

DEALERCITY AND AUTO123 sign partnership agreement
A unique package offering better services, solutions, media, and expertise

Laval, July 28th, 2016 – DEALERCITY AND AUTO123 are proud to announce a new partnership agreement allowing franchised dealers and used car retailers across Canada to benefit from the best digital package available as well as the most expert automotive marketing specialists from coast to coast.

[Auto123.com](#), [Evolio](#), [autoExpert.ca](#), and [DealerCity](#) are seamlessly combining their strengths in order to offer the Canadian auto industry the most comprehensive and highest-performing solutions on the market. This unprecedented alliance will deliver franchised dealers and used car retailers the largest array of online services and technologies, media, and expertise from a single, highly specialized provider that's forward-thinking, innovative, and always listening to its customers.

There's just nothing like it in Canada not only in terms of web solutions and performance tools, but also advertising media and marketing strategies.

Since having fully satisfied customers is among our top priorities, you can take advantage of our corporate partnership starting today.

What sort of added value does this partnership bring to the Canadian auto industry?

It provides car dealers and retailers across Canada with the best solutions to meet the following needs:

1. **WEBSITES:** *Enjoy a stronger, more durable online presence via websites that offer the best **user experience**, enable a high **conversion rate**, and make the most of the latest **advanced technologies**.*
2. **MARKETING:** *Effectively meet the expectations of potential customers by making new and used car offers and special promotions more readily visible and accessible.*
 - a. **Advertising:** *Increasing our media profile and strengthening our ability to generate sales opportunities. Combining Auto123.com and autoExpert.ca portals into one network.*
 - b. **Campaigns:** *Optimizing the conversion of our advertising campaigns through flexible technology that allows quick A/B Testing for maximum results. Dealers can benefit from our Google Partner Premier status to develop a strong, competitive online presence and maximize their return on investment.*
3. **CRM:** *Improve and maintain the relationship dealers and retailers have with their customers with the help of Customer Relationship Management (CRM) tools that were designed and developed by the auto industry for the auto industry.*

Call your representative now to get all the details and take advantage of our special launch offer.

About AUTO123

Created by a team that's truly passionate about the world of automobiles and new technologies, Auto123.com has been serving consumers and the Canadian auto industry since 1999. Car reviews, auto racing, motorcycle reviews, tips & advice, multimedia expertise, the latest industry news, as well as innovative online shopping tools all make Auto123.com the most comprehensive and most visited automotive website in the country. Auto123.com generates nearly 10 million prints and has more than 400,000 unique visitors each month.

About EVOLIO

Founded in 2005, EVOLIO is a Canadian company that designs innovative, effective, and profitable online marketing solutions for new car, used car, and recreational vehicle dealers. With a portfolio of over 500 clients and more than 20,000 successfully completed projects in website design, online advertising, and online marketing, EVOLIO is a leader in online automobile marketing in Canada.

For additional information or interview requests about AUTO123 and EVOLIO, contact Elisa Krummen, Marketing & Communication Coordinator, Xprima. Phone: 450-681-5868 ext. 417. Email: ekrummen@evolio.ca.

About autoExpert.ca

autoExpert.ca™, a trademark of DealerCity, specializes in the auto industry since 1994 as a web portal that's fully dedicated to used vehicles. Boasting a massive inventory of over 50,000 vehicles from all the different makes, autoExpert.ca™ enjoys a leading position based on Google's most relevant keywords. autoExpert.ca™ offers a comprehensive website for people who want information about buying their next car, find a wide selection of used cars, get some fresh news from the industry, learn about manufacturers' current rebates and offers or simply locate a nearby dealer or compare various offers available. Each month, autoExpert.ca™ generates over 3 million prints and has more than 150,000 unique visitors.

About DEALERCITY

DealerCity offers innovative solutions for auto industry professionals thanks to a group of experienced, highly qualified individuals within the automotive vertical. DealerCity's mission is to combine all sorts of skills and strengths by delivering automotive web services on the cutting edge of technology including comprehensive and responsive dealer websites, a powerful CRM tool that's designed by the auto industry for the auto industry, as well as a lead management mobile app.

For additional information or interview requests about autoExpert.ca and DEALERCITY, contact Zouhaire Sekkat, General Manager, DEALERCITY CANADA. Phone: 1 800 390-9929. Email: zouhaire.sekkat@dealercity.ca.