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AutoAlert, Inc. Presents DirectAlert™ Marketing, Offering Direct Mail Pattern-Interrupt Selling Benefits to Help Dealers Close 10 Deals for Every 1,000 Pieces Mailed

IRVINE, CA, January 17, 2012 [AutoAlert, Inc.](#), a company offering complete client portfolio management solutions whose unique multi-patented software helps dealers create “[pattern-interrupt](#)” selling advantages from within their customer database to sell more units every month, now offers dealers the option of an IntelligentMail direct marketing solution.

AutoAlert, Inc. and [The Ready Group, LLC](#), a strategic automotive marketing agency, have combined forces and developed DirectAlert, the most comprehensive and transparent automotive sales and marketing solution available today.

Based on The Ready Group’s proprietary [IntelligentMail™](#), DirectAlert provides automotive retailers the ability to create and deliver highly customizable and targeted customer-specific, pattern-interrupt direct mail campaigns proven to drive measurable results.

“On average, every 1,000 DirectAlert pieces mailed on behalf of a dealer will result in 10 units **sold**, compared to a mere quarter to half percent **response** on traditional automotive direct mail programs,” notes Boyd H. Warner, CEO, AutoAlert. “When added to the proven additional sales dealers are experiencing using AutoAlert, they now have the most powerful sales and marketing solutions on the market today.”

AutoAlert and DirectAlert utilize cutting-edge database mining analytics to create consumer call and direct mail marketing opportunities to alert and deliver a unique pattern-interrupt selling approach. This breaks customers’ perceptions of dealer solicitations and replaces them with curiosity that stimulates their receptivity to the message.

DirectAlert employs the use of sophisticated and patented variable data and variable image digital print technology to provide dealers with a print-on-demand platform soon to be available on the AutoAlert® dashboard. The IntelligentMail features unique quotes for every customer in a dealer’s database. Although produced in a single print run, each quote is prepared exclusively for the individual customer and is based upon their previous purchase history and current trade value.

When combined with manufacturer programs and incentives, DirectAlert communicates offers in a comprehensive and transparent manner informing the customer that with little or no money out-of-pocket, they now have an opportunity to upgrade to a new model, many months in advance of when they thought possible while maintaining a similar monthly payment.

DirectAlert essentially runs in the background and dealers will find this service highly complementary to AutoAlert®'s call-based marketing approach.

DirectAlert can be used to:

- Send highly individualized mass mailings to a dealership's existing customers who AutoAlert has flagged as hot prospects for immediate new business.
- Reinforce the alerts-based marketing message communicated by trained AutoAlert users, and deliver the dealerships' message in a comprehensive and transparent manner for ease of customer review.
- Communicate OEM and dealer data to relay information which might trigger the customer to consider repurchasing months in advance of when they believed possible.

"Because the process enables us to customize individual alert-based mailings, even a print run of 10,000 pieces, it is distinctly customer-unique and highly affordable for the dealership," Warner notes.

The pattern-interrupt content of either AutoAlert® or DirectAlert™ uses customer-specific data including: vehicle equity, mileage, warranty, lease terms or other factors to create prospect opportunities in six different Alert categories.

"Many dealers who suddenly start capitalizing on their customer portfolios through AutoAlert quickly start booking appointments. When 50 clients keep their appointments, it is not uncommon to sell 25-45 units as a result. That's total gross approaching \$60,000 to \$175,000 from existing customers who might otherwise have repurchased elsewhere," Warner says.

Dealers will be able to view the complete AutoAlert® solution at NADA '12 in Las Vegas, February 3-6, 2012, at Booth #752, or email the contacts below for a demo.

AutoAlert, Inc. was established with the intent of providing the automotive dealership industry with products and services designed to improve new and used car sales, VSC sales, service conversion sales, client retention and loyalty, and increase profitability.

The Ready Group, LLC is a strategic automotive marketing firm providing interactive sales campaigns via the use of their proprietary IntelligentMail™ solutions, for the "Who's Who" of automotive retailers, manufacturers and distributors.

For more information contact Jim Gans at (949) 398-7050 Jim.Gans@autoalert.com or Lawrence Wittrock (949)398-7063 lawrence.wittrock@autoalert.com or www.autoalert.com

For more information on The Ready Group visit www.thereadygroup.com or contact Dan Ready at (877) 732-3977 or DReady@TheReadyGroup.com

Certain aspects of the products and services described may be covered by U.S. Patent No. 7,827,099 / Patent No. 8,005,752 / Patent No. 8,086,529 and Patent No. 8,095,461. Additional patents are pending. "AutoAlert®" and the AutoAlert Logo® are registered trademarks of AutoAlert, Inc. and are protected under # 76487358 IC 009. US 021 023 026 036 038.