



## **MJMI Releases Next Generation Car Dealership Website - Common Sense Innovations Remove Content Management Burdens - Design Changes Maximize Sales Leads Generated**

*MJMI, a leading provider of car dealerships websites, today announced the release of their latest dealership website infrastructure. Their new site, dubbed Gen4, delivers a common sense approach that focuses on automating online merchandising, minimizing expense and maximizing the percentage of website visitors who become sales leads for the dealership.*

Clark, NJ ([PRWEB](#)) October 1, 2004 - After nine years of focused Internet work, and more than 20 years of helping dealerships with their marketing, MJM Internet has released a 4th generation of their award winning dealership website. "This (website) is the culmination of years of real life experience and a lot of common sense," quipped president, Jeffrey Bonnell.

"The idea behind our new "Gen4" class of web sites," explained Mr. Bonnell, "is that these sites bring together the five most important elements required to make them incredibly profitable and successful for any dealership that uses an MJMI Gen4 site." MJMI is the only dealership website provider that is bringing these five essential elements together in one site for select dealerships, Nationwide.

The first of these elements is; low initial investment and low carrying cost. MJMI sites are documented to be as much as 65% less expensive than sites such as Reynolds Web Solutions, Dealer.com and The Cobalt Group and one tenth the cost of BZ Productions. Secondly, all MJMI sites feature unsurpassed, one-of-a-kind graphic designs that successfully position MJMI clients as the leaders in their markets. MJMI dealership sites "out-brand" competing dealerships with more professional and varied designs. Third, MJMI sites are thoughtfully navigationally designed to maximize leads and visitor engagement, without over-complicating the process. This approach maximizes the ratio of sales leads the site generates to the number of visitors. "Our competitors typically do not get involved in the success of their clients' web sites to any degree," says Bonnell, "Our research has documented that less than 2% of visitors to our competitors' dealership sites divulge themselves to the dealer, and become sales leads.

Even MJMI's previous generation of websites typically produces 3 to 5 times more sales opportunities for our clients, and the new Gen4 sites are purposely designed to surpass even that."

Next, MJMI has merged it's experience with traditional advertising and merchandising activities with a dealerships need to wash their hands of content management in their website. It is essential that meaningful merchandising enticements are maintained in a dealership site. But, many dealerships seldom get it right, and commonly irritate their visitors with empty Specials pages, expired coupons, or dated or inaccurate inventory. MJMI's Gen4 sites eliminate the problems of content management chores and automate online merchandising according to rules the dealer sets up. This permits specials and coupons to be automatically drawn from automated inventory polling so that it's entirely hands-off for the dealer, yet still provides special offers and effective "ad speak" to entice online visitors to respond. Lastly, the beauty of MJMI's Gen4 websites comes from the close-knit team of professionals who support our clients' sites. MJMI employees have all work for clients here for an average



over 5 years. We don't aspire to rebuild every dealership site in the country. We do aspire to provide the kind of customer care that only a small firm can deliver. MJMI participates directly with client results; building site traffic

through visitation promotion activities, per-per-click programs and consulting clients on alternative sources of internet leads such as lead providers. Rounding out MJMI's new Gen4 website offering is DealerSight.com, the modestly priced, yet full-featured lead management system. DealerSight provides dealerships with an easy-to-use lead

management software tool that provides a wide range of features to enhance a dealership's internet department performance. MJMI's Gen4 web sites are also completely compatible with any XML capable CRM system.

For more information on MJMI's revolutionary Gen4 dealership websites, contact company president, Jeffrey Bonnell

at 1-888-532-3647 or visit <http://www.mjmi.com>. Examples of the America's best dealership website, MJMI's Gen4 website may be seen at <http://www.preaknesschevrolet.com> or <http://www.prestigebmw.com>

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**Online Web 2.0 Version**

You can read the online version of this press release [here](#).