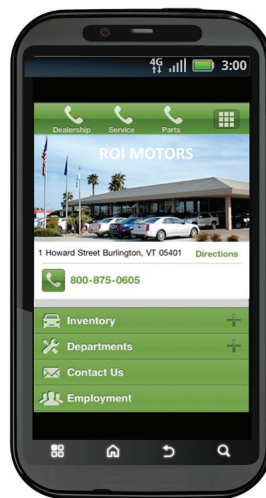




Put the lead-generating power of your website in your customers' hands.

With mobile devices now outselling PCs, and mobile traffic to Dealer.com websites eclipsing 17 percent, portability has never been more important to your customers. Dealer.com MobileSites™ put your dealership in the palm of their hands. From current inventory to contact info, photos, video, parts and service, MobileSites ensure your brand is visible anywhere, and your website is optimized everywhere.



51% of consumers say they are more likely to buy from retailers that have a mobile site, according to eMarketer.



**2011 DrivingSales
"Top Rated" Mobile
Website Award**

Mobile lead-generation, fully integrated into your one-login marketing solution

MobileSites optimize your brand visibility on mobile devices while retaining the efficiency and simplicity of the Dealer.com platform. Analytics, tracking, and site customization – from inventory images and theme colors to custom pages and navigation – is easy from ControlCenter™. Key features:

Mobile Video Integration*: Seamlessly integrate videos onto your mobile site – both CarFlix™ HumanVoice Videos and your own videos. (*optional)

Mobile Analytics: Each mobile site includes access to proprietary mobile reporting of mobile visitors, leads and phone call tracking.

Mobile CallTracking: Three tracking numbers – for Sales, Service, and Parts – ensure all mobile phone leads appear in ControlCenter for easy tracking, analysis, and follow up.

- Three dedicated mobile CallTracking numbers **NEW**
- Faster inventory access with new navigation and search features **NEW**
- Extensive mobile reporting **NEW**
- Custom Mobile Themes and Layouts **NEW**
- Mobile Composer: Instantly update mobile layouts and themes, add and remove mobile pages and edit mobile content in real-time.