



Cobalt Success Story

Boardwalk Volkswagen

Boardwalk Volkswagen leverages the Volkswagen Digital Ad Package and ProCare to coordinate their online marketing efforts and maximize OEM advertising dollars.



Jamie Kopf Jr.
Director of Internet Marketing

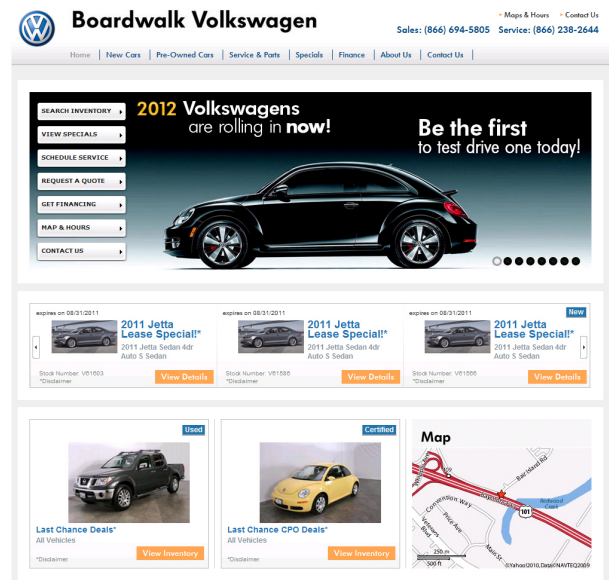
“The Digital Ad Package makes things so easy on you, it does a lot of your marketing for you. Digital Ad Package makes you not have to think about what direction you are going with your website marketing.”

*Using the Digital Ad Package, Boardwalk Volkswagen experienced:

- **159% Increase** in Unique Visitors
- **183% Increase** in Inventory Searches
- **241% Increase** in Vehicle Details Page Views

“The Cobalt website being aligned with Volkswagen’s corporate offers saves us a lot of work in having to manipulate our advertising. It’s basically preprogrammed with the OEM national offers and ready to go. I could do this type of advertising with another vendor, but I would have to pay them to do it and it would be generic.”

“ProCare is the best \$600 you can spend in a month.”



To learn more about Cobalt’s coordinated digital advertising, please visit: www.vwdealersonline.com or call 1-888-778-7048.

Boardwalk Volkswagen utilizes a Volkswagen Dealer Website, the Volkswagen Digital Ad Package, ProCare, and Lead Manager.

*Data reflects June 2010 to January 2011