

## **FOR IMMEDIATE RELEASE**

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## **AutoUSA Introduces Payment Pro<sup>SM</sup> Powered by DriveltNow<sup>®</sup>, Payment-Qualified Website Leads for Auto Dealers**

**Fort Lauderdale, FL – July 31<sup>st</sup>, 2012** – AutoUSA Internet Sales Solutions ([www.autousadealers.com](http://www.autousadealers.com)) today introduced Payment Pro<sup>SM</sup> powered by DriveltNow<sup>®</sup>, a payment-based conversion tool for auto dealer websites. Payment Pro<sup>SM</sup> is a service that provides online shoppers with instant, real car loan payments based on individual credit and inventory eligibility, generating pre-qualified, first-party leads from dealer websites.

With Payment Pro<sup>SM</sup>, consumers click on a button showing real payments on any vehicle listing on a dealer's website. A form appears that the shopper fills out, but no social security number or birth date is required. Based on the individual's entered criteria, the system determines their credit eligibility without impacting the consumer's credit score, instantly displays personalized monthly payment options, and delivers the dealer a dramatically-enhanced lead.

"Payment Pro<sup>SM</sup> is good for the dealer because it shifts the shopper's focus from what the lowest price is to what they can afford every month," said Phil DuPree, President of AutoUSA. "The leads generated from these inquiries open the door for immediate engagement and more seamless negotiations."

Payment Pro<sup>SM</sup> offers auto dealers the following benefits:

- Converts more traffic on dealer websites because consumers want to know monthly payment options based on their credit.
- Generates the industry's first dealer-website lead that includes the customer's credit eligibility and desired payment from dealers' own websites, resulting in high-closing prospects.
- Eliminates wasted time showing customers vehicles they can't afford, as well as time spent negotiating.
- Puts dealers in charge of setting their own prices and financing terms, unlike lead services that force dealers into price wars in order to deliver the lowest price for the consumer while lowering gross profit margins.
- Shifts consumer focus to monthly affordability, giving dealers more flexibility in pricing and negotiations.

Payment Pro<sup>SM</sup> is a new service powered by DriveltNow's patent-pending technology. "We chose to partner with AutoUSA because of their tremendous industry reputation of bringing best-in-class tools to the market to increase Internet sales for automotive dealers," said Tarry Shebesta, President of DriveltNow. "The launch of Payment Pro<sup>SM</sup> shows they understand the value of producing high quality leads and the need for payment quoting."

Payment Pro<sup>SM</sup> is available immediately for auto dealer websites and mobile sites. To learn more, visit <http://www.paymentprodemo.com> or contact your AutoUSA sales representative at 1-800-243-9935.

### **About AutoUSA Internet Sales Solutions**

AutoUSA Internet Sales Solutions brings the best-in-class tools to increase Internet sales and lower costs for automotive dealerships. Leading products include Payment Pro<sup>SM</sup>, a payment-based pre-qualification tool for dealer websites; ShowPro<sup>SM</sup> incentive program, proven to turn more leads into shows; Leads&Listings<sup>SM</sup>, providing the highest quality, new and used car email and phone leads from 100+ sites; PowerListings<sup>SM</sup> 2.0, helping dealers increase traffic to—and leads from—their social media sites; and AVA Virtual Sales Assistant, helping dealerships manage more leads at a reduced cost. AutoUSA products are currently benefiting thousands of active dealers all across the U.S.

For more information, visit AutoUSA's web site, subscribe to our blog at <http://blog.autousadealers.com>, follow us on Twitter @AutoUSALeads and "Like" us on Facebook at /AutoUSADealers

### **About DriveltNow (<http://www.DriveltNow.com>)**

DriveltNow is a patent pending payment marketing technology service of Automobile Consumer Services, Inc. (ACS). ACS leads the industry with innovative proprietary technology, superior customer service, and over twenty years of auto financing and leasing experience.

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