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Jumpstart Automotive Enhancements

January 26, 2006

By [Roger Park](#) | [Back to News](#)

Jumpstart Automotive Media has introduced new online products which will enable auto dealers to increase high quality leads.

Auto dealers, through Jumpstart, may have their dealership name and phone number locally targeted and highlighted on in-market car research sites like NADA Guides and Consumer Guide.

"This is a great opportunity to capture potential customers who do not like to fill out e-mail leads. There are a large number of customers who prefer phone to email. We have seen research that shows only 14 percent of consumers complete email leads, yet we know there are a lot more car shoppers out there looking for a dealership," says Rob Bollinger, SVP Dealer Sales at Jumpstart Automotive Media.

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Jan 26, 2
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Jan 26, 2
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Jan 25, 2

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Jan 25, 20

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