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Local Dallas, TX Auto Dealer Receives 800 Phone Calls in One Day *After Featuring Vanity 800 Phone Number in Radio and Television Jingles*

May 19, 2005 – (Dallas, Texas) In February 2005, Empire Suzuki of Dallas launched their advertising campaign featuring the 1-800-NEW-RIDE jingle – written by the owner himself, Tom Georgalis. Within six weeks the dealership received over **5,500** calls, with an all time high of over 800 calls in a single day.

Starting a new dealership in a large market like Dallas is tough. Georgalis, knows the best way to generate awareness for a lesser known car manufacturer is to advertise aggressively and get calls coming into the dealership. The strategy for the dealerships' campaign is to use a vanity toll-free phone number in a catchy jingle in radio and TV infomercials. Georgalis contacted **800response**, a provider of Custom 800 toll-free numbers located in Burlington, VT and activated 1-800-NEW-RIDE to use in his advertising.

"I use the real-time reports and recordings as an additional way to manage the dealership. With 1-800-NEW-RIDE, we can provide top notch customer service, and turn those calls into sales. We track missed calls, and calls that receive a busy signal, and we call them back that day because the reports provide details of who called and the phone number they called from. I can also instantly analyze our sales effectiveness after a phone call by listening to the recordings," says Georgalis.

Using a traditional 800 toll-free number in the advertising campaign is important for Georgalis. "I grew up knowing that an 800 number means toll-free. And I know potential customers in our target demographic of 30-45 years old will also instantly recognize the 800 exchange as toll-free." Georgalis compares 800 numbers to the newer toll-free exchanges like 866, 877 and 888. "These newer toll-free exchanges do not immediately register as toll-free in consumers' minds. I want my customers to trust that when they call 1-800-NEW-RIDE, the call will be free and it is a legitimate business."

800response is the premier provider of vanity 800 service and offers the broadest selection of Custom 800 numbers available today. Services include counsel on selection of the most appropriate 800 number for businesses, a sophisticated Call Routing platform, Call Recording, and extensive real-time Call Tracking reports that provide invaluable demographic information to our customers. For more information visit www.800response.com or call 1-800-NEW-SALES.