

# 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!

[www.dealerassistnow.com](http://www.dealerassistnow.com)

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# Toyota 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 Toyota 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 Toyota Comment staff attends auto shows, follows motorsports, and comprehends the dynamics of Toyota vehicle ownership. They understand the confidence you have with the Land Cruiser and describe it with passion. Our writers understand the Corolla buyer as well as the Prius owner. Toyota is a new way of life and for anyone that has not experienced this pleasure; we walk them down the path.

## Toyota Brand Manager

Our Toyota 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 Toyota 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 Toyotas sound the Very Best and Mirror Toyota'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 Toyota 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 Toyota Brand Manager reviews each placement and assures your Toyota 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 Toyota 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 Toyota Avalon XLE Premium in Moulin Rouge Mica

With a sculpted silhouette and masculine stance, our 2014 Toyota Avalon XLE Premium is eye-catching in Moulin Rouge Mica. Its athletic 3.5 Liter V6 engine teamed with an intelligent 6 Speed automatic transmission produces 268 hp on demand and treats you to 31 mpg on the open road. Masterfully designed, its characteristics have given it a stellar record for reliability. Responsive driving dynamics and straightforward creature comforts paired with just the right amount of panache will make you swoon. The XLE Premium's striking exterior is impossible to ignore. Stitched leather on heated power seats with lumbar support will cradle you and controls that are intuitively arranged will make you wonder if this interior has been especially tailored for you. A rearview camera, heated mirrors, and dual-zone automatic climate control are thoughtful touches. You'll appreciate the ease of use of display audio with navigation, the Entune app suite, Bluetooth phone/audio connectivity and an audio system with a CD player/iPod interface. Just imagine yourself behind the wheel and try to suppress a smile! Meticulously built to safeguard you and your passengers with traction and stability control, anti-lock disc brakes, and multiple airbags, you can trust this car to be your loyal companion. Print this page and call us Now... We Know You Will Enjoy Your Test Drive Towards Ownership!

## 2014 Toyota Highlander LE Plus in Attitude Black Metallic

Set the stage for a great adventure in our all-new 2014 Toyota Highlander LE Plus in beautiful Attitude Black Metallic. It adds exceptional utility and style to your family's routine and is definitely not boring! Under the hood is a strong 270hp 3.5 Liter V6 that is perfectly matched with a smooth-shifting 6 Speed automatic transmission. Practically perfect, this front wheel drive SUV provides a smooth quiet ride with great handling, tons of space, easy maneuverability and a solid 26mpg on the open road. Sleek and sporty, our new Highlander LE Plus has a dramatic new grille, integrated foglamps, and larger rear windows than before. With a lower profile, everyone will enjoy that it is easy to get in and out. The spacious interior comfortably seats 8 and features chrome-plated accents, soft-touch materials, a widened third row and three-zone automatic climate control. With Entune Audio Plus, you'll have Bluetooth phone and audio connectivity which allows you to stream music and take calls without taking your eyes off the road. You'll also enjoy the convenience of a high resolution touchscreen display and HD/satellite radio. Toyota realizes the importance of lots of storage cubbies, cupholders, a massive cargo area behind the third row and the convenience of an adjustable power liftgate for the hectic lifestyle of today's modern families. Of course, our engineers have exemplary safety in mind with multiple airbags, anti-lock brakes, traction and stability control, a backup camera and a tire-pressure monitoring system. Find out what our stellar Highlander can do for you and your passengers. Print this page and call us Now... We Know You Will Enjoy Your Test Drive Towards Ownership!