

New category
for 2011



Best Digital Initiative

A website is just one of the ways in which a dealer can embrace digital technology: smart phones, sms, ezines, apps, video streaming and live chat are just some of the buzzwords becoming increasingly common in the industry in the last 12 months. This award focuses on how a business has been able to move beyond a website to truly embrace new technologies.

What are the judges looking for?

The judges will be looking for the most appropriate and effective ways new technology has been used to further the aims of the business. They could be in a one-off sales initiative or an ongoing means of deepening the relationship with customers embracing the digital realm. While not focussing on websites, the entry could be based on a new feature of your site that has markedly improved business. Entries accepted from franchised and independent car and LCV dealers.

How to enter

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