



PureDealer Creates New Interactive Website Packages for Auto Dealerships

PureDealer Inc has created three new interactive website packages that will provide auto dealerships a more flexible range of options for retail-focused websites. These new packages are designed to make it easier for dealers to select from the array of features and functions that PureDealer offers in its customized website systems.

([PRWEB](#)) June 13, 2002 -- Press Release

Contact: Pat Mallon
Woodgate Associates
908-647-0804
pat.mallon@att.net

For Immediate Release

PureDealer Creates New Interactive Website Packages for Auto Dealerships

Lawrenceville, NJ - June 11, 2002 - PureDealer Inc., today announced the availability of three new interactive website packages that will provide auto dealerships a more flexible range of options for retail-focused websites. This new family of packaged interactive websites is designed to make it easier for dealers to select from the comprehensive array of features and functions that PureDealer offers in its customized website systems.

PureDealer Inc., who specializes in designing user-friendly, retail-focused websites, has created a new family of three packaged interactive websites that are priced to fit the needs of dealerships of any size, franchise, and location. All three website packages include PureDealer's unique "edit anywhere" technology which provides dealers with comprehensive site management and allows them to make changes to their website content in real-time from any Internet-enabled computer. This technology gives dealers complete control of their own websites, freeing them from any dependence on a service provider's schedule or availability.

PureDealer's award-winning designs enable auto dealers to provide their customers with a user-friendly, intuitive website that is extremely easy to navigate. In addition, PureDealer integrates modular, reusable components with routine scheduled processes, thus enabling the company to deliver highly functional, retail-focused websites in a matter of days, rather than weeks.

Each of the three new PureDealer website packages includes a choice of designs, fully editable content with multi-user account security, web-based email accounts, and autoresponders for customer inquiries.

The Standard Package comprises the core configuration for the PureDealer family of interactive website packages. Designed for budget-conscious dealers who want to provide customer access to detailed inventory and other vital information, this introductory-level package includes a complete array of site components: about the dealer page, contact us page/form, quick quote form, new vehicle listings with quote request contact form, used inventory listings with quote request contact form, inventory upload capability, vehicle payment



calculator, service department information with appointment request form, as well as business hours and driving directions.

The Professional Package is designed for single location, single- or multi-franchise dealerships who want to provide customers with greater access to all customer service operations. In addition to all the components of the Standard configuration, the Professional Package includes: dealership events and specials, secure credit application, test drive request form, parts information with order form, body shop information with appointment request form, automated inventory software, links to Kelley Blue Book, vehicle location form, and five dealership name email accounts.

The high-end Elite Package is designed for dealerships who want to provide customers with the broadest array of customer focused services and features. The highly retail-focused Elite Package includes all the components of the Professional Package plus: personalized dealer greetings; personalized autoresponders; a "retail suite" for posting specials, events, incentives, news and other items to the homepage; integrated rebate and APR incentives; secure vehicle deposit form; 10 dealership name email accounts; sales coupons and specials; fleet sales information with contact form; recall database with integrated service appointment form; staff directory; door-to-door driving directions; and detailed site usage statistics.

The Standard Package is priced at \$199 per month with a \$199 installation charge, the Professional Package at \$399 per month with a \$399 installation charge, and the Elite Package at \$599 per month with a \$599 installation charge. PureDealer customized websites are priced according to individual configurations.

All PureDealer websites are designed to help dealers manage their businesses more effectively and sell more cars more efficiently, while developing and maintaining customer loyalty. Each website is organized to lead potential customers through a logical sales process to ensure that they automatically and systematically see the most critical parts of the dealer's site. Moreover, all PureDealer websites use defined selling scripts that adhere to traditional selling and up-selling techniques.

About PureDealer

Located in Lawrenceville, NJ, PureDealer Inc. is among the automotive industry's leading innovative providers of interactive websites. PureDealer offers a fully integrated and highly adaptable website system that is designed to serve every type and size of business, including single- and multi-franchise new and used auto dealerships. PureDealer offers comprehensive, tightly integrated and quickly implemented website systems that are designed to support dealers' needs for automotive sales and customer retention. For further information, visit PureDealer's website at www.puredealer.com.

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Contact Information

Pat Mallon

Woodgate Associates

908-647-0804

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