

NuCar's AutoAwards Program Shows Business Growth

NuCar Consulting, Inc. ushers in the New Year with continued growth in the Loyalty Marketing Industry through its AutoAwards Program.

Odessa, Delaware ([PRWEB](#)) January 01, 2013 -- A leading provider of auto [dealer loyalty programs](#), NuCar Consulting, Inc., has experienced continued growth in 2012, adding new employees to its staff in 2012 and creating several new positions. According to the company's Vice President Jon Greene, this growth reflects the pulse of the automotive industry as dealerships realize that there is nothing more powerful than creating a loyalty following that can drive repeat business.

Greene offers many considerations involved with NuCar's unique customer retention programs, like assuring its uniqueness relative to its location, and advantaging customers with benefits outside of the dealership's walls. The company's point-driven [AutoAwards®](#) program offers proven marketing concepts, technology, and communication tools to help businesses create custom loyalty solutions for their customers.

"More dealerships are realizing the right loyalty program can differentiate you from the competition," said Greene. "They are investing in today's customers to build and maintain business in the future by following proven loyalty techniques that customers and dealerships find appealing. Like any industry where the demand for a service is high, the choices available are plentiful. Dealerships must determine their business goals and objectives upfront to identify the loyalty solution that their business will thrive on."

Founded in 1994, NuCar Consulting, Inc. continues to pioneer the automotive and marine loyalty programs. While specializing in [loyalty marketing](#) and [customer loyalty programs](#), NuCar also offers expertise in market research analysis. In today's market, [customer loyalty](#) stands paramount for healthy and thriving business, and NuCar Consulting, Inc. has devoted its service to this ideal.



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