

Announced: February 1, 2011

STI ANNOUNCES NEW PLATFORM FOR DRIVE-EXPERIENCE MARKETING

REDMOND, WA – STI Fleet Services, Inc., a national leader in experiential marketing and public relations services for automakers, announced the introduction of TRY DRIVE™, the first purpose-built platform for mass-scale, direct-to-consumer drive-experience marketing.

“TRY DRIVE is a breakthrough service that gives automotive marketers the ability to give mass audiences of new buyers opportunities to test driving their vehicles without having to coerce them into visiting a dealership”, explains Derek Drake, Managing Director of STI. Drake continues, “through a series of strategic infrastructure, software and service investments we’ve been able to create a unique operational model that allows us to reach three, five even ten times more buyers than traditional Ride-n-Drive mobile tours for 25%-to-50% less budget.”

As more and more U.S. consumers return to the automotive market over the next two-to-five years, there is increasing competition amongst automakers for innovative ways to capture the attention and consideration of these buyers. Additionally, the introduction of new power platforms including hybrid, all-electric and alternative fuel vehicles presents a challenge for educating consumers. STI reports that TRY DRIVE campaigns will comprise of hundreds to thousands of driving experiences tailored to less than 100 participants. As a result, participating automakers and consumers will enjoy the following distinct advantages:

- Massive increase in convenience, frequency and volume of real-life drive-experiences
- Strategic micro-targeting of specific customer profiles
- Longer and more varied in-car driving experiences
- Direct 1-to-1 personal education with consumers
- Lasting presence in local markets to support both dealers and sales promotions
- Flexibility to change product emphasis and evolve messaging during campaign
- Easy capture and publish of content to integrate with social media, online and mobile initiatives
- Considerable overall cost savings and efficient budget utilization
- Various measurement models for tracking return on investment and return on objectives

STI has a proven history of providing innovative service platforms for the automotive industry. In the 1990’s, the company invested in the first national infrastructure for press fleet management and publicity services. In the 2000’s, STI pioneered the first online press fleet management software tracking up to 30,000 vehicle loans per year for its clients; the system is used by many of the world’s leading automotive companies today. The company is currently working with a select group of its clients and their partner agencies in developing the first TRY DRIVE campaigns which are expected to launch in late summer and early fall of 2011.

About STI, Inc.

STI is a privately held company serving auto makers, dealers and their respective agencies by producing real-life drive-experience campaigns for automotive media, car and truck buyers. Founded in 1989 and headquartered in Redmond, WA, STI operates thirteen offices throughout the United States handling thousands of standalone drive experience events and media placements per year for many of the world’s leading auto makers. For more information on STI, visit www.drivesti.com.

####