

Age of True eCommerce between Consumers and Car Dealers Arrives

Largest Consumer Industry on the Planet reports a World-Wide First: Consumer Buys Car Completely Online from Car Dealer. Where earlier DotCom companies tried to broker cars to consumers and dis-intermediate car dealers or superimpose themselves in the relationship between the consumer and the dealer, this is the first service to enable the world's car dealers for true vehicle eCommerce directly with their consumers.

Dayton, OH ([PRWeb](#)) May 4, 2007 -- Ai-Dealer, today announced a significant milestone event in the automotive industry. On April 15th, 2007, for the first time anywhere on the face of the planet, a consumer went online to a car dealer's website, then using Ai-Dealer's eCommerce software clicked through a Shopping Cart experience and bought a vehicle from the dealer.

100% online.

Total elapsed time: 17 minutes.

With that one single click, The Age of True eCommerce between Consumers and Car Dealers arrived.

The consumer, a female engineer wishes to remain anonymous but was quoted by the salesperson Brian Smith, as being "extremely complimentary of the online buying process. She said she really enjoyed having access to a complete online shopping experience. To her it felt just as if she was sitting in the showroom working with a salesperson... Except that she wasn't and the typical pressure wasn't there." Brian went on to say "It really saved her a lot of time that normally she would have had to spend in the dealership."

"Credit, rebates, interest rates, trade in, accessories, extended service contracts, protections, tax, title and fees, as well as accurate monthly payments; it is all there," states Brian Kendall, Sales Manager at Joseph Airport Toyota Scion. "For a while now, we've been watching our consumers' use of the Ai-Dealer system increase. Even before this first direct sale, we've been really pleased at the incremental vehicle sales we've been getting from following up with consumers originating via the Ai-Dealer system. Now we not only get the click through and buy deals, but hands down it beats any lead provider we have ever had at producing consumers that buy and don't just inquire."

"It is going to take a little while for car dealers to wrap their heads around also using the Internet as a selling medium to supplement the advertising medium approach they use today to generate sales leads," explains Matt Reasoner, General Manager at Joseph Airport Toyota Scion. In typical car dealer fashion, Reasoner also smiled and explained that he would be more than happy to fill interested online consumers' car buying desires until more dealers "get it." <http://www.airtoy.com> or <http://www.airscion.com>.

Ai-Dealer is a privately owned, Ohio-based, software company specializing in "Humanizing Technology using Artificial Intelligence (AI)." The car dealer eCommerce application uses a life-like digital character known as an "avatar" to act as the online consumer's shopping assistant. "The Artificially Intelligent avatar really does make a relatively complex and long process more engaging and fun" says Ai-Dealer CEO Brian E. Hoecht. "While the

car dealer eCommerce application is our current focus and will always have a dedicated team, longer term the Artificial Intelligence technologies and expertise we have developed are going to radically reshape how we as humans use technology. Faces, emotions and animation; that is our interface as human beings. Keyboards, computer screens, touchpads and a mouse? Those are tools that allow the machine to easily accept input. There is no way in the long term that the creation (the computer) will dictate physical function to the creator. As physical form device sizes approach zero this is an inevitable next step and the technologies to make it happen are here now and we are commercializing them. This initial success at creating an online car salesperson that has now sold a vehicle is just the tip of the iceberg, but proves that the technology is effective."

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Online Web 2.0 Version

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