

## Background:

As a second-generation dealer, Lynn Kimmel established Saturn of Indianapolis in 1990 as the first Saturn cars began rolling off the Tennessee assembly line. Over the years the demand for Saturn has grown in the Indianapolis market, and to meet the growing demand Lynn's Saturn operations have expanded to include two additional Saturn dealerships; Saturn of Greenwood and Saturn of Fishers.

"The key to our growth has been the Internet," said Tony Navarra, Market Area General Manager for Lynn's three Saturn dealerships. "Approximately 70% of all our deliveries originate directly from an Internet lead."

## A Satisfying Online Experience:

Through Tony's guidance the dealerships became early adopters of the Internet. Although successful, Tony believed there was still room for improvement and the iMR Program proved to be the catalyst for change. "I was thrilled when I learned about the GM iMR Program," said Tony. "Our Saturn dealerships were early adopters so the iMR Program just brought more value to the table. Our Account Advocate helps our dealerships in many ways. Our website is continually updated and optimized to drive leads. I spend less time maintaining our site which allows me to focus on other aspects of the business."

Part of the dealerships philosophy is to not only deliver a satisfying customer experience in the dealership, but to also deliver that same experience online. "The GM iMR Program provides dealers with the flexibility to create their own look while delivering a consistent message and branding to the consumer, from Saturn.com directly to the dealer's website," said Tony. "This consistency creates a good first impression and delivers a satisfying online experience."

## Converting Shoppers into Leads:

There's more to a ProActive Dealer Care Account Advocate's job than just

website maintenance. Account Advocates provide valuable marketing insights that help dealerships convert online shoppers into leads. "Our Account Advocate helps improve our website by providing an objective opinion and making suggestions for improvement," said Tony. "We continually try new ideas to make our website sticky which keeps customers on our site longer. Our Account Advocate makes our site compelling and creates numerous calls to action that help customers dig deep and ultimately submit a lead."

## GM iMR Program Results:

How satisfied has Tony been with the results from the GM iMR Program? "I've been completely satisfied with the program results," said Tony. "We've managed to grow our business over last year, even in these tough economic times. People are still shopping, they're just shopping smarter and they're doing it online."

Tony's statement couldn't be more accurate. Examine the numbers and you'll see why Tony's sales are growing. Email leads have jumped 71%, phone leads have climbed 86% and website conversions have risen 39%. "The program is working and it's helping deliver more cars," said Tony.

How does Tony translate these numbers into sales and revenue? "The impact from the iMR Program to our bottom line has been huge," said Tony. "We're delivering an additional 20 cars which nets about \$20,000 a month to the bottom line. We are also seeing an increase in our service business. On top of that, we've also been able to reduce our traditional advertising by 20%."

The results for Lynn's Saturn stores are indeed impressive. How does Lynn feel about the GM iMR Program? "I think the iMR Program has been very beneficial to our dealership," said Lynn. "I believe GM has taken the lead through the iMR Program. The program is giving us an edge and we need to keep this edge in dealing with our new front door to our customers."

## Key Highlights



**Tony Navarra**  
Market Area General Manager  
Saturn Retailers of Indianapolis  
Indianapolis, Indiana

### Franchise

- Saturn

### iMR Program Components

- GM Dealer Websites
- ProActive Dealer Care
- GM Tier II Paid Search

### Results

- Email leads: up 71%
- Phone leads: up 86%
- Website conversions: up 39%
- Search engine referrals: up 46%
- Unique website visitors: up 37%

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**Tony Navarra**  
Market Area General Manager  
Saturn Retailers of Indianapolis