

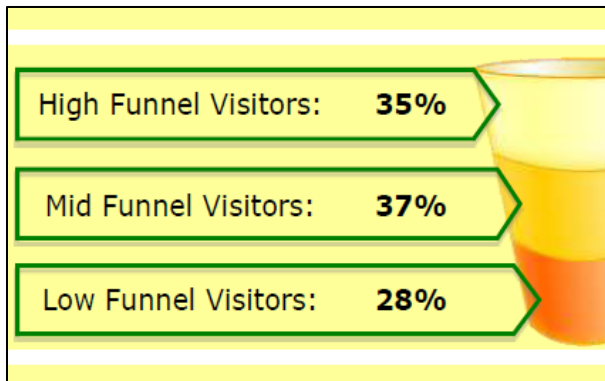


Esserman International Volkswagen

COBALT SUCCESS STORY

During recent Volkswagen Digital Marketing Package campaigns, Esserman International's results included:

- ✓ **192** cars sold in December
- ✓ **Over 50%** increase in website traffic
- ✓ **Over 50%** increase in phone leads



"With the Volkswagen Digital Marketing Package we didn't do anything differently except to participate in the program."

"I see people putting us into the consideration list. It's people who are actively out there looking for a vehicle."

"I defend the bottom line. Just try it and I think you'll be pleasantly surprised."

Pancho Diez-Rivas
General Manager, Esserman International Auto Group
www.internationalvw.com

"I believe the digital program brought a lot of people into the low end of the funnel. It's still our job as dealers to convert them."

To learn more about the successes you can have with the Volkswagen Digital Marketing Package, go to: www.vwdealersonline.com/advertising.

Have questions? Call us at 1-888-778-7048.