



FRESNO LEXUS

PRESS RELEASE

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FOR IMMEDIATE RELEASE

Caren Myers
Fresno Lexus
777 West Palmdon Drive
Fresno, CA 93704
559-354-5500

FRESNO LEXUS **APPRECIATES** THE LATEST MOBILE TECHNOLOGY Local Dealership Becomes the First in Fresno to Create a SmartPhone APP

Fresno Lexus is the 5th Lexus dealership in the United States and the 1st car dealership in Fresno to create a custom APP. Apple has had more than 1 billion downloads of iPhone applications, so the public's desire to have anything and everything available on their phone is clear. With the rise of the second SmartPhone generation, people are carrying powerful computers in their pockets and purses and Fresno Lexus is making sure they are along for the ride.

"This APP allows our current customers, employees and any Lexus aficionado unprecedented access to everything our dealership has to offer, from wherever they are," said Caren Myers, General Manager of Fresno Lexus. "We are very excited to see how our APP is utilized."

The APP enables users to do everything from schedule a service appointment, call roadside assistance or direct dial/email any dealership department, to view New and Certified Pre-Owned vehicles inside and out. Lexus is also able to alert APP users about upcoming special promotions, financing offers and local events with a "Notifications" feature that sends a brief text message blast.

"An APP is like a phone friendly website that is built for the mobile phone platform," explained Mandy Critchley, owner of MC Solutions, the local marketing company who created the APP. "An APP allows users to make contact or access information with just one touch; anytime and anywhere."

According to a report by David Luu entitled Handheld Device Convergence (www.futuresourceconsulting.com), by 2013 more than 1 billion people will own a SmartPhone. This means that the technology is likely to improve, but not be replaced anytime soon. "This APP will better position us to meet the demands of the next generation of Lexus customers who will have lived their whole lives with this technology," remarked Myers. "They will expect a company like ours to have this service." The Fresno Lexus APP is available as a free download on the iPhone available through iTunes <http://itunes.apple.com/us/app/fresno-lexus/id373939578?mt=8>.

For more information on APP development contact:

Mandy Critchley
MC Solutions
559.799.4744
mandy@mc-solutions.com

777 West Palmdon Drive – Fresno CA. 93704
559-354-5500 559-439-5641 FAX

www.fresnolexus.com