

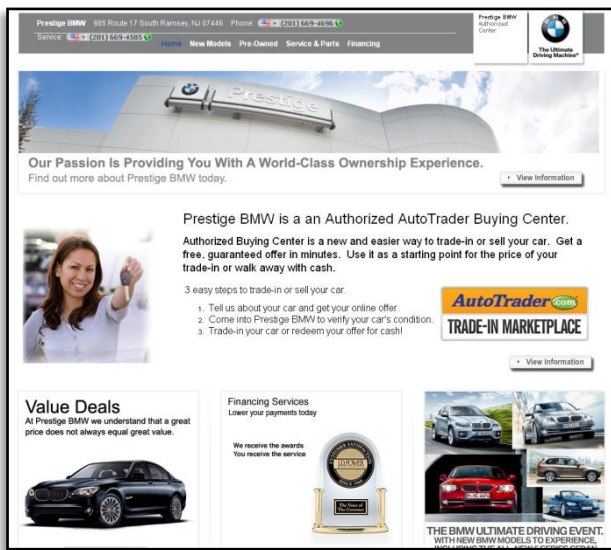


# Prestige BMW

## COBALT SUCCESS STORY

Chris Turner, Vice President, Prestige BMW in Ramsey, NJ shares the success of his online marketing strategy. Prestige BMW website results include:

- ✓ **13,800** website visitors per month
- ✓ **Over 50%** increase in phone leads\*
- ✓ **40%** increase in conversion rate\*



“Our online reputation and our online presence is designed and built by Cobalt. They are a partner in our business, I think that’s the real value.”

“When we work with our ProCare Advocate through Cobalt, we’re drilling down and looking at what’s working on the website and what’s not. We’re not just looking backward, we’re looking to the month coming up, making our marketing plans with our Advocate.”

“The benefit of the relationship between BMW and Cobalt, and our website at Prestige BMW, is that it looks and feels like BMW, it looks and feels like our store.”

Chris Turner  
Vice President, Prestige BMW  
www.prestigebmw.com

***“We’ve focused primarily on digital. We’re focused on getting people into the store through Cobalt’s website.”***

To learn more about the successes you can have with the BMW Digital Marketing Program, go to [www.bmwdigitalmarketing.com](http://www.bmwdigitalmarketing.com)

Have questions? Call us at 1-888-434-1053.

\*Statistics are based on the timeframe between December 2009 and June 2010