

## MobileAppLoader: To Demo the Latest in Mobile Apps for Auto Dealerships at the ATD/NADA Expo

**January 18, 2012:** MobileAppLoader – world leader in Mobile Apps for Automotive Dealerships – announces its participation in the ATD/NADA Expo, February 3-6 at the Las Vegas Convention Center, Booth #3559, with a Press Conference on Saturday, Feb. 4<sup>th</sup> at 2:00 pm in room N233.

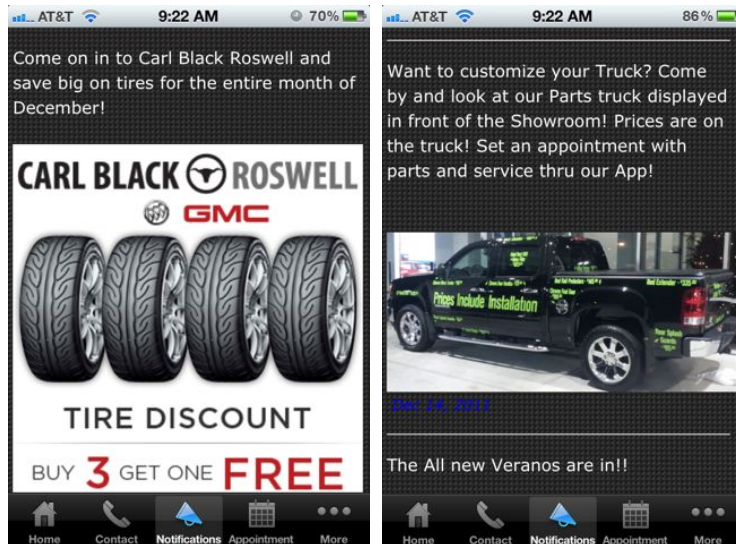
Saturday's press conference will feature Live Demos of the latest Mobile App technology and a Case Study presented by a dealership that uses MobileAppLoader apps.

Silicon Valley-based MobileAppLoader has won popularity among car dealerships because it builds the most feature-rich, affordable iPhone, iPad and Android Apps, proven to increase vehicle sales and customer loyalty.

“Our Apps are among the best investments we’ve ever made,” says Mike Stupeck of Henry Brown Buick GMC, a MobileAppLoader customer.

With nearly 100 million Americans using smart phones, Mobile Apps have changed the way automotive dealerships build relationships with customers.

“We use Push Notifications to send announcements of new inventory, special events and deals, like oil changes, tire rotations and other services,” says Darren Fichter of Carl Black Kennesaw Chevy Buick GMC. “It’s easy. I can configure and send Push Notifications much faster than an email blast, and Push Notifications are more effective.”



Unlike email and snail mail, Push Notifications arrive directly to consumers' phones as text messages or full-color images with view rates of nearly 100%.

### Winning Features

Other technologies that MobileAppLoader will showcase at the ATD/NADA Expo include: Embedded VIN Scanners that instantly record vehicle information – model, make, and year – enabling customers to schedule service appointments for their specific type of car.

“Apps make appointment scheduling seamless and convenient for our customers, and they keep our customers coming back,” says Tim Glockner of Glockner Honda/Toyota.

Recent surveys show that consumers spend more time on Mobile Apps than on the Internet.

“Mobile Applications are a *must* in this App-based economy. Hundreds of car dealerships use our feature-rich, affordable Apps to modernize their marketing strategies. Apps enhance communication and build loyalty with features like Mobile Coupons, One-on-One Customer Chat, VIN Scanners, QR Code Readers and more,” says MobileAppLoader Founder and CEO Zvika Ashkenazi.

With 1,000-plus LIVE Apps in the iTunes App Store and Android Market, and with more than 1,000,000 downloads, MobileAppLoader believes the key to successful marketing is reaching customers where they are (on their phones) with the best Mobile App technology on the market today.

**Visit our ATD/NADA Expo Booth #3559**

**Attend our Press Conference: Saturday, February 4<sup>th</sup>, 2:00-2:45 p.m. in Room N233 of the Las Vegas Convention Center.**

**Web site:** [www.MobileAppLoader.com](http://www.MobileAppLoader.com)

**Blog Posts:** <http://mobileapploader.wordpress.com/>

**Download MobileAppLoader Apps from our Customer List:**

<http://mobileapploader.com/myApp/Apps.aspx?tag=Automotive&device=All>

**Or search the App Store for Dealerships, for example:**

- Henry Brown Buick GMC
- Glockner.com
- Carl Black Kennesaw

**Press Contact:** Ruth Littmann (408) 314-1840

[Press2012@MobileAppLoader.com](mailto:Press2012@MobileAppLoader.com)

**MobileAppLoader**