

## Company Backgrounder

Founded in 1995, today The Cobalt Group is North America's leading provider of automotive marketing services. For more than a decade, Cobalt's exclusive mission has been to help automobile dealers and manufacturers increase their retailing effectiveness and profits.

With offices in Seattle, Redwood City, California, Detroit and IT operations in Bangalore, India, Cobalt provides marketing services to more than half the automotive dealerships in the United States, Canada and Mexico and is endorsed by more than two-thirds of the world's major automotive manufacturers.

Cobalt's comprehensive suite of marketing services enables automotive dealers create and convert more opportunities, in order to sell more vehicles, parts and services, more efficiently. Cobalt's offering includes:

- Industry-leading dealer websites that provide powerful, compelling vehicle merchandising features that draw consumers into dealer showrooms.
- Powerful OEM endorsements, which facilitate the distribution and management of OEM advertising and merchandising assets across the dealership network.
- Internet search marketing services, providing integrated paid and organic search optimization and in combination with Cobalt's websites, drive more quality traffic to dealer websites, and convert that traffic into quality leads.
- Leading 3rd-party leads from Cobalt's Dealix division, one of the largest and highest quality lead providers in the industry.
- Powerful email and direct mail owner marketing services from via Cobalt's OnStation solution, enabling dealers to maintain long-term, profitable relationships with existing customers.
- Dealer consulting, education and training services, provided through Cobalt University (online educational services), as well as Cobalt's eDealer Solutions team, field-based trainers and consultants.

- Award-winning support services, via Cobalt's eCare and proactive ProCare support divisions.

Cobalt is endorsed by the American International Automobile Dealers Association (AIADA). The Dealix Division of The Cobalt Group is a leading provider of third-party leads to automotive dealers.

Cobalt is a privately-held company whose investors include Warburg Pincus, Oak Investment Partners and ABS Capital Partners.

### **Press Inquiries**

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