

as2564

For Immediate Release
May 12, 2008

Contact: Denny Dunfield
Al Serra Auto Plaza
810-603-1870
ddunfield@alserra.com

AL SERRA AUTO PLAZA ACHIEVES #1 STATUS FOR INTERNET SALES IN MICHIGAN

Grand Blanc, MI... The 7th Annual Internet Achievement Award Winners were announced in the May issue of Auto Dealer Monthly and the Al Serra Auto Plaza on South Saginaw in Grand Blanc finished Number One in Michigan for internet sales in 2008.

According to sales figures released by the publication, no other Michigan dealership made it onto the list of Top 100 Internet Retailers.

"Everyone at the Al Serra Auto Plaza played a part in helping us achieve this honor," said Internet Sales Manager Jeff Jones. "And the best part is with the continuing development of new technologies, we have so much potential for growth."

The Al Serra Auto Plaza Internet Sales department reported 1,167 new and used vehicles sold for 2008, with sales coming from as far away as South Carolina, Kentucky, Montana and Canada.

"With people jamming more and more into their daily schedule, the internet has become a big time saver," says Jones. "If we have a customer interested in a certain vehicle, we can email them a video walk-around, we can email paperwork and we can deliver the car without them ever setting foot in the dealership."

Jones credits alserra.com's success to its ease of use; when customers visit the website, they are able to shop inventory, check pricing, review financing options and even handle their trade-in all online.

Hummers made up the largest percentage of Al Serra Auto Plaza internet sales, followed by Chevrolet, Buick, GMC, used vehicles, Honda and Nissan. Only customer leads that began as an email request were included in the Grand Blanc dealership's internet sales figures.

more-more-more

#1 Internet Sales in Michigan, page 2

The Al Serra Auto Plaza was the first dealership in the area to establish a dedicated internet department and its staff has tripled in the past few years in order to deliver high quality service to web-savvy customers.

The Al Serra Auto Plaza includes Al Serra Chevrolet, Al Serra Buick-GMC, Al Serra Hummer, Honda of Grand Blanc and also Nissan of Grand Blanc, which opened in the fall of 2007. All of these franchises are part of the Serra Automotive network, which currently consists of 22 dealerships across the country and employs more than 1,600 people.

Harlene Doane, Editor of Auto Dealer Monthly, notified Joe Serra of his dealership's internet achievement via, of course, an email.

###