



For Immediate Release

**IMN Market Tests Video-Enabled e-Newsletters for Auto Dealers**

*Dealerships to Test Automotive Videos to Spur New Requests for Test Drives*

**Waltham, MA, February 11, 2006**—IMN, provider of IMN Loyalty Driver™, the leading fully-managed e-newsletter service for auto dealerships, today announced that it will market test video content through a select group of dealerships. Those chosen will be able to include videos as easily as text or images within their customer e-newsletters. IMN made the announcement during the National Automotive Dealers Association (NADA) Convention & Exposition in Orlando.

“We began doing technical R&D on video-enabled e-newsletters 18 months ago and are extremely excited about the potential of video to enhance the effectiveness of IMN Loyalty Driver e-newsletters,” said Brian Epro, director of IMN’s automotive services group. “Incorporating video will enable dealerships to deliver content-rich multimedia information to engage their customers and move them through the sales cycle.”

A select group of leading-edge dealers using IMN Loyalty Driver will partner with IMN to deliver video content created specifically for their brands. These professionally produced videos will provide comprehensive vehicle overviews of select models—highlighting their features and benefits, styling, driving dynamics, safety, and more. Dealers will have the option of using text articles enhanced by video or stand-alone video reviews. Both options will be fully integrated with IMN Loyalty Driver’s unique Buy Signal™ buttons where consumers can request a test drive with a single click.

Dealerships will be able to use the videos to provide deeper and richer information to their customers and prospects and motivate them to request a test drive. The videos will be placed above Buy Signal buttons, which will allow customers to instantly click to request a test drive from their dealers. Dealers will, in turn, receive automatically generated “call-back lists” of customers and prospects with their contact information so they can quickly move these individuals closer to a sale. IMN’s unique analytics will enable dealers to track Buy Signal requests from video versus text content, as well as by content popularity.

“Boston Volkswagen believes in leveraging new technologies that will help us better serve our customers. Incorporating videos that enable them to ‘touch and feel’ the cars they are thinking about buying fits well with our strategy. We are delighted to be test marketing this new service,” said Ken Tenure, General Manager of the dealership.

IMN Loyalty Driver is a fully managed, monthly e-newsletter service for auto dealers. The turnkey service includes a customized e-newsletter design, professionally written lifestyle and auto industry articles, monthly managed email sends, Buy Signal lead distribution, and detailed analytics. IMN Loyalty Driver is designed to make it quick and easy for dealers to implement a highly professional e-newsletter program without the need to do any writing or HTML programming. Development and incorporation of the videos on a test market basis will be part of this managed service, and will not require any extra effort on the part of individual dealers.

For more information on IMN Loyalty Driver and the test marketing, please contact Brian Epro at 866-964-NEWS or [bepro@imninc.com](mailto:bepro@imninc.com). Additional IMN Loyalty Driver details are available at [www.imnloyaltydriver.com](http://www.imnloyaltydriver.com). Mr. Epro will be at booth 3510 at the NADA Convention to provide details, as well.

#### **About IMN**

IMN (iMakeNews, Inc.) of Waltham, MA is a leading e-communications service provider. Originally focused on e-newsletters, IMN now delivers e-communications solutions that boost business performance and span e-newsletters, email, mini-sites, weblogs, and robust tracking and analytics. IMN products are sold worldwide directly and through reseller organizations. IMN has pioneered Informative Marketing™, a strategy for using online analytics to better understand customers and prospects, take action based on their responses to content, and improve the return on e-communications program investments. Founded in 1999 and funded by Brook Venture Funds, IMN services over 1,300 accounts globally. The company’s approach to e-communications has been embraced by major automotive groups such as The Rosenthal Automotive Organization, the Curry Auto Group and numerous dealerships from the United Auto Group.

*Journalists who would like more information should contact Dawn Ringel, Warner Communications, at 781-449-8456 or [dawn@warnerpr.com](mailto:dawn@warnerpr.com).*