

Jumpstart Automotive Media Launches Search Marketing Program to Drive In-Market Customers to Auto Dealer Websites

Partners with Major Search Engines: Google, Yahoo!, MSN, AOL



SAN FRANCISCO (July 11, 2005) Jumpstart Automotive Media*, the leader at developing, selling and managing online marketing programs that connect automotive dealers with automotive shoppers, announced today that its Dealer Sales Division has launched a Search Engine Marketing program to drive in-market car shoppers to auto dealer websites.

The Jumpstart trafficBUILDER program (<http://www.JumpstartAutomotiveMedia.com/tb/all/>) partners with the major search engines such as Google, Yahoo!, MSN, AOL, and others to develop customized keyword programs so they are ranked at the top of search engine results. When customers in a participating dealer's local market searches online, that dealer's ad will show up and drive customers to the dealer website.

"Our main priority is to help our dealers sell cars. There are customers searching online for specific makes and models in every city across America. We want to make sure our dealers get recognized online and help sell their inventory," says Rob Bollinger, Jumpstart's Dealer Sales Division Senior Vice President. "We can do this because trafficBUILDER allows us to customize hundreds of keywords and continually optimize each dealer's program to achieve superior rankings when a search is launched by an in-market customer."

A recent JD Powers study found that 82% of new-car buyers research on the Internet. trafficBUILDER helps dealers get their name in front of these car buyers before their competitors or a third party automotive site can.

"Setting up and implementing a Search Marketing program is time consuming and very difficult to do properly," says Nick Bruce, Internet Sales Director for Chapman Chevrolet Isuzu in Tempe, AZ. "We are thrilled to have Jumpstart develop and manage our Search Marketing Program. Their results are already far better than we expected."

Jumpstart Automotive Media, Inc.* (www.JumpstartAutomotiveMedia.com) partners with leading web publishers to create the largest and highest quality community of online car shoppers. Jumpstart's targeted reach and innovative marketing programs help automotive manufacturers and dealers improve their advertising results and help web publishers achieve a maximum return on their audience. Jumpstart counts every U.S. and import automotive manufacturer and more than one thousand automotive dealers as customers. Key partners include NADAguides, Vehix, Consumer Guide, Automotive.com, Google, Yahoo, MSN, AOL and eBay.

* formerly Jumpstart Digital Marketing

Media Contact:

Choon Choi
Jumpstart Automotive Media, Inc.
(415) 738-3425
choon@JumpstartDM.com