



Media Contact:  
Michael Bascue, VP of Marketing  
888-500-1411, [press@maestros.com](mailto:press@maestros.com)

**PRESS RELEASE**  
FOR IMMEDIATE RELEASE

## **MyStar Demonstrates Increasing Advantage in the Automotive Industry at NADA**

Dallas, TX—(January 24-27, 2014) MyStar, the only provider of a dealer branded personal assistant service in the automotive industry, announced it is exhibiting at the National Automobile Dealers Association (NADA) 2014 Convention and Expo to bring its successful, award-winning OEM-level program to franchise automotive dealers.

“MyStar provides franchise dealerships and OEM’s with an edge in a highly competitive automotive market,” explained Ken Ferguson, President of MyStar. “In 2013, with launch of our new ‘Live Assist’ app, our proven program has given them (dealers and OEM's) an even greater advantage. MyStar continues to prove itself as leader in OEM and as a powerful customer sales and retention incentive.”

MyStar’s unique and comprehensive, sales and satisfaction service provides dealers with the means to give customers live 24/7 mobile access to a world-class personal assistance service branded in the dealer’s name. According to Mr. Ferguson, this program helps distinguish dealerships from their competition. “The MyStar program has been a significant part of the success of franchise dealers for major automakers,” added Mr. Ferguson. “Every dealer should be able to experience the same impact on their sales and retention. It’s a tremendous addition to their ‘why buy here’ story.”

Dealership customers love the personal assistance service because of its versatility. They have access to live 24/7 personal assistants via cell phone, text, email or Internet. And now, with “Live Assist”, MyStar provides a convenient dealer branded personal assistant app. The customer gets the answers and tasks performed they want no matter how simple, complex, or unique. All the while, the dealer’s name is in front of their customers: building the dealer’s brand long after the purchase. Every customer is greeted personally by name. The personal assistant delivers the dealership's customized message and at the end of each call, customers hear a customized closing with the dealers name, tagline, and slogan. By keeping the dealer’s name in front of the customer in their daily lives, MyStar helps build long-term customer satisfaction in a compelling and personal way.

For information on MyStar, call Ken Ferguson at 877-235-1411, go to [MyStarAuto.com](http://MyStarAuto.com), or visit them at NADA in booth #3304. For more on NADA 2014, go to [nadaconventionandexpo.org](http://nadaconventionandexpo.org).

### **ABOUT MYSTAR**

Based in Dallas, Texas, MyStar is the only provider of a branded personal assistant-based sales and satisfaction program designed exclusively for the automotive industry. The company’s exceptional people and versatile technology allows for unique private-label service for every type of dealership.

###