



Overview Your DealerConnection site is your Ford Motor Co. Dealer website. More than 2 million customers come to DealerConnection websites every month. Customers find your DealerConnection website when searching for a Dealer on Ford-brand websites (like fordvehicles.com) or when searching online using search engines such as Google and Yahoo!



BENEFITS

- **Provides the highest-quality Internet referrals.** According to our Internet metrics, DealerConnection referrals are your highest closing lead source. These are in market buyers, in your area, and they have selected the Ford, Lincoln or Mercury brand!
- **Enhances user experience** with easy-to-use shopping tools like Quick Quote and Inventory Search.
- **Integrates with FordDirect technology** to provide best available Inventory tools that display your on-the-ground inventory with incentive information, something no third party site can duplicate.
- **Optimizes your site for search.**

RESULTS

More exposure!

On average, 2 million customers conduct over 7 million inventory searches on DealerConnection websites each month.

More high-quality referrals!

Total referral volume is up 54 percent over 2007.

More sales!

Dealers sold more than 70,000 new vehicles from DealerConnection referrals in 2008!

