketing tool.”

As a six-time BMW Center of Excellence winner, New Century BMW has been recognized as a dealership that combines sales leadership with the highest level of customer satisfaction. Only 24 BMW dealerships are awarded the honor nationwide. One of the ways New Century is continuing to deliver on the customer satisfaction promise is by communicating with customers in the way they prefer. Whether it’s text, emails, mobile updates or social media channels, Loyalty Driver enables New Century to reach out to customers wherever they choose to spend their time.

In addition to the mobile and social capabilities, built-in detailed tracking, robust reporting, and the ability to target customer segments within Loyalty Driver round out the offerings New Century uses to follow up with qualified sales opportunities and drive profit growth.

“Dealers want proof that their marketing dollars are working and Loyalty Driver is an easy and inexpensive way for dealerships like New Century to drive immense amounts of

traffic back to profit centers,” says Brian Epro, vice president of automotive services group at IMN. “Increased traffic equals more opportunities to make the sale.”

For more information, please visit bmw.imnloyaltydriver.com or call IMN at 866-964-6397 ext. 214.

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About IMN:

Founded in 1999, [IMN](http://www.imn.com) 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.