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## **eBizAutos Strengthens and Expands Relationship with Payless Car Sales, Inc.**

*eBizAutos drives website development and internet marketing for new Payless national portal site and all fifty of the company's franchised dealership sites*

LAS VEGAS--([BUSINESS WIRE](#))--eBizAutos ([www.ebizautos.com](http://www.ebizautos.com)), the leading innovator of online marketing solutions for automotive dealers, announced today the strengthening and expansion of their partnership with Payless Car Sales, Inc. ([www.paylesscarsales.com](http://www.paylesscarsales.com)), a pre-owned vehicle sales franchise system affiliated with the global Payless brand, consisting of 50 dealers in 15 states and Puerto Rico. A client since 2005, Payless Car Sales is now placing their complete online marketing strategy in the hands of eBizAutos. eBizAutos will ensure that the new Payless national portal site and all 50 individual dealer sites are seamlessly integrated and fully optimized to provide maximum inventory exposure and increased leads and sales.

"In the three years we've been with eBizAutos they've consistently provided Payless Car Sales, and its dealer franchisees, with all the tools and services needed to create and maintain an online presence second to none," says George Newman, Director of Operations, Payless Car Sales. "Brand optimization is essential to our dealers' success and they do an outstanding job in this regard. That, and their superior customer service and commitment to keeping us on the top of our 'virtual' game, led us to turn to them to develop our new portal site and expand our relationship; we expect our partnership to continue for a long time to come."

The continuation and expansion of the partnership is also attributed to the significant improvements Payless Car Sales has seen in their SEO since partnering with eBizAutos. Payless Car Sales franchised dealers consistently appear at the top of search engine listings when a search is conducted for a vehicle that they have in inventory. Also contributing to the expanded partnership is the fact that eBizAutos integrates easily with Payless Car Sales' outsourced BDC partner and all internal systems, and carries the complete support burden for all franchisees, so Payless processes will be streamlined for maximum efficiency and effectiveness.

"We are extremely pleased to be deepening and expanding our relationship with Payless Car Sales," says Sarah Mooneyhan, Co-Founder and Vice President of Marketing, eBizAutos. "We believe that our commitment to product development and superior customer support, along with our drive to deliver the best results in the industry, led to Payless having continued confidence in our abilities and therefore to the deepening of this relationship. We look forward to helping Payless Car Sales, Inc. meet and exceed their goals, today and in the future."

### **About eBizAutos**

eBizAutos is an innovator in online marketing technology and services for dealerships, with a proven history of "firsts" and a notable record of results. eBizAutos 4.0 is the only solution available to dealers that enables them to fully manage their Web site inventory, data collection, window stickers, vehicle video presentations, performance metrics, online classifieds listings, auctions, SEM and Internet leads from a single, easy-to-use application. Through eBizAutos, dealers can post their inventory on more than 200 top automotive lead generation sites, including eBay Motors ([www.eBayMotors.com](http://www.eBayMotors.com)), a part of eBay Inc., the Internet's largest marketplace for buying and selling all things automotive. Dealerships using eBizAutos' innovative products, services and best practices experience an immediate and sustained boost in monthly page views, leads and sales. The company is headquartered in Las Vegas, NV.

### **About Payless Car Sales**

Payless Car Sales, Inc. was initially formulated to provide a sales platform for disposing of rental vehicles for its sister company Payless Car Rental. It became a separate entity in February 2002 and has now grown to over forty locations in twelve states and Puerto Rico. To see their inventory of quality, pre-owned vehicles nearest you, visit: [www.PaylessCarSales.com](http://www.PaylessCarSales.com).

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