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FOR IMMEDIATE RELEASE:

AUTOMOTION CAPITALIZES ON EXPLODING AUTO RESEARCH TREND
Entrepreneur offers hot new video research tools to dealerships across the nation.

ST. PAUL, MN (March 23rd, 2006) – Cinemotion Studios has launched AutoMotion Marketing, a division offering innovative marketing tools for U.S. Automotive Dealerships.

AutoMotion offers dealership marketing tools aimed at exciting, informing, and motivating the modern new car buyer. AutoMotion's products are video-based informational reviews on new cars – a segment that has grown 2,278% according to The Auto Channel Dec. 2005.

A recent Autobytel survey of new car buyers stated, "81% of respondents said seeing a video vehicle review would influence their buying decision."

As the effectiveness of traditional advertising has dropped dramatically in recent years, dealerships are looking to new marketing channels to promote sales. AutoMotion's products allow dealerships to capitalize on a trend Edmunds.com and Autobytel have pioneered in 2005.

"Today's dealerships are failing to reach their core customer base through traditional marketing channels," says AutoMotion President & CEO Ben Anderson. "We believe our products allow dealerships to take advantage of an exploding trend in new car research."

Each AutoMotion product offers individual video reviews on a manufacturer's complete model lineup. In addition, AutoMotion's solutions brand, promote, and reinforce the dealership through a video-based dealer showcase integrated into each of their product offerings.

AutoMotion released three new products:

DVD Brochure. Designed for distribution in the dealer showroom, the DVD brochure contains exciting DVD video content on the manufacturer's complete model line. The DVD is packaged to promote the dealership's brand and offers potential buyers a chance to re-live the test drive on their home television or computer.

DVD Mailer. Designed as a low-cost direct mail piece, the DVD Mailer promotes sales through an exciting video-based medium. The mailer is packaged to display the dealer's print message and contains exciting DVD video content on the manufacturer's complete model line.

Virtual Testdrive. Designed as a website enhancement, Virtual Testdrive allows dealers to provide a video showcase of their complete model lineup. Consumer's can research their new car purchase via web-based video reviews available through the dealers website. Virtual Testdrive adds a valuable research tool, making the dealership website a complete resource for research, selection, and service.

About Cinemotion Studios

Founded in 2001 by Ben Anderson, Cinemotion develops innovative web, DVD, and portable video market solutions for the real estate, wedding, and automotive markets. Ben is the recipient of the Pentair "Student Entrepreneur of the Year" Award, MN Collegiate Entrepreneur Award, and CEO Round Table Award and was featured on the front cover of the June 2005 issue of Twin City Business Monthly.

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