

## Dealerskins Releases New Mobile Website Platform

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NASHVILLE, Tenn.— Jan. 28, 2010 – [Dealerskins](#), a division of Dominion Dealer Solutions and leader in innovative website solutions for automotive dealers, has released a new mobile website platform that allows Dealerskins websites to be viewed on mobile devices such as iPhone, BlackBerry, Palm Treo and many others.

“With the explosion in growth of smartphones in the U.S., we are proud to deliver to our dealers this new channel for sales leads,” said George Nenni, vice president of Dominion Dealer Solutions and general manager for Dealerskins. “Our goal was to create a dynamic mobile offering to allow car dealers to maintain their customized brand while making it easy for shoppers to access their inventory on their mobile phones.”

Dealerskins’ new platform truly optimizes the display of their sites on mobile devices. Car shoppers see a site specifically designed to be viewed on a mobile device that maintains the dealer’s unique brand.

Car shoppers can seamlessly search inventory, click phone numbers to call the dealership, and get directions to the dealership’s location via the device’s mapping application. Shoppers also can easily submit contact information, increasing sales leads for dealers.

### About Dealerskins

Dealerskins provides beautiful and powerful web solutions that drive results for automotive dealers. Our expertise comes from real-world dealership experience and a passion for responding to our dealers’ needs. Our founders designed, built and used the first Dealerskins website while working at a top-50 dealership group. Today, Dealerskins builds interactive, customized websites with the same enterprise-level research tools previously found only on manufacturer websites. Learn more about how dealers can improve their online sales by visiting

<http://www.dealerskins.com>

### About Dominion Dealer Solutions

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Dominion Dealer Solutions helps car dealers attract, retain, and service customers for life. Dominion Dealer Solutions products include: lead generation through IFMG; customer relationship management tools through AVV, Autobase, and @utoRevenue; Web sites through Dealerskins and XIGroup; and specialized data aggregation, management, and reporting services through Dealer Specialties, Cross-Sell, The DataCube, and DataOne Software. These businesses serve more than 60 percent of auto dealers nationwide. Dominion Dealer Solutions is a division of Dominion Enterprises. Learn more at

<http://www.DominionDealerSolutions.com>

. Dominion Dealer Solutions is a division of Dominion Enterprises, a leading marketing services company serving the automotive, enthusiast and commercial vehicle, real estate, apartment rental, and employment industries. For more information, visit

[www.DominionEnterprises.com](http://www.DominionEnterprises.com)

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