

**e-autobusiness Appointed as Certified Integration Partner for GM Lead Management**

**CHARLOTTE, NORTH CAROLINA – November 18, 2008** – e-autobusiness, a leading provider of software and services to automotive retailers, today announced today that its Aeros Software Suite has been re-certified for GM Lead Management, under the new GM “OneSource” lead distribution program. The certification allows Aeros to electronically receive, process, and optimally manage General Motors leads for e-autobusiness clients, as well as report back to GM their lead status and disposition in real-time.

GM’s electronic lead delivery and consolidation “pipeline” system seamlessly transmits leads to dealers in seconds. The system collects any in-bound Internet leads and provides various options that enrich customer and lead information, before delivering the lead to the dealer’s Aeros lead management and Customer Relationship Management (CRM) system. Consolidated reporting tracks the status and nature of each lead through various stages at the dealer and enterprise level.

The Certified Lead Management & Integration Partner program was recently revised, requiring rigorous testing and adherence to the AIAG (Automotive Industry Action Group) STAR Program (Standards for Technology in Automotive Retail). The GM “pipeline” system provides for new and used vehicles, as well as for parts and service leads. GM is automatically provided with lead response data from Aeros to allow the effectiveness of the dealership performance to be monitored and controlled.

Aeros originally earned the GM OneSource certification in 2006, and the company’s recent re-certification ensures that Aeros is a preferred and compliant system for Chevrolet, Cadillac, Pontiac, Buick, GMC, HUMMER, Saturn and Saab dealerships nationwide.

e-autobusiness’ Aeros Software Suite is a series of web-based applications designed for automotive retailers nationwide and for every profit center in the dealership. The programs in the suite are modular, allowing a retailer of any size to implement robust CRM that meets and exceeds their needs without a premium monthly price tag.

“As retailers approach the end of 2008, and with a very challenging year ahead, the revitalized GM OneSource initiative ensures that GM dealers are capable of working in concert with their manufacturer to capitalize on every sales and service opportunity online, by phone and in the showroom,” explains Christian Thornton, Managing Director of e-autobusiness. “Successful dealers realize in today’s business climate that timely and professional management of every business opportunity is critical, and can potentially be the difference between being in the red or in the black each month. We are very pleased to once again earn this distinction as a certified GM OneSource solution.”

**About e-auto ([www.eautobusiness.com](http://www.eautobusiness.com))**

Based in Charlotte, NC with hundreds of dealers in 15+ states across the country, e-auto is revolutionizing Customer Relationship Management (CRM) for automotive retailers by delivering blended customer acquisition and retention solutions to retailers nationwide. With our proprietary Crawl, Walk, Run™ design & deployment methodology, dealers experience bottom-line results in Sales, Service, F&I, Special Finance, and Parts. The company’s solution portfolio includes the Aeros Software Suite for web-based CRM-Internet Lead Management (ILM)-BDC control, Text Messaging marketing, call center & outsourced BDC services, outsourced lead management services, lease & retail Desking, Bullseye for targeted email & electronic marketing, electronic media, direct mail fulfillment, data hygiene services (i.e. NCOA, email append, etc.), and performance training & consulting services.

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