

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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Mini 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 MINI 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 MINI Comment staff attends auto shows, follows motorsports, and comprehends the dynamics of MINI vehicle ownership. They understand the confidence you have with the Hardtop and describe it with passion. Our writers understand the Countryman buyer as well as the John Cooper Works owner. MINI is a new way of life and for anyone that has not experienced this pleasure; we walk them down the path.

Mini Brand Manager

Our MINI 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 MINI 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 MINIs sound the Very Best and Mirror MINI'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 MINI 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 MINI Brand Manager reviews each placement and assures your MINI 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 MINI 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 MINI Cooper Convertible S in British Racing Green II Metallic

Our 2014 MINI Cooper Convertible S is oh so groovy in brilliant British Racing Green II Metallic. The magic begins under the hood with a capable Turbo Charged 1.6 Liter 4 cylinder engine cranking out 181hp on demand and paired with an enthusiastic 6 Speed manual transmission. Our feisty convertible takes you on a luxurious open-air joyride with stellar handling while providing impressive acceleration and scoring near 35mpg on the open road. Take a look at our endearing Cooper Convertible S with its expressive retro styling and modern accents that can be customized to suit your unique personality. Our innovative full power convertible top offers unlimited headroom courtesy of Mother Nature and even includes a sunroof feature! You'll be impressed by the masterfully-crafted interior with full power accessories, a height-adjustable leatherette driver seat, and multicolor ambient lighting. Turn up the six-speaker stereo with a CD player, HD/satellite radio and an auxiliary audio jack and set off into the wild blue yonder! Advanced safety features such as pop-up rollover bars and larger front side airbags that extend to head height have been meticulously designed to keep you safe as you make your way in this charming machine. Reward yourself today with the kind of quality fun that can only come from MINI Cooper! Print this page and call us Now... We Know You Will Enjoy Your Test Drive Towards Ownership!

2014 MINI Cooper John Cooper Works Coupe in Lightning Blue Metallic

Driving enthusiasts agree that our rocket-like MINI Cooper John Cooper Works Coupe offers throttle-induced exhilaration like no other! Dressed up here in dazzling Lightning Blue Metallic, this 2014 MINI Cooper Coupe will take your breath away – guaranteed. Under the hood sits a Turbo 1.6 Liter 4 cylinder engine that packs more than just a punch by unleashing a whopping 208hp. Paired with a fun-to-drive 6 Speed manual transmission with hill-start assist and our energetic Sport mode, this coupe provides an impressive 33mpg, and gets your blood pumping as it sprints from 0 to 60mph in an astonishing 6.1 seconds! One look at this spunky JCW Coupe and you'll know you can let your freak flag fly! Slip inside the surprisingly spacious interior and experience the premium materials that set Mini apart from the bland competition. This is a well-built car with a wealth of options and amenities that make it easily customizable to suit your unique personality. Enjoy full power accessories, alloy pedals, sport seats with checkered-cloth upholstery and crank up the sublime sound system with HD and satellite radio as you zip down the road in style. Among the best in the industry at retaining its value over the long haul, our MINI Cooper Coupe will impress you with its can-do demeanor. It has been carefully crafted with the finest materials and advanced safety features to keep you out of harm's way. Now is the time to join the charismatic club of MINI Owners and enjoy the status of this phenomenal cultural icon. Print this page and call us Now... We Know You Will Enjoy Your Test Drive Towards Ownership!