

AdWizard® Plus

Drive sales with your own online ads.

Capture real leads from your dealership website with professional-looking advertising you build right at your own computer. AdWizard Plus is a step-by-step ad builder that makes it easy for you to attract your target customers and keep them coming back to your site.

The screenshot shows a website advertisement for Cobalt Motors. The header features the Cobalt Motors logo and a scenic background of a mountain range. A navigation menu on the left includes links for Home, About, Vehicles, Service, Specials, Finance, Contact, and MyCarTools. The main content area is titled "Cobalt Motors Anniversary Sale" and lists two Toyota models: a 2003 Toyota Sequoia and a 2003 Toyota Celica GT-S. Each vehicle is accompanied by a small image and a list of features. The Toyota logo and slogan "all things possible. everyday." are prominently displayed. At the bottom, contact information for Cobalt Motors is provided, including the address, phone, fax, and email.

COBALT MOTORS

HOME
ABOUT
VEHICLES
SERVICE
SPECIALS
FINANCE
CONTACT
MYCARTOOLS

Cobalt Motors Anniversary Sale

2003 Toyota Sequoia
• Toyota's newest full-size SUV
• 240hp 4.7-Star DOHC 31-valve
• FORD V8
• Seating for eight

2003 Toyota Celica GT-S
• Starting at \$21,918
• 6-speed transmission, 1.9 liter
DOHC
• High-tech 180-hp engine

sales@cobaltmotors.com

TOYOTA
all things possible.
everyday.

Must take delivery from dealer in stock inventory. Subject to primary dealer approval. See information for more program details.

Cobalt Motors
2280 First Avenue South
Bellevue, WA 98004

Phone: (206) 269-8969
Toll Free: 1-800-808-8248
Fax: (206) 269-8990
Email: CONTACT_US

AdWizard Plus ad

AdWizard Plus benefits

- Professional-looking ads at a fraction of the cost of traditional print advertising.
- Create ads at your convenience—in minutes—on any personal computer with Internet access.
- Scheduler feature lets you prepare ads in advance, then program when you want them to run.
- State-of-the-art navigation and eye-catching displays draw customers through your site and give them incentive to come back to see what's new.
- Frequently upgraded library of layouts and graphics.
- Direct email links from your Internet ads put real leads in your inbox.

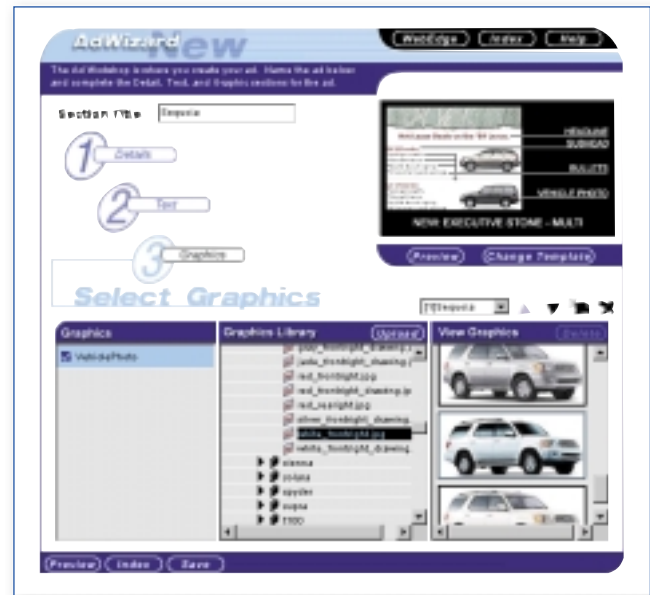
AdWizard Plus features

- Three tools in one package: AdWizard® New, for creating new vehicle ads; AdWizard® Used, for used vehicle ads; and AdWizard® Promo, for promotional offers, coupons, etc.
- New and used vehicle data can be imported directly into AdWizard ads from your DMS.
- Ads can link to detailed vehicle information pages.
- Choose from a broad range of graphics or upload your own images.
- Multiple template options allow you to focus on a single special or feature a variety of vehicles.
- Ad layout library includes a wide variety of designs, from seasonal and anniversary sales to sporting themes and animated promo ads.
- Web hit counter lets you monitor how much action your ads are getting.

In a dealer group? Save time with Ad Share.

Cobalt's Ad Share service lets you distribute ads to all the dealers in your group for an additional \$50 per month per dealer group. Eliminate duplicated efforts and ensure consistent group branding with Ad Share.

\$100 set-up fee
\$125 monthly fee



AdWizard Plus dealer tool

AdWizard Plus is included in the following NADA®-endorsed e-business packages:

- NADA® Premier Package™
- NADA® Premier CRM Package™
- NADA® Sales Accelerator Package™
- NADA® Ultimate eBusiness Package™

From The Cobalt Group, the automotive e-business experts.

To sign up now or to get more information about AdWizard Plus, contact your Cobalt sales consultant at 800.909.8244 or email sales@cobaltgroup.com.

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800.909.8244

www.cobaltgroup.com
www.motorplace.com



If it's automotive and it's Internet, it's Cobalt.