

## **Volkswagen Adds CarChat24 as VW Dealer Digital Program Partner**

*Volkswagen of America has selected CarChat24 as a Volkswagen Dealer Digital Marketing Program partner in the OEM's Certified Chat category. The selection was announced to VW dealer principals and general managers earlier this month by Volkswagen of America, based in Herndon, Va.*

Tarpon Springs, Florida ([PRWEB](#)) July 29, 2016 -- CarChat24, a division of ChatLead.com, Inc., announces it is proud to be selected as a Volkswagen Dealer Digital Program partner in the OEM's Certified Chat category. The selection was announced to Volkswagen dealer principals and general managers earlier this month by Volkswagen of America, based in Herndon, Va.

“It’s an honor to be included in this program, especially since we were already serving many VW dealers, created a massive lead boost with our SignalR update, and just added instant Website SMS Text capability to our product portfolio,” said Jeff Sterns, CarChat24 Vice President of Sales and Marketing. When asked about the company’s new ties to the second-largest automaker in the world, he said, “the entire CarChat24 team is looking forward to being a valuable digital marketing partner with VW dealers, and we’re committed to help boost website-sourced retail sales by as much as 60 percent or more with our award-winning managed chat.”

CarChat24’s award-winning [Chat Software-only](#) and [backup chat support](#) options are available to dealers participating in the digital marketing program. All packages qualify under Volkswagen’s Individual Dealer Marketing co-op program.

Sterns explained that since it was founded nearly a decade ago, [CarChat24](#) has continued to raise the bar in the chat industry through constant software development. “Industry leadership with SignalR bi-directional server technology, integration with CarFax and Edmunds Data, as well as taking the extra step to be TRUSTe privacy certified, are just a few reasons dealers trust us to chat with their customers,” said Sterns, adding that relentless testing has helped the company earn recognition for the highest closing ratio.

Sterns said he is excited both professionally and personally to be part of VW’s digital program. “The brand has a great product portfolio and has arranged quality digital internet partnerships for its stores. It’s awesome to be part of that,” Sterns continued. “Plus, the company has a distinguished history, and many team members in our company have fond memories of VW vehicles in our families through the years.”

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### About CarChat24

Based in Florida’s Tampa Bay area, CarChat24 empowers car dealers with cutting-edge live chat technology, as well as well-trained staff and proven processes to provide high-quality sales leads. The company maintains a full-time software development staff to continuously upgrade every facet of its chat technology in order to give its dealer clients a competitive edge in digital marketing. Engineered specifically for the auto industry, CarChat24’s website and chat operator software leverages the latest technologies, including SignalR, Microsoft NET, Web Sockets, scalable web server farms, and mobile-optimized chat interfaces. For more information, visit [www.CarChat24.com](http://www.CarChat24.com) or call (800) 510-7567 to schedule a quick web demonstration.

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