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Suzuki Selects DMEautomotive as an Endorsed Service Reminder Vendor for Dealers' Marketing Efforts

Daytona Beach, Fla. – DMEautomotive, a multi-channel automotive marketing provider, today announced that American Suzuki Motor Corporation has selected it as one of their endorsed dealership service marketing vendors. Suzuki dealers in the United States will be able to now use DMEautomotive's wide range of innovative service retention and reactivation marketing solutions to effectively communicate with customers throughout the dealer-customer lifecycle.

Key marketing tools include reminder mailings and e-mails to customers about dealership services, such as minor and major tune-ups, tire replacements and brake service. These communications help to foster an ongoing relationship between dealers and their customers that extends beyond the initial sale. DMEautomotive's services also target former customers to encourage account reactivation.

Suzuki joins other top brands on DMEautomotive's client list including Toyota Motor Sales, U.S.A., Inc., Kia Motors America and Mitsubishi Motors North America. All DMEautomotive customers benefit from:

- Timely and relevant communications which use proprietary, intuitive logic to connect with customers.
- A robust Red Rocket technology platform which gives customers competitive, individualized offers based on their behavior and the latest industry statistics. Customers are conveniently tracked through the dealer's own Dealer Management System (DMS).
- A multi-channel marketing strategy that increases response rates by using mail and e-mail with every customer communication.
- Results reporting, statistic tracking and feedback available online 24-hours-a-day, seven-days-a-week.
- A Results Team Consultant who works closely with dealers each month to review success, tools and resources. This personal consultant also helps identify areas of opportunity to increase dealer sales and profitability.

"DMEautomotive is honored to have been chosen to support Suzuki Motor Corporation with our service marketing solutions," said Mike Walther, President, DMEautomotive. "Our experienced sales force is eager to work with Suzuki dealers throughout the U.S. and to help them achieve their reactivation and retention goals. We plan to exceed Suzuki's expectations with outstanding customer service and unparalleled value," he added.

"We are very pleased to have DMEautomotive on board to support our dealers," commented Chuck Halper, Vice President of Service and Quality, Suzuki Motor Corporation. "We look forward to watching them help our dealers achieve greater success in the coming year."

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DMEautomotive can also provide dealers with other benefits including:

- Virtual Business Development Center (BDC) that decreases expenses while boosting store performance
- U.S.-based agents who provide services for Customer Satisfaction Index (CSI) calls, service campaigns, appointment setting, call overflow, and other applications
- On-demand, click-of-a-button MarketNOW! marketing campaigns
- Service gift cards
- Customer satisfaction and employee performance programs
- Complete customer journey sales and service marketing programs

About DMEautomotive

DMEautomotive (www.dmeautomotive.com), a JM Family Enterprises, Inc. and DME Holdings LLC company, provides multi-channel, variable communications for approximately 3,500 automobile dealers nationwide. Its robust product and service offering includes: on-demand marketing campaigns, sales renewal and reactivation programs, service retention and reactivation programs, data analytics and fulfillment services. Headquartered in Daytona Beach, Fla., DMEautomotive also has major operations in Jacksonville, Fla.

About American Suzuki Motor Corporation

The Brea, Calif.-based Operations of American Suzuki Motor Corporation (ASMC) was founded in 1963 by parent company Suzuki Motor Corporation (SMC) and currently markets its vehicles in the United States through a network of approximately 400 automotive dealerships and numerous other motorcycle, ATV and marine distributors in 49 states. With global headquarters in Hamamatsu, Japan, SMC is a diversified worldwide automobile, motorcycle, and outboard motor manufacturer. In 2007, SMC sold more than two million new cars and trucks and more than three million motorcycles and ATVs. Founded in 1909 and incorporated in 1920, SMC has operations in 193 countries and regions. For more information, visit www.media.suzuki.com.

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