

## **KainAutomotive.com wins 2008 Diamond Award as the “Dealers’ Choice for Best Automotive Internet Sales Training Company”**

Lexington, KY—March 26, 2008—KainAutomotive.com is proud to announce that they have been named the recipient of the DIAMOND AWARD in the Internet Trainer category of the **Auto Dealer Monthly 2008 Dealers’ Choice Awards**. The Diamond Award signifies the highest possible achievement in this category. Second place receives a Platinum award and third place receives a Gold award.

In the article about the award in the April 2008 Auto Dealer Monthly described the competition for the Dealer’s Choice Award for Internet Trainers this way - **“One training company rose high above the crowd. The Diamond Award Winner, Kain Automotive, scored a 115.6 to run away with the category”**

*“We have spent the last 5 years working on a curriculum that not only teaches our clients how to effectively market online and process leads but how to truly operate a complete Internet Dealership. Our goal is to assist our clients in achieving market leadership by providing an exceptional experience that fuels sales and a solid return on investment”* said KainAutomotive.com President, David Kain.

### **The Award Process**

This is the fourth year Auto Dealer Monthly has recognized the most highly regarded vendors, suppliers and finance companies in the retail automotive industry as voted on by dealers. The survey provides dealers and their employees the ability to offer their collective selection of the top providers to the retail auto industry. In all, 36 companies, all chosen by dealers and dealership personnel, were named winners in 20 distinctive categories of products and services, with 25,489 votes cast. Ratings were gathered on the performance of the product or service as well as the support and service from the provider and the overall value compared to cost to the dealership. The complete list of winners, as well as any provider or finance company who rated higher than the group average score in a category, can be found at [http://www.AutoDealerMonthly.com/2008DCA\\_winners.pdf](http://www.AutoDealerMonthly.com/2008DCA_winners.pdf).

KainAutomotive trainers focus on a comprehensive approach so the results for their clients are immediate and long lasting. Their training platform is called the **8 Steps to Internet and BDC Success** which ensures **all the vital elements are covered**. KainAutomotive.com began training dealers in 2003 and has been recognized as a cutting edge service provider from the beginning. Their efforts allow dealers to confidently market online with the outcome of more sales and profits while providing an exceptional customer experience.

### **About KainAutomotive.com**

KainAutomotive.com was founded by David Kain in 2003 after a successful career at his family's Ford dealerships as a Dealer Partner. In 2000 he became a co-founder and COO of FordDirect.com, the successful dealer/factory owned joint venture providing Internet marketing services to Ford Motor Company dealers. KainAutomotive.com provides Internet and BDC Training and Consulting services to automotive clients across the country. KainAutomotive.com dealer clients include a mix of small, medium and large dealers and dealer groups in all parts of the country.

For more information on KainAutomotive.com visit their website at [www.kainautomotive.com](http://www.kainautomotive.com) or by phone at 1-866-546-3428.

### **About Auto Dealer Monthly**

Auto Dealer Monthly is delivered to more than 35,000 automotive professions nationwide every month. Auto Dealer Monthly is the day-to-day resource for automotive dealerships of all sizes. It is known for offering business solutions to dealers by providing information necessary to make wise decisions regarding products, services or process changes in daily operations.

For more information regarding Auto Dealer Monthly call 888-300-8844 or go to <http://www.AutoDealerMonthly.com>.