



## **eXtères Signals National Launch of First Organic Search Marketing Solution Specifically Designed for Car Dealers**

*Early dealer users report average 57% increase in customer calls, 83% increase in search engine click-through rates, and 414% increase in first-page saturation at major search engines*

**Riverside, CA – June 17, 2008** – eXtères today announced the national rollout of its Organic Search Marketing System (OSMS), the first organic, or “natural,” search solution specifically designed for auto dealers. With its powerful combination of proprietary organic search technology and marketing practices, eXtères OSMS has delivered extraordinary results during a full year of testing and development with franchised dealers. The eXtères system also offers pro-dealer features like performance-based billing and total market exclusivity.

“eXtères’ goal is to help our dealer partners come up *first* when local buyers search online for new and used vehicles and service, and we strongly believe that can only be accomplished for one brand dealership in any given market,” said CEO Richard Winch. “With brand exclusivity in a 10-city metro market, there’s never going to be a question about our commitment to our dealers.”

### **Organic Search: the Most Effective Way to Reach Car Buyers**

According to a recent study<sup>1</sup>, roughly four out of five vehicle shoppers currently use search engines to help them research and select dealers, making online search the #1 media source consumers now use to locate dealers. And while paid search has grabbed more industry headlines (and dealer marketing budgets), research indicates that well-placed organic search has a far greater impact on consumers. In fact, searchers are up to six times more likely to click on the first few organic results than to choose any of the paid results<sup>2</sup>, which is why 87% of all search clicks come from organic search, not pay-per-click ads.<sup>3</sup>

“An effective organic search solution is quite simply the most targeted, cost-efficient, sustainable solution for bringing car buyers into the dealership,” adds Winch. “This is a huge, largely untapped opportunity for dealers.”

Indeed, the 62 dealer brands that participated in the year-long development of eXtères OSMS report an average 414% increase in their first-page saturation at major engines like Google and Yahoo!--along with an average 57% increase in

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<sup>1</sup> Yahoo!/Cobalt Dealer-E-Business Study, 2008

<sup>2</sup> OneUpWeb Study, cited Media Post, 2008

<sup>3</sup> Jupiter Research, cited *Revolution Magazine*, 2008

incoming monthly Internet-originated calls--and an average 83% increase in search engine click-through rates.

**Here's a closer look at the impact eXtérés is having on one dealership in Orange County, CA:**

**Mark Parkinson, GM and Dealer Principal for the Tustin Auto Group and former President of the Orange County CA Auto Dealers Association** reports that with eXtérés his five brands and two stores are now achieving consistent first-page placement percentage rates ranging from the high-60s to the mid-70s at the Googles and Yahoo!s – up from approximately 10% first-page saturation rates before eXtérés. And as powerful evidence of how “coming up first” in search dramatically impacts a dealer’s bottom line, his monthly calls have gone from 170-180 to 800, while monthly Internet sales have grown from 30-35 to 60-plus. Parkinson also reports that since implementing eXtérés his dealership has become the #1 volume dealer in its GM and Nissan districts, as well as the #1 volume Hummer dealer in the Western Region.

“When I consider what I’m spending with eXtérés, in terms of true ROI – web traffic, calls and sales – eXtérés is outperforming all my other marketing investments by at least 10 to 1,” said Parkinson. “It seems too good to be true, but it *is* true.”

<b>Tustin Group Results</b>			
	<u>pre-eXtérés</u>	<u>with eXtérés</u>	<u>% increase</u>
Phone calls	170-180	800	350%-plus
Internet sales	30-35	60+	approx. 100%
First-page saturation rate	10%	high 60s-mid 70s	approx. 700%

**eXtérés Recession-Proofs the Dealership:**

Other dealers who’ve been utilizing eXtérés OSMS report that the program has had the effect of “recession-proofing” their dealerships, by allowing them to increase business significantly while cutting other marketing investments like third-party leads, print ads and paid search.

**eXtérés’ Free 10-City Search Comparison:**

Dealerships are invited to take eXtérés’ 10-city test and receive a free, objective, in-depth analysis of where their dealership ranks in organic search today – and how far eXtérés can take them in 90 days. [Learn more.](#)

**Media Contact**

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