



**FOR IMMEDIATE RELEASE**

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**IMN's Gen Y Outreach Webinar for Auto Dealers:  
72% of Gen Y uses a social network. Are you reaching them?**

*“Gen Y: 5 Tips for Earning & Keeping Their Business”*

Webinar will educate dealers on using innovative marketing techniques to interact with lucrative Gen Y customer base

WALTHAM, Mass. – September 23, 2010, [IMN](#), provider of [Loyalty Driver™](#), the most widely-used e-communication service for automotive dealerships, today announced a free marketing webinar for auto dealers. The webinar will address how e-communications and social media can be used to attract and engage Gen Y.

This massive group of buyers represents a \$500 billion dollar opportunity for the automotive industry today – and well into the trillions tomorrow – yet brings new and ever-changing expectations to the car-buying process. Gen Y represents a unique challenge for automotive marketers, as tomorrow’s customers interact with auto dealerships differently from previous generations. Gen Y is turning its back on traditional media: recent studies show that only 39% of Gen Y reads a newspaper, versus 54% of baby boomers. Terrestrial radio is also experiencing massive attrition in this group, with some estimates indicating that listenership will drop to just 40% in the coming decade. Gen Y has an ever-widening array of technology at its fingertips, and struggles with both the finances and the philosophical questions of buying a new car; it’s a perfect storm of opportunity for reaching out and engaging this enigmatic group of consumers.

*“Gen Y: 5 Tips for Earning & Keeping Their Business”* will address the need to connect with these generational consumers on their own terms and will give attendees insight into how to win and keep their business. Topics covered will include:

- Who are they? What is the market size and opportunity associated with Gen Y?
- Unique Challenges: Gen Y’s view of automobiles
- Why dealers should care about reaching this audience
- Social Media: What’s working right now
- Where we’re headed: Video content and mobile delivery – Are you taking advantage of it?
- Best practices for engaging with Gen Y

“Auto dealers are gaining market share with Gen Y by communicating with them on their terms,” said Craig Fitzgerald, Editorial Director, IMN. “Dealers who know how to communicate with this generation, and make use of the technology at their disposal – both in the dealership, and now in the car itself – will be the clear winners of their business. Our webinar will present the latest research on reaching Gen Y consumers, best practices for communicating with this group, and how next-generation features and technology will offer even greater opportunities for engagement.”

**Webinar Information:**

Wednesday, October 20, 2010, 2 p.m. ET/11 a.m. PT

Register here: <https://www1.gotomeeting.com/register/593316608>

**About IMN:**

Founded in 1999, IMN is a Software as a Service (SaaS) provider specializing in content-driven e-communication services. Since 2004, IMN has provided Loyalty Driver, an e-communication service to help automobile dealerships communicate with their customers through multi-media email and e-newsletters designed to drive measurable brand impact, product visibility, leads and sales. IMN serves customers worldwide and has formed relationships with more than 1,000 dealerships including the top ten auto groups in the United States. It also serves major corporations such as Shell Oil, Wachovia, Southern Living At HOME and Sage. Additional information can be found at [www.loyaltydriver.com](http://www.loyaltydriver.com) or by calling 1-866-964-6397.