



Automotive Dealers Battling Slow Sales Turn to Direct Mail Company for Huge Auto Direct Mail Promotion

In a time of declining sales and general auto customer traffic, dealers have found the golden egg in a direct mail company that guarantees traffic through their automotive direct mail campaigns.

Athens, GA, December 01, 2005 --(PR.com)-- Automarks, www.automarks.com, located in Watkinsville, GA has become one of the auto industry's leaders in innovative direct mail campaigns for automotive dealers. Founded by a Steven Vetter more than 3 years ago, the company has taken the lead role in transforming what Vetter calls a stale industry.

Vetter spent years as a marketing and advertising director for retail chains and entered the world of the auto industry back in the mid '90's after moving to the coast. "Working as a GM in the industry with some of the largest groups, gave me an insight and exposure that not many receive." said Vetter.

Apparently the "insight" worked as Automarks has seen tremendous success and huge growth in only 3 years.

The auto dealer direct mail program seems to be winning over dealers nationwide. Whether the dealer is working a metro or rural area it is pulling in huge numbers of car buyers. Joe Piergrossi the company's National Sales Director said, "It really is nice when so much of your business is from reorders of satisfied customers. That is not the trend in the industry. So many other companies have to spend huge money on their sales force and generation of new business and we simply don't have to."

When asked about gas prices and their relation to sales, Vetter said that the gas issue has diminished some. The real problem for dealers was employee pricing. Vetter calls it the "Pinto" of auto manufacturer marketing and says that it put an 18 month stall on sales that the industry is about half way through.

"The idiot that came out with this program should not only be fired, but should be made to work a car lot trying to sell cars in the aftermath of that fiasco. We are just happy we are generating traffic for these guys in a time when most dealers are really hurting." Said Vetter.

While Automarks holds most of their automotive direct mail campaigns classified, dealers can visit their website at www.automarks.com and get a good feel for their program and vision. They can also be contacted directly at 706-310-0100.

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