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**AutoUSA Announces Free White Paper for Auto Dealers:
Pre-Qualified Payment Marketing with Payment ProSM**

Fort Lauderdale, FL – September 24th, 2012— AutoUSA Internet Sales Solutions (www.autousadealers.com) announced today the availability of a free white paper for auto dealers, titled *Pre-Qualified Payment Marketing: Converting Online Car Shoppers to Customers*. The white paper gives an overview of the current payment marketing options offered by dealers to their online customers, outlining the benefits and drawbacks of each. The paper then compares these options to Payment ProSM powered by DriveItNow®, a new product that offers online customers instant, real payment quotes and delivers pre-qualified leads to auto dealers. In addition, the white paper shares proven results in a case study featuring Grubbs Nissan in Dallas, Texas.

“Since we launched Payment Pro in early August, we have received many inquiries from dealers about how this revolutionary payment marketing option impacts the bottom line,” said Mike Shawd, Vice President, Sales of AutoUSA. “This white paper demonstrates exactly how Payment Pro works, how it differs from other available tools and how it converts more online shoppers into pre-qualified leads from the dealer’s own website that close at an average of 20%.”

The white paper delves into what is most important to consumers in the car buying process, including:

- The answer to the question, “What is the monthly payment and how does my credit affect it?” Most customers know their monthly budget, but often don’t know the corresponding vehicle cost to achieve their target monthly payment.
- Completing most of the car buying process online before talking to a dealer, and progressing themselves down the sales funnel at their own pace.
- Protecting personal information; most consumers don’t want to share their social security numbers, date of birth etc. and don’t want their credit scores affected with credit checks.
- A desire for information provided by car dealers to be more complete and more accurate.

In addition, the white paper outlines the benefits of prequalified payment marketing:

- Close more existing website visitors
- Increased leads & closing ratios
- Keeps consumer engaged
- Consumers are less likely to consider alternative financing
- Additional F&I profit per deal
- Builds consumer confidence
- Highly qualified prospects
- No negative impact on consumer's credit score
- No personal sensitive information required
- Eliminates discriminatory lending
- FCRA Compliant

Pre-Qualified Payment Marketing: Converting Online Car Shoppers to Customers with Payment Pro is available for free download at:

<http://www.autousadealers.com/DisplayDocList.aspx?DocId=126>

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 ProSM, a payment-based pre-qualification tool for dealer websites; ShowProSM incentive program, proven to turn more leads into shows; Leads&ListingsSM, providing the highest quality, new and used car email and phone leads from 100+ sites; PowerListingsSM 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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