



MyDealerReport Introduces Partner Program

March 03, 2008

ATLANTA — Clear Intelligence Media recently announced that MyDealerReport.com has begun a partner program aimed at helping dealers with online marketing.

More specifically, the company is seeking out professional technology and marketing service providers that specialize in online needs of dealerships.

Becoming the first company to join the program is AutoMotion, a provider of video test drives.

According to officials, the partner program is designed to provide online marketing tools for members who subscribe to MyDealerReport's premium service package.

Officials explained that the premium package includes such features as photography and video uploads, in addition to comment-posting capability.

AutoMotion implements video, voice-overs and music to help provide dealers with an avenue to create test drive videos as well as videos to display their facilities, models and introduce their staff.

"Joining MyDealerReport's partner program is a great way to leverage proactive teamwork to help dealers gain wider exposure on the Internet so they can sell more cars," commented Ben Brickweg, director of partner programs at [AutoMotion](#), a division of Cinemotion.

"This partnership lets us cross-promote similar marketing tactics, introduce dealers to new tools, and even offer our existing video customers the ability to post video on [MyDealerReport.com](#), which is brand new for us," Brickweg added.

John Issac, chief executive officer of Clear Intelligence Media, which operates MyDealerReport, added: "We're always seeking out innovative and mutually beneficial partnerships, especially ones that build on social media."

"By adding the ability to embed code on a dealer's profile page and rating report — using AutoMotion's professionally created video solution or video from YouTube or MetaCafe — users get to enjoy another useful tool in getting to know a dealership and build trust," he continued.