

# QUICK RESPONSE

Check out four new products and services designed to save dealers time and generate Web traffic, leads and sales.



## NEW VEHICLE SEARCH ENGINE

AutoWeb is a search engine with unique social sharing features designed to make searching for a vehicle faster and more engaging while enhancing the experience with intriguing and informative content. AutoWeb's "adserver" platform enables advertisers to reach car shoppers across all makes, models, locations and devices, according to the company.

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



## RESPONSIVE DEALER WEBSITES

Carbase and On the Glass Marketing have partnered to build unique, responsive websites for auto dealers. The sites can be updated and customized with drag-and-drop tools and help dealers forge a recognizable online identity, raise brand awareness and create a unique selling proposition, and they are designed to be viewed on desktop computers as well as mobile devices.

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

## SALES PLATFORM SEEKS BETA TESTERS

A1 Software Group is seeking beta testers for Selly Automotive, a mobile-centric and social media-savvy platform designed to save dealers time and money while accelerating deal closures. The Selly suite was designed specifically for small new- and used-car operations and includes tools such as integrated CRM, Internet lead management, inventory capabilities and more.

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



## FALL IN LINE

Invis-a-Beam's Lot-Master was designed to allow dealers to save time and improve the presentation of the vehicles on their lots and in their showrooms. The system uses an RF radio receiver to allow a single user to quickly and accurately align objects of all sizes, according to the manufacturer.

[www.lot-master.com](http://www.lot-master.com)

