



## **E-ZUPs Announces Revolutionary New Web-Based Service to Help Dealerships Increase Be-Back Rates and Profits**

*E-ZUPs is a web based customer management tool for automotive dealerships that provides guaranteed daily follow-up on customer showroom visits (UPs) via an easy to use secure website. Dealerships choose the appropriate make and model logos, offers, incentives, and expiration dates and E-ZUPs mails the customer a personalized card within 24 hours*

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Contact: George F. Stockes III  
V.P. of Sales  
1-800-632-2146  
[www.e-zups.com](http://www.e-zups.com)

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Easy, affordable sales and customer management system launched March 25, 2002

Chantilly, VA, April 11, 2002—E-ZUPs, Inc. announced today the launch of E-ZUPs.com a website designed to increase auto dealers' be-back rates and profits. E-ZUPs.com was developed to help dealerships increase profitability through better communications with prospective and current customers.

Through the E-ZUPs web site, a dealership can enter the names and addresses of their UP, buy, and lease customers into a private, secure account and then E-ZUPs, Inc. creates custom follow-up cards to be mailed daily. Dealerships choose the appropriate make and model logos, offers, incentives, and expiration dates. E-ZUPs prints and mails the cards within 24 hours. In addition, the E-ZUPs service automatically analyzes each dealership's walk-in information on a nightly basis and suggests appropriate offers a dealership can use to maximize sales.

—When you consider that only 10 percent of UPs who don't make a purchase are properly followed up on, the need for better customer communication is clear, says Eric Simons, V.P. of Operations. —On average, a dealership spends \$300 to \$350 in generating UPs traffic for every vehicle sold. No dealership can afford to let that money walk back out the door and not be guaranteed of 100% follow-up! —

Because E-ZUPs is a web-based service, there is no software or hardware for dealerships to buy, install, or maintain. Just as important, there are no set-up fees, no monthly minimums and no hidden fees. Dealerships can have E-ZUPs, Inc. print and mail as many or as few E-ZUPs custom cards as they need at a flat \$2 per card.



E-ZUPs, Inc. is a privately held corporation located in Chantilly, Virginia. The E-ZUPs management team has extensive experience and background in the automotive, marketing and graphic arts industries. The sales and product development team has over 30 years experience in the automobile industry, working in automobile dealerships across the country in a variety of sales and management positions.



**Contact Information**

**George Stockes**

E-ZUPs, Inc.

<http://www.e-zups.com>

800-632-2146

**Online Web 2.0 Version**

You can read the online version of this press release [here](#).