



Dealer's Greatest Assets: Media Kit

Please send all media inquiries to media@DGAauto.com

Press Release Contact: Vince Lamartina, vince@DGAauto.com

Address: 3290 North Ridge Rd. Suite 310 Ellicott City, MD 21043

Phone number: 800-678-7269

Website: www.DGAauto.com

Social Media: All social media accounts use the username "DGAauto". Official social media platforms include: Facebook, Twitter, LinkedIn, YouTube, Instagram and Snapchat.

Company Description:

Short Bio: Dealer's Greatest Assets is the industry leader in automotive business development solutions for dealerships nationwide.

Medium Bio: Established in 1993, Dealer's Greatest Assets Inc. (DGA) strives to provide the highest quality BDC services in the automotive industry. DGA's customer centric solutions paired with industry leading knowledge make us a strategic partner in a continually evolving commerce.

Full-length Bio: Established in 1993, Dealer's Greatest Assets Inc. (DGA) strives to provide the highest quality BDC services in the automotive industry. DGA's customer centric solutions paired with industry leading knowledge make us a strategic partner in a continually evolving commerce. For more information, visit our website: www.DGAauto.com or connect with us on social media @DGAauto on Facebook, Twitter, Instagram, YouTube, LinkedIn and Snapchat.

Tagline 1: "We're not just a call center, we're your profit center"

Tagline 2: "DGA turns customers into dealership advocates"

Tagline 3: "We partner with dealerships of all makes"

Tagline 4: "Smile through the phone"



Preferred Testimonial:

"DGA recently partnered with our five dealerships and has already made a huge improvement with customer service and CSI scores. within a couple of months, our scores exceeded objectives from the manufacturer. DGA sets the bar with standards in answering clients' requests, ensuring they are handled the day of their arrival to the dealership. every bit of the process is handled with ease and courteousness from start to finish. we recommend DGA without hesitation for any of your dealership needs. thank you, DGA, for being part of our dealership family!"

-Roger Pittman
Chief Operating Officer
Tri-State Luxury Collection

Style Guide:

Please use this Style Guide as a reference for the correct use of Dealer's Greatest Assets' brand. If you have any questions or concerns, please do not hesitate to contact us at media@DGAauto.com.

Company Name: Dealer's Greatest Assets

Also Doing Business As: DGA, DGAauto

Spelling: Please always use the apostrophe on "dealer's" and pluralize "assets" when spelling "Dealer's Greatest Asset". When referring to DGAauto, please always capitalize "DGA" and use lowercase "auto".

Intellectual Property: Dealer's Greatest Assets' products, and logos are trademarked should not be used without express permission of Dealer's Greatest Assets. Any unauthorized use is strictly prohibited and may be subject to criminal prosecution.



Products:

DGA's Virtual Reservation Center: full appointment coordinating and backstopping for sales and service departments.

DGA's Follow-Up: Turning customers into advocates through our sales and service follow-up.

DGA's Outbound Prospecting: Live-call marketing and data-mining for sales and service departments

DGA's BDC Consultation Suite: Expert training, propriety software and efficient management for your in-house BDC.

Product Quick Facts:

- 24hr Initial follow up calls
- Open 7 days a week, 363 days a year
- Caller ID cloning
- Real-time reporting and analytics
- Answer calls within 2-3 rings
- Dealership specific solutions
- Real-time chat support
- Recall completion campaigns
- Seamless integration with all major scheduling software
- Specialized agents trained on YOUR brand, YOUR dealership
- Revenue generating outbound services
- Cost savings inbound services
- Real-time online call recording