



AAA Enhances aaa.com with FinanCenter's Auto Analyzers

FinanCenter and AAA announced today that AAA is further enhancing its Web presence with the addition of FinanCenter's highly-rated Auto Analyzers. Localized for the club's three main markets: American English, Canadian English, and French Canadian; the powerful automobile financial decision-making tools will enhance both the automotive content and functionality of AAA's Web site.

([PRWEB](#)) April 25, 2002 -- AAA Enhances aaa.com with FinanCenter's Auto Analyzers

FinanCenter's Auto Analyzers empower AAA members with localized tools for auto purchase decision-making

Tucson, AZ, April 23, 2002 - FinanCenter (www.financenter.com), the award-winning provider of Web site personalization products and services, and AAA (American Automobile Association, Inc.), a not-for-profit federation of 80 clubs serving 45 million members in the U.S. and Canada with travel, insurance, financial and auto-related services, announced today that AAA is further enhancing its Web presence with the addition of FinanCenter's highly-rated Auto Analyzers. Localized for the club's three main markets: American English, Canadian English, and French Canadian; the powerful automobile financial decision-making tools will enhance both the automotive content and functionality of AAA's Web site.

The Auto Analyzers from FinanCenter provide visitors with easy-to-use self-help tools that enable AAA members and Web visitors to analyze and understand car-buying options, including leasing, financing options, and payment analysis -- all tailored to the individual's specific situation.

"AAA's commitment to making membership invaluable for our members is stronger than ever," said Marshall L. Doney, Vice President, AAA Automotive. "Being the online automotive leader for our members who expect us to be All Things Automotive is an important part of that value strategy. With FinanCenter's Auto Analyzers -- available for use by anyone who visits a AAA Web site -- we're giving our members and potential members a privacy-protected means to examine their auto purchase options and examine the financial implications on multiple levels. Useful tools like the Auto Analyzers help AAA build and maintain lasting customer relationships."

Localization was critical to AAA's decision to team with FinanCenter for this project. With regionally-customized Web sites across the U.S. and Canada, providing services in the local language was a key requirement. FinanCenter's proven ability to translate and localize any search in its collection of Solution Centers that address 13 specific financial areas (Asset Allocation, Auto, College Planning, Credit Card, Home, Investing, Life Insurance, Mutual Fund, Property & Casualty Insurance, Retirement, Salary & Benefits, Small Business, and Tax) make them the perfect partner in AAA's Web site enhancement.

"We're excited to be working with AAA to add value to the organization's customer-oriented Web presence," said Corey Smith, FinanCenter's president. "And by localizing for each of their markets, AAA is ensuring that all of its members and visitors will benefit from our award-winning educational products."

FinanCenter's Products

FinanCenter's full line of interactive personal finance tools include Analyzers, Educators, and Planners that



engage customers while capturing key data; Solution Centers that educate customers about critical financial topics such as home buying, investing, taxes, then guide them to "best fit" products; and its most powerful new product, the e-Merchandising System Web site personalization platform, which facilitates customized, relevant, one-to-one client interaction. A completely scalable product line, FinanCenter clients can opt for any or all product lines, from a comprehensive site-wide installation to a custom suite of applications.

AAA's Web Services at aaa.com

AAA's Web sites, customized for each of the organization's 80 local clubs across the United States and Canada, are a valuable consumer resource, with Web-based tools and topical information on club locations and benefits, travel, and automotive special interest. Available directly via www.aaa.com, AAA is committed to being the best resource for All Things Automotive and travelers, and that includes providing the best in auto and travel information and tools on the Web.

About FinanCenter

FinanCenter provides powerful Web site personalization solutions that build and segment extensive customer profiles, then dynamically deliver personalized Web pages that target each profile. As a result of implementing personalization technology, FinanCenter's clients drive transactions and increase the efficacy of their online channels. The company's award-winning products include a scalable e-marketing platform "e-Merchandising System (EMS)" and integrated sets of financial tools "Solution Centers" that target specific personal-finance decisions and showcase relevant financial products, ultimately building profitable, lasting customer relationships.

FinanCenter products are rapidly deployable, easy to manage, and cost effective. They help acquire and retain customers for over 350 of the world's best-known financial institutions including Citibank, First Union, and Wells Fargo. FinanCenter is headquartered in Tucson, Arizona, and can be found on the Web at www.financenter.com.

About AAA

As North America's largest motoring and leisure travel organization, AAA provides its 45 million members with travel, insurance, financial and automotive-related services. Since its founding in 1902, the not-for-profit, fully taxpaying AAA has been a leader and advocate for the safety and security of all travelers.

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