

Get the Best **Solution** for Your Vehicle Comments

ALL NEW - ALL USED - ALL CERTIFIED PREOWNED - ALL WHOLESALE

Referred to as a
'No Brainer'
by top-rated dealer groups that
focus on selling instead of writing
custom vehicle comments
for hours each day.



**daN 360 offers North America's
dealers 100% coverage for all
their content marketing needs.**

Ready to turn **browsers** into **buyers**?

Increase Conversions with Custom Vehicle Comments

Custom vehicle descriptions help on-line customers connect with the vehicle in a way that technical descriptions from the manufacturer don't. Creative, interesting vehicle descriptions help the customer connect with the essence of the vehicle and help them to establish an emotional experience. Once a customer has made that emotional connection, they are much more likely to purchase it from you.

Differentiate Your Online Marketing

Taking vehicle descriptions straight from manufacturer feeds does not differentiate you at all from the hundreds of other dealerships who sell the same brands and use the same feeds. Dealer Assist Now is here to help you when you don't have the time to spend making these unique and engaging. Make your move with Dealer Assist Now and pull ahead of the competition with custom vehicle descriptions.

Put Professional Automotive Writers to Work for You

With Dealer Assist Now's Full-Service option, you can put your internet sales department's focus on selling vehicles and making money instead of creative writing. Signing up for the Full-Service option gets you an assigned writer who will take care of you daily as you add new vehicles to your inventory. Prefer DIY? We offer self-service options too! New, used, certified preowned, and wholesale – We've got you covered!

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Lincoln Vehicle Comments

Dealer Assist Now began its journey in 2007 as a place for dealers to share vehicle comments/seller's notes. We started with a few dealers and quickly grew a full service platform that helps dealers in all 50 states and a few in other countries. We work with your Lincoln Product with the goal to be the voice of the vehicle. Without comments, your online store is like a salesperson standing next to your vehicle with his or her mouth taped shut.

Our Lincoln Comment staff attends auto shows, follows motorsports, and comprehends the dynamics of Lincoln vehicle ownership. They understand the confidence of the MKS and describe it with passion. Our writers understand the MKZ buyer as well as the Navigator owner. Lincoln is a way of life and for anyone that has not experienced this pleasure; we walk them down the path.

Lincoln Brand Manager

Our Lincoln Brand Manager supplies the Dealer Assist Now team with all current 2013 and 2014 comments that are designed to make your vehicle sound the very best. The Lincoln Brand Manager for daN has experienced each model, each trim package, and has spent time in these impressive machines from the showroom to the street. They help process all CPO comments to make all of your Certified Lincolns sound the Very Best and Mirror Lincoln's offerings – Common Sense drives people to the car that is priced right, looks great, and Sounds the Best! We Supply The Sounds Best For America's Lincoln Dealers.

How It Works

Our Team customizes comments to tell the story of each vehicle with a clear call to action for your store. This provides consistency to your online marketing and helps drive traffic. We give buyers the facts they need to make an intelligent buying decision. Our daN staff has years of training with industry leaders like Auto Trader.com, Cobalt, Dealer Specialties, CARS.com, HomeNet, eCarlist, Dealer.com, Liquidmotors, and many more!

Full Service New \$349 – Our Lincoln Brand Manager reviews each placement and assures your Lincoln comments sound the Very Best! We process incoming feeds and write comments the same day when pictures are present. daN knows what it takes to get your vehicle on the "Short List" when customers are making the decisions. Buyers are just like you and choose the one that is Priced Right, has Great Pictures, and Sounds the Best!

Self Service New \$249 – Access to the daN dealer site through the Secure Dealer Portal allows you Single Log On Access to all 2012 & Newer Lincoln Comments Plus 160,000 and growing of brand X used. This is a dealer Managed Cut/Paste option (no writing) with the ability to change any comment to suit you 100% **Popular Option for any ISM

2014 Lincoln MKZ AWD in Ruby Red

Distinctly debonair style and phenomenal features make this 2014 Lincoln MKZ AWD in Ruby Red your dream car come true! This sleek beauty is powered by a 240hp 2.0 Liter 4 Cylinder EcoBoost connected to a 6 Speed SelectShift automatic transmission that effortlessly cruises to near 31 mpg. Engineered to be highly intelligent, this MKZ has 12 sensors that continuously monitor motion, braking and steering and then adjust the suspension in milliseconds to provide a smooth, responsive ride. You will feel confident behind the wheel so allow yourself to relax and enjoy the experience only known to those who drive Lincoln – synonymous with luxury, sophistication and ultimate comfort. The premise behind the MKZ is seamless, flowing elegance and as you can see from the split wing grille to the integrated headlamps, everything flows in sleek lines to make the MKZ an absolutely stunning model. This continues to flow on into the interior with smooth lines, soft materials and warm lighting. This MKZ invites you in to its soft leather, heated and cooled seats and as you relax behind the wheel notice the gorgeous genuine wood trim and modern control panel. Revel in the quiet luxury due to Active Noise Control and enjoy the premium sound system with Lincoln MyTouch that can also be controlled with your voice. The experience is simply amazing! Equipped with six airbags, SOS post crash alert, tire pressure monitoring and an Anti-Theft system, the MKZ one of the safest luxury sedans on the market today. This is craftsmanship at its finest! Print this page and call us Now... We Know You Will Enjoy Your Test Drive Towards Ownership!

2014 Lincoln Navigator in White Platinum

Our prestigious 2014 Lincoln Navigator in White Platinum embodies innovative American full-size luxury and impressive power. Under the hood is a 310hp 5.4 Liter V8 engine that is smooth, responsive and flex-fuel-capable. Perfectly matched to a gracefully responsive 6-Speed automatic transmission, our stellar SUV offers excellent handling and with multi-link independent rear suspension, easily maintains its composure over uneven road surfaces. With seating for up to eight and the capability to tow 9,000 pounds, our Navigator is a great solution for your active family's lifestyle. The commanding stance of our Navigator is enhanced by xenon headlights, foglights, a power liftgate and power-folding running boards. Step inside the cavernous interior to find a wealth of amenities that make every ride feel first class. Sit back and enjoy the sensation of supple leather on heated and cooled eight-way power seats as you enjoy such conveniences as dual zone automatic climate control, an auto-dimming rearview mirror and a power outlet. You'll stay safely connected thanks to voice-commanded Sync, Bluetooth, a central touchscreen display interface and a premium navigation system. Crank up your favorite tunes on our 14 speaker surround sound audio system with HD and satellite radio and enjoy this capable ride. Trailer sway control, a rearview camera, front and rear parking sensors and a post-crash alert system provide added peace of mind for you and your passengers. Reward yourself today with this power and prestige. Print this page and call us Now... We Know You Will Enjoy Your Test Drive Towards Ownership!