

## Premier Dealer Program

Dealix brings dealers the Edmunds.com Premier Dealer Program, which enables them to own their exclusive territory on Edmunds.com. With this program you get:

### Increased visibility for your dealership on one of the most popular and highly trusted car buying sites on the Web

- Exclusive territory ownership on Edmunds.com and access to high quality traffic and ready-to-buy consumers
- Preferred placement above your competition, regardless of distance, and premium exposure to consumers who are ready-to-buy
- A highlighted advertisement for your dealership accompanied by the Edmunds Premier Dealer logo

### Exclusive advertising in your market area with premium exposure for your inventory

- Targeted exposure for the franchises you're selling
- Multiple touch points for consumers to your dealership, including your dealership's name and contact information, direct links to your website, and customizable messaging
- Up to 100 branded ad placements for your dealership across Edmunds' new and used vehicle pages



### Association of your dealership with Edmunds' trusted brand

- Use of the Edmunds Premier Dealer logo in your online advertising, customer emails, and other marketing campaigns
- Endorsement messages from Edmunds.com, which boost your dealership's reputation and build trust with consumers, resulting in the highest quality leads, clicks and phone calls with the best close rates
- Direct links to your dealership's website and specials

**To talk to a Dealix representative about owning your territory on Edmunds.com as a Premier Dealer, go to:**

<http://dealix.com/aboutus/contact.aspx>

## Are these the kind of buyers you want to meet? Edmunds.com Shoppers Represent *Ideal Buyers* for Your Dealership

**Young** – 69% are between the ages of 35-64

**Educated** – 52% have college or post grad degree

**Wealthy** – 80% own their home and Edmunds is the #1 automotive sites for consumers making \$100K

**In-market buyers** – 50% of buyers who submitted a lead, buy within 24 days, 90% within 70 days<sup>1</sup>

**Active Internet users** – overwhelming number of car buyers visit a 3rd party site over a manufacturer site because they consider it to be a credible and non-biased source of information



To view a demo of the Edmunds Premier Dealer Program  
brought to you by Dealix, click here:

[http://www.edmunds.com/media/adunit/premierflashtour/110108/FlashTour\\_Container\\_ForDealix.html](http://www.edmunds.com/media/adunit/premierflashtour/110108/FlashTour_Container_ForDealix.html)

A banner advertisement for Dealix Premier Dealer. It features the Dealix logo (A Division of Cobalt) and the Edmunds.com Premier Dealer logo. The text reads: "Dealix A Division of Cobalt Presents edmunds.com Premier Dealer". Below this, it says "Millions of consumers are on the Internet looking to buy Be the dealership they choose first." The background is a light blue gradient.

A banner advertisement for the Dealix Premier Dealer Program. It features the Dealix logo and the Edmunds.com Premier Dealer logo. The text reads: "Premier Dealer Program: Distinguish your Dealership". Below this, it says: "Each component of the Edmunds Premier Dealer package is designed to help local consumers see that YOUR dealership is the dealership of choice." The background shows a car dealership interior with people.

A banner advertisement for Dealix Premier Dealer. It features the Dealix logo and the Edmunds.com Premier Dealer logo. The background shows a man and a woman in a car dealership, with the man pointing at a car. The text is not clearly visible but likely promotes the Premier Dealer program.

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on Edmunds.com as a Premier Dealer, click here:

<http://www.dealix.com/Dealer/Contact.aspx?ckSRC=dealix.com.pdpflash>