



Driving the Customer Experience.

NEWS RELEASE For Immediate Release

Dealer-FX Group, Inc. Selected By Mitsubishi Motor Sales of Canada, Inc. to Provide New Vehicle Owner Welcome Packages and Develop Owner's Portal

Toronto, November 29, 2011 – Dealer-FX Group, Inc. and Mitsubishi Motor Sales of Canada, Inc. (MMSCAN) announced today that Dealer-FX has been selected to be the exclusive provider of personalized owner's welcome packages to MMSCAN's new vehicle buyers, effective immediately. In addition, Dealer-FX is also developing and implementing an advanced MMSCAN owner's portal called MyMitsubishi.ca that will be launched mid-December.

The direct marketing packages will serve to thank new customers for their purchase and reinforce their buying decision by highlighting the benefits of Mitsubishi vehicle ownership, including MMSCAN's industry-leading new vehicle limited warranty. Additionally, the packages will supply information about MyMitsubishi.ca. The portal will allow customers to securely navigate through detailed information, such as maintenance history, safety and technical notices, service promotions and exclusive offers from MMSCAN and its partners. Users will also have the convenience of being able to schedule maintenance and test drive appointments online.

"We are excited to provide buyers of new Mitsubishi vehicles with a dynamic package that welcomes them to the Mitsubishi family and provides them with all the information they need as a new owner," said Peter Renz, Director, National Marketing for Mitsubishi Motor Sales of Canada Inc. "Dealer-FX has been an excellent partner for us in many retention initiatives and they were the logical choice when it came to engaging our customers after the sale and helping us to enhance their ownership experience."

"Providing customers with a strong aftersales package and ownership portal will help to establish a stronger connection with the Mitsubishi brand and also help improve owner retention," said Gary Kalk, President and CEO of Dealer-FX Group, Inc. "The MyMitsubishi.ca site will consistently create a positive experience for customers by giving them the convenience of having everything they need as a Mitsubishi owner at their fingertips."

Dealer-FX is an automotive marketing and performance management company that focuses on the customer experience. Our retail operations and marketing background helps our clients acquire, satisfy and retain more customers, all while maximizing sales and profits.

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