

## **Automotive Mobile Solutions Announces that Roy O'Brien Ford in Saint Clair Shores, Michigan Wins LeadsBeacon Mobile Wallet Platform Prize at Industry Summit in Las Vegas**

*Automotive Mobile Solutions announced that Joseph A. Opolski, on behalf of Roy O'Brien Ford, Saint Clair Shores, Michigan, was the winner of its "Mobile Wallet Platform free for a year" prize at the Industry Summit Conference in Las Vegas. This will give the dealership free use of the ground-breaking new LeadsBeacon™ Mobile Platform, from which it can use all new Mobile Wallet technologies, to roll out mobile focused couponing, loyalty programs, punch cards and digital business cards, and then use push notifications and geo-fenced targeting to promote vehicle sales and service offerings.*

September 13, 2016 (FPRC) -- HADDONFIELD, NEW JERSEY - Automotive Mobile Solutions (AMS), the mobile marketing company that pioneered two-way texting for car dealers with its TextChat® platform, and has now introduced its ground breaking LeadsBeacon™ Mobile Wallet (Apple & Android) platform for the automotive industry, announced that Joseph A. Opolski II at Roy O'Brien Ford, Inc. was the winner of its "Mobile Wallet Platform" free for a year prize at the Industry Summit Conference in Las Vegas.

Mr. Opolski, Business Manager of Roy O'Brien Ford, in Saint Clair Shores, Michigan, attended the presentation on Mobile Wallet and proximity marketing given by John F. Possumato, the Founder & CEO of AMS, where the prize winner was chosen and announced.

"We really enjoyed the entire Industry Summit, and the presentation on geo-fencing and proximity marketing, through Mobile Wallet and apps, and winning the prize of use of the Mobile Wallet platform for a year, was the 'icing on the cake'," said Opolski, "We can't wait to get started utilizing all of the Mobile Wallet customer facing features, like couponing, loyalty punch cards, and especially Mobile Wallet Digital Business Cards."

"Automotive Dealers who are utilizing Apple Wallet and Android Wallet capabilities are on the cutting edge of Mobile Wallet technologies, on par with some of the major national retailers on the scene today, such as Starbucks, Best Buy and Target," said Possumato. "We look very forward to working with Joe and the team of Roy O'Brien Ford to use our unique automotive industry focused LeadsBeacon™ Mobile Wallet platform to enhance both new customer acquisition and customer retention, the dramatic benefit and leverage provided through mobile focused initiatives for both sales and service, are both substantial and sustainable," says Possumato.

"The industry trends are clear and dramatic," Possumato adds, "soon, if you are not reaching your customer through a mobile first and focused strategy and sales initiatives, with tools like TCPA compliant texting, and now, Mobile Wallet with proximity marketing capabilities, including geo-targeted text, coupons, flash sales etc., you won't really be reaching many consumers at all. Really, how many email 'blast' notifications does a car dealer today have to send out to get few responses? The proof is in the numbers."

About Automotive Mobile Solutions LLC:

Automotive Mobile Solutions LLC is the leading mobile marketing serving the automotive industry vertical. Its groundbreaking Sales TextChat platform and Mobile Wallet LeadsBeacon (LeadsBeacon.com) platform, are forging a new, cost effective path for car dealers in using proximity marketing to both attract new prospects and retain current customers. No other company in automotive industry provides such comprehensive services, focused on SMS and Mobile Wallet technologies.

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