



Barloworld Holden News

[GM chases economy crown](#)
GM plan reveals major model revamp in switch to fuel misers

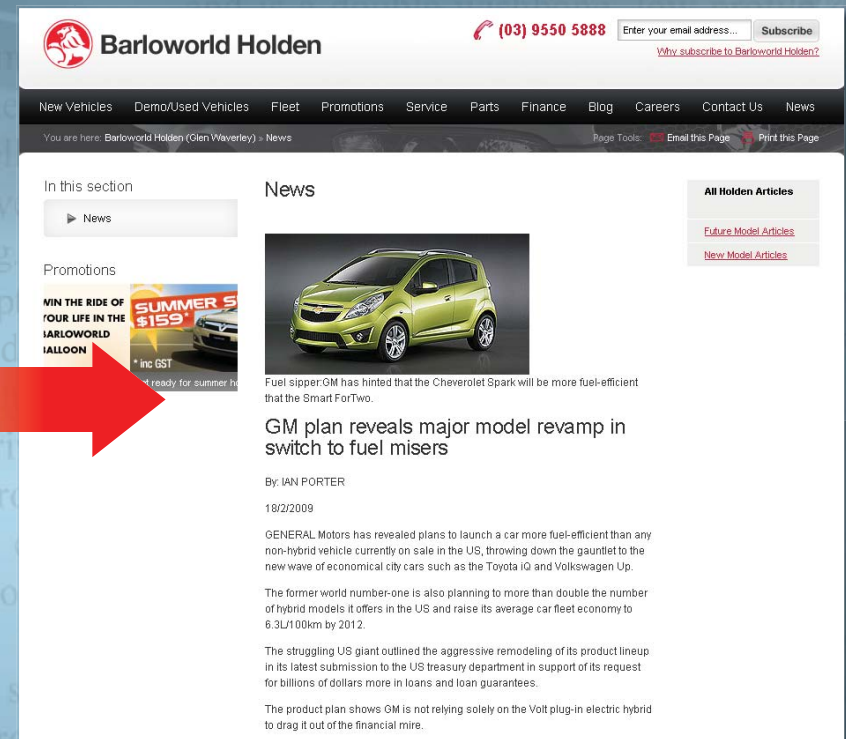
[Holden's Spark, Cruze shake up](#)
More images of Holden's Spark micro-car hope emerge as Cruze readies for debut

[GM puts squeeze on Volt batteries](#)
GM aims to halve size and cost of Volt batteries

[First look: Chev Volt morphs into Opel Ampera](#)
General Motors to sell Chevrolet Volt as the Opel Ampera in Europe

[Holden to build all-new small car from 2010](#)
New four-cylinder small car to be built alongside the Commodore within two years

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GoAutoWords

A simple, low-cost web service for your customers

Introducing GoAutoWords:

- ✓ Brand-specific motoring news automatically inserted into your website
- ✓ Hold buyers longer in your website
- ✓ Give customers a reason to keep returning to your website
- ✓ No ongoing maintenance
- ✓ Provide content for customer emails and newsletters

GoAutoWords is now live on the Barloworld Group websites. To see for yourself go to:

www.BarloworldVolkswagen.com.au

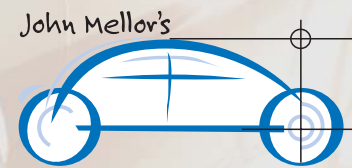
www.BarloworldMotor.com.au


www.BarloworldHolden.com.au

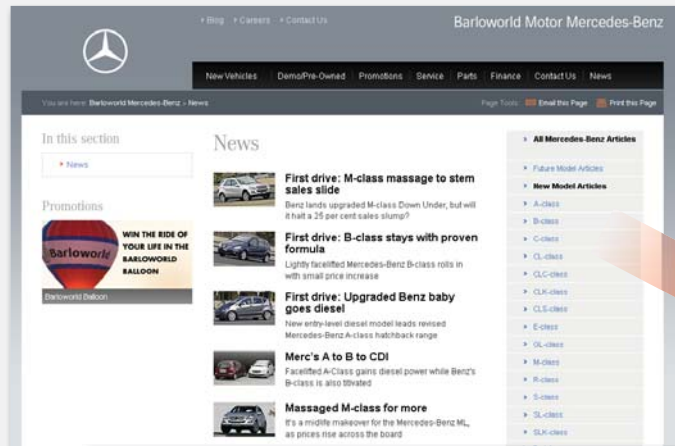
www.FerntreeGullyHolden.com.au

www.FerntreeGullySuzuki.com.au

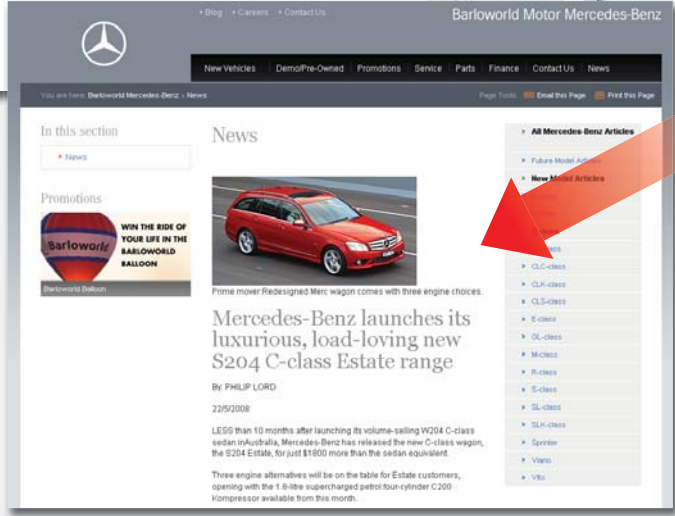
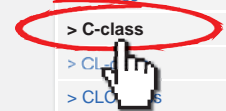
www.FerntreeGullySkoda.com.au




 Hold buyers longer
in your branded
online environment



- > All Mercedes-Benz Articles
- > Future Model Articles
- > New Model Articles
- > A-class
- > B-class
- > C-class
- > CL-class
- > CLC-class
- > CLK-class
- > CLS-class
- > E-class
- > GL-class
- > M-class
- > R-class
- > S-class
- > SL-class
- > SLK-class



 Set and forget: Dealers choose
the brands they want covered and
those stories appear automatically

Call Steve Butcher to
arrange a demonstration now
Ph: 0419 562 110
ads@mellor.net

GoAutoWords

A simple, low-cost web service for your customers

WHAT?

- GoAutoWords automatically adds brand-specific motoring news coverage as generated from John Mellor's GoAuto Newsroom directly into your website
- Stories are limited only to the brands you sell
- Articles covering your complete brand portfolio can be run as a group on your group website as well as by single brand within each of your individual brand websites

WHO?

- Provide web visitors with a depth of information to retain them longer in your branded online environment
- Customers need to think of your website as a resource when they set out to get the latest information on the cars you sell

WHY?

- Expose readers to your dealership's latest offers in new & used cars, finance & insurance, service & parts
- Generate repeat visits and hold buyers longer in your website
- Dealers' websites are an important avenue for car buyers to reach car retailers
- Google Maps are directing car buyers straight to dealership sites in greater numbers

HOW?

- No ongoing maintenance required by your web developers. Live daily as stories are published

COST?

- For a monthly subscription fee per franchise, dealers get the latest new model stories announced in Australia and overseas