

FEATURED PRESS RELEASE – AUTOMOTIVE DIGEST

Industry Thought Leaders Streamed on Year of the Dealer Videos

March 2015

An extraordinary video series have been produced by Lotlinx with interviews centered around a “Year of the Dealer” theme with strategic and tactical advice and counsel from some of the brightest minds in the automotive digital industry.

LotLinx, developers of the auto industry’s first Deeplinking™ technology platform, has produced a campaign to feature some of today’s most respected thought-leaders giving their personal perspective on key digital trends and challenges for dealers.

Who is featured in this educational video series?

The highlight of the launch is a roundtable discussion with visionaries including: Ralph Paglia, David Kain, Brian Pasch, Jim Ziegler, Gary May and Corey Mosley, filmed during the 2015 National Automotive Dealer Association (NADA) Convention and seen for the first time at www.lotlinx.com/yearofthedealer. The Year of the Dealer roundtable is the first time all six innovators have agreed to sit down together to provide commentary on the core issues affecting automotive dealerships today.

What Len Short had to say about the Lotlinx Year of the Dealer Series:

“We’re experiencing what will be seen as another disruptive shift in the industry and Year of the Dealer is a way to help automotive digital marketers discuss the core issues, learn about emerging technologies and make 2015 one of the most successful years we’ve ever seen in automotive,”

“The fact that we got the “six tenors” of automotive to sit down together to discuss the profound changes taking place in automotive today signals what a massive shift our industry is undergoing.”

Bonus Streaming: Round Table Video with more leading voices:

In addition to the roundtable discussion, Year of the Dealer features interviews with some of today’s leading voices in automotive, including:

Jennifer Suzuki of e-Dealer Solutions, Mark Boyd of Boyd Ventures, Subi Ghosh of Dealer Authority and Steve Greenfield of CarLingo, among others. The Year of the Dealer campaign will continue throughout 2015 and provide fresh perspectives on the changing landscape of digital marketing.

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What you need to know about Lotlinx:

The LotLinx Deeplinking™ platform is the automotive industry's first ever automotive retailing solution that connects the over 6.5 million consumers who are searching for vehicle inventory online every month directly to the dealership websites where that inventory resides. LotLinx's patent-pending technology replaces lead forms on third-party sites with direct links that transport these consumers directly to the detail pages (VDPs) on the dealer's own website.

Find out more about Lotlinx, the video series, and innovative solutions for dealers by going to www.lotlinx.com or call the Len Short and team at **1 800 625 LINX**

To see and hear this industry experts go to <http://www.lotlinx.com/year-of-the-dealer/>

