



Used Ford Car Dealership Reveals How Their Focus Has Shifted On-line

OMC Ford Oldham, September 23, 2007

URL: <http://www.pr9.net/business/services/6389september.html>

A used car dealership – www.omcford.com – have shifted their focus onto online markets amid speculation that the online used car market is never likely to take off – with claims that it can only lead buyers so far through the buying cycle. The Ford Dealership, founded in 1911, is set to prove doubters wrong having already tasted early success according to sources within the company.

PR9.NET September 23, 2007 - Manchester, UK – A used car dealership based in the Manchester area is seeing a large impact on their, nearly a century old, business through showing innovation in the online car dealership space. While many younger players have settled for merely having a presence on the web, www.omcford.com haven't stopped there with plans to further invest resources onto the web.

At the moment they are experiencing an exponential increase in their website traffic, much of which is a result of a lack of competition in this space – most dealerships feel that someone browsing online for used car information is far less likely to convert into a sale than someone walking onto their floor room, meaning that they choose not to pay much attention to this area.

Jonathan Eglin of OMC Ford (<http://www.omcford.com/>) explains the benefits his company has gained from this approach: "we're able to gather consumers at an earlier stage in the buying cycle online. Through being there at this stage we have far more resonance when it comes time to buy. We also have the opportunity to influence the decisions consumers make, through giving them the right information to make the right choices."

###

About OMC Ford Oldham

OMC Ford (<http://www.omcford.com/>) is a Ford Dealers with branches in the Bury, Rochdale, Heywood and Manchester area. As well as selling used Fords and New Fords, they also offer vehicle servicing which comes with great customer service as standard.

Phone: 08453732466
Website: <http://www.omcford.com>
E-Mail: egjonath@gmail.com
Address: 1 Manchester Road
Werneth
Oldham