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MyCarPage Dealers Generate Significantly Higher Customer Service Frequency & Revenue Using the MyCarPage Online Garage Service

MyCarPage, the industry pioneer and leader in personalized automotive acquisition and retention solutions for consumers, announced today results showing that automobile dealers using the MyCarPage Online Vehicle Garage service experience dramatic increases in both service frequency and service revenue from their customers.

Los Angeles, California (PRWEB) August 27, 2007- MyCarPage, the industry pioneer and leader in personalized online automotive acquisition and retention solutions, announced today, impressive results from a study of their existing nationwide base of dealerships that utilize the MyCarPage Online Vehicle Garage service.

MyCarPage dealers showed substantial increases in both annual service frequency and annual service revenue. Annual service frequency was calculated by the number of times the same consumer had service performed at the dealership over a 12-month period. Nationwide, MyCarPage dealers averaged 2.21 service visits annually per MyCarPage Consumer (a consumer who receives communications from MyCarPage) versus just 1.60 service visits annually per Non-MyCarPage Consumer (a consumer who does not receive communications from MyCarPage). This 38% increase is not only impressive and profitable, but also leads to substantial increases in a dealership's annual service revenue and customer sales retention.

Equally as impressive, yet even more beneficial is the increase in service revenues generated by MyCarPage customers. MyCarPage dealers generate an average of \$83 additional revenue annually from each of their MyCarPage customers; 20% more in revenues than their non-MyCarPage customer.

Both service frequency and service revenues are key to profitability in the service area; but MyCarPage dealers also benefit on the sales side with an 11% increase in repeat customer vehicle purchases compared to non-MyCarPage dealers.

Dealerships across the nation understand these key business drivers of 1) shorter service intervals, 2) maximizing annual revenues per customer, and 3) higher customer retention and vehicle sales.

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The results and trends are consistent across dealerships of varying sizes, from major cities to small urban areas, and demographics; which is no surprise to MyCarPage and its dealerships.

“MyCarPage is a fantastic marketing tool, because we are able to run both online sales and service promotions to generate immediate revenue for either department,” said Anthony Demarco, President of Biddulph Mazda in Peoria, Arizona.

Chuck Shearns, Service Director for Lundgren Honda in Auburn, MA said, “MyCarPage is easy to use and you can connect with your customers quickly...When business starts to slow, service managers tend to be reactive, but most methods take too much time and wind up hitting when you don't really need it. MyCarPage gives the Service Manager the ability to *flip the switch* within 24 hours,” Stearns added.

“These outstanding results are the direct result of MyCarPage’s automatic and consistent follow-up with customers and unique ability to recapture *inactive* and *lost* customers. The \$83 of incremental revenue that MyCarPage generates per customer provides a significant return on investment for our clients and is directly tied to our unique ability to support all dealership sales and service customers for a low monthly investment,” said Michael Moskowitz, President & CEO of MyCarPage. “MyCarPage is the most cost effective customer acquisition and retention solution available to automotive businesses,” added Moskowitz.

Both the dealership and the consumer benefit from the relationship that MyCarPage establishes. The MyCarPage consumer has an experience that not only maximizes their investment, but also makes the entire ownership experience more convenient and enjoyable. When this happens, the consumer builds trust and loyalty and as such, will return to the dealership for all of their service needs for years to come.

About MyCarPage:

MyCarPage increases customer acquisition and loyalty by improving the consumer’s vehicle ownership experience. Available for any car, truck or SUV owner, MyCarPage enables consumers to automatically manage all their automotive needs in single place.

MyCarPage is a free personalized webpage that provides automatic service reminder and recall emails, vehicle resale values, traffic reports, access to your service history, gas prices, DMV information, discounts on automotive products and service and much more.

Consumers spend over \$1 trillion annually on the purchase, maintenance and ownership of their vehicles. MyCarPage’s “plug and play” automotive portal, enables any businesses to instantly build a meaningful relationship with any customer or prospect by “parking” their vehicle on the business’s website. MyCarPage’s valuable consumer benefits improve sales and customer satisfaction by providing personalized and invited communications throughout the consumer’s entire vehicle ownership.

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MyCarPage is the pioneer and industry leader in personalized online automotive solutions for consumers starting with the first electronic vehicle owner's manual created for General Motors Corporation and Mazda Motors of America in 1994. Today, MyCarPage manages the automotive needs for over a million of vehicle owners making their vehicle ownership more enjoyable, economical, and convenient.

For more information about MyCarPage visit: <http://www.mycarpage.com>.

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