



## **WNY Auto Dealer Embraces New Internet Technology to Drive Sales.**

*In an attempt to increase consumer interest in their product, Walden Dodge just outside of Buffalo NY has started to use a new method of advertising their product line. Streaming video served from their website offers a "productwalk around."*

([PRWEB](#)) January 23, 2005 -- A product walk around is a term used in the automotive sales field to describe a short, to the point three to five minute product presentation that introduces a shopper to the product, features and accessories offered for sale.

Mike Gilhooly is the Webmaster and Internet Administrator for Walden Dodge.

"Our goal is to offer the customer a complete Internet shopping solution." said Mike Gilhooly. "We want to break the mold of the typical auto dealer cookie cutter website" he added.

"The walk around is a perfect fit for the Internet because it allows many questions to be answered in a short time. This can save time and allow the customer to get the information they need to make an educated decision about their next vehicle" said Gilhooly.

"Years ago as a child I remember riding around from dealer to dealer looking at the stickers on a Sunday with my parents when they were shopping for a new car, this is an extension of that idea. My dad didn't even talk to a salesman until he had all his facts" said Gilhooly.

"We are hoping that offering this functionality to our website will win customers, that result in more sales. The Internet is here to stay, as a business we need to embrace the technology that people are looking for. More and more houses are signing up for broadband, most businesses already have broadband, making the addition of Multi-Media content more appealing to both" said Gilhooly. Located across from the Walden Galleria on the corner of Union Rd. Walden Dodge acquired the old Mid City Dodge in 1998.

Walden Dodge is now offering a progressive web presence in the Buffalo and Western New York area. Specializing in Dodge, Walden Dodge has one of the fastest growing customer service departments in WNY and offers a complete line of new and used cars and trucks.

You can see the Multi-Media clips at our website:

<http://www.WaldenDodge.com>

Or for more information call  
(716)685-1000 during normal business hours.

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**Online Web 2.0 Version**

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