

Social Networking for the Auto Industry

You've heard of social media networks like Facebook, Twitter and LinkedIn. Now, there's a new, exciting on-line network dedicated solely to the auto industry --

Auttr! **Auttr** is more than a social network. It's your gateway to real-time answers.

Auttr unites the auto community with social networking. It connects you with peers and industry experts who can help you find answers!

How you network is up to you. **Auttr** gives you the flexibility to connect one-on-one with other members, or with groups that share your concerns and interests. And, if you can't find a group that meets your needs, you can start one (or several) of your own! **Auttr** links you with professionals who understand the auto industry and the challenges you face. They're ready to work with you. You will find credible financial institutions;



marketing experts and other resources that will help you survive and thrive in today's economy.

Auttr gives you access that you've never had before. It enables two-way communication with you and prominent industry leaders. They will share their insights, listen to your questions and offer their advice to help you make sense of the ever-changing business climate. **Auttr** is the interactive hub for the auto industry. Join **Auttr**, get networked and find answers!



www.auttr.com

What is Social Networking?

Social networking web sites, such as **Auttr**, are where people develop networks of friends and associates. It forges and creates links between different people. A social network can form a key element of collaborating and networking.

Most social network services provide a variety of ways for users to interact, such as blogging and posting services. Social networking has encouraged new ways to communicate and share information. And social networking web sites are being used regularly by millions of people.

Auttr! Get Networked. Stay Connected.

Auttr

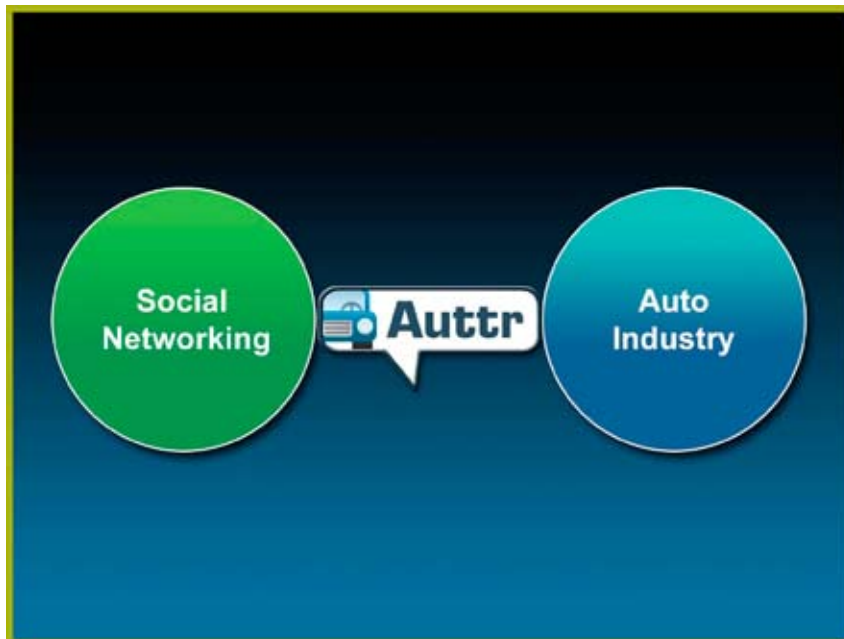
*Where
Social Networking
Meets the
Auto Industry*



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Auttr! The Car Information Network

Auttr is a web site for people who like cars; people who are searching for cars; and people who are looking for advice about cars. **Auttr** is a powerful vertical market for the car industry. More and more people are searching vehicles online. In fact over 83% are searching online before making a final decision to buy.

Post content

On **Auttr**, Dealers can find the information and receive advice about vehicles they are looking for. Posts are real-time.



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Network

Auttr! Connect With Friends and Businesses

Auttr is an exciting new way to network with friends and businesses. You can post messages from your computer and cell phone in a variety of methods. There are many powerful features in **Auttr** that can help you build personal networks and share information with individuals and groups.

- Post messages to **Auttr** from a computer or cell phone
- Search for messages from other **Auttr** members
- Search for listings from **Auttr** network channels
- Join or create groups
- Create personal networks
- Find answers!

Find Answers!

If you're searching for car information online, there are many major web sites and hundreds of smaller web sites that allow you to find car information. You can spend your time searching and reviewing all of those sites to find answers or you can simply go to **Auttr!**

- Web site that brings together key target audiences
- Enables 2-way communication
- Creates avenue to target audience
- Hub of user-generated content
- Created solely for the car industry

