

# WEBSITE VEHICLE MANAGEMENT SYSTEM

Updated content is the key to every successful website. After extensive research we have discovered that the most important content to an auto dealer's website is displaying inventory of new and used vehicles.

The Ridgefield Group has developed a powerful application to assist you with displaying your vehicle inventory on your website.

Our Vehicle Management System (VMS) will allow you to update your online inventory of new and used vehicles in a timely and efficient manner.

**No web design experience necessary and no complicated computer-programming languages to learn...EVER!**

With just a few clicks you can input information about your vehicles directly!

This application is simple, clean, and very easy to use. The Vehicle Management System offers all of the following features:

- Add new vehicles to your website in minutes. Remove sold vehicles from your website in seconds. Modify any vehicle in your database with ease.
- Upload pictures\*\* of your vehicles to the website along with all vehicle details. \*\*(Digital camera required)
- Provide "Special Offers" on any vehicle in your inventory.
- Allow viewers to search your inventory database according to a wide variety of criteria to help them find the vehicles they are looking for.
- Visitors can also take advantage of the convenient online quote request form for all vehicles. Each request will be sent directly via e-mail to you for the exact vehicle the visitor is interested in.
- The database inventory can be completely customized and can be made to contain as much or as little information about your vehicles as you like.
- The Administrative Panel is entirely password protected to ensure privacy.



The Ridgefield Group's Vehicle Management System is an affordable and effective solution that can jumpstart any dealership's online marketing endeavors.

**Contact George Borden at 888-743-4334 today for a free quote!**

Please visit our online demo at <http://www.familydemo.net/autos>

## ***ARE YOU AWARE OF THESE FACTS?***

**FACT :**

Almost half of the US households that purchased a new vehicle in the six months leading to March of 2000 used the Internet in the buying process<sup>1</sup>

**FACT :**

When asked how likely they are to use the Internet in their next vehicle purchase, 48 percent of all households said they were “very likely” and 51 percent at least “likely” to shop for their next car online<sup>2</sup>

**FACT :**

The number of people finding their used vehicle through classified ads decreased, while the number of people finding their vehicle online nearly doubled<sup>3</sup>

**FACT :**

Consumers who used the Internet as a shopping tool are more educated, confident and ready to make the purchasing decision. Once that consumer walks into the dealership, they are ready to buy.

<sup>1</sup> [http://cyberatlas.internet.com/markets/retailing/article/0,,6061\\_416101,00.html](http://cyberatlas.internet.com/markets/retailing/article/0,,6061_416101,00.html)

<sup>2</sup> [http://cyberatlas.internet.com/markets/retailing/article/0,,6061\\_416101,00.html](http://cyberatlas.internet.com/markets/retailing/article/0,,6061_416101,00.html)

<sup>3</sup> [http://cyberatlas.internet.com/markets/retailing/article/0,,6061\\_498091,00.html](http://cyberatlas.internet.com/markets/retailing/article/0,,6061_498091,00.html)