



Successful dealers are investing in Web-based tools independent of OEM initiatives

Research and Markets have announced the addition of the "The Dealer Internet: Prioritizing Investments to Optimize Channel Effectiveness" report to their offering.

([PRWEB](#)) December 20, 2003 --Successful dealers are investing in Web-based tools independent of OEM initiatives to accelerate their use of the Internet as an integrated sales channel. However, 57 percent of dealers have an annual IT budget of less than \$20,000, a figure insufficient to acquire needed tools and services. OEMs must help these dealers invest in applications that will bring higher online closure rates.

For a complete index of this report click on <http://www.researchandmarkets.com/reports/41679>

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Contact Information

Laura Wood

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