

# FOR IMMEDIATE RELEASE

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## FRESNO COMPANY LAUNCHES INTERACTIVE AUTO BUYING SOFTWARE

(Fresno, CA) RV and automotive sales were booming in 2006 when Fresno-based RV dealer Dan Gamel began testing a software program that he designed to enable internet shoppers to buy online and to streamline the sale of RVs in his seven California dealerships. Gamel put the software in place with a mandatory use directive, much to the chagrin of his 100-plus team of salespeople who were satisfied with business as usual. But it wasn't business as usual that built Gamel's business from a single dirt lot on Belmont Avenue in 1974 to a multi-million dollar empire.

In 2008, after selling off his inventory and closing his RV sales centers while he still controlled his fortune, Gamel retired to Pebble Beach and turned the Vision project over to three long-time associates who had helped to develop the program and they set out to build the Vision brand.

The company's headquarters in Fresno house a small and close-knit IT and marketing staff as well as partners Mike McGuire, Vice President of Sales, and Joyce Dillingham, Vice President of Marketing. A third partner, Matt Christensen, and sales associates Ty Rice and Kyle Yocky are based in Southern California.

"It's a tough time to be launching a new product to the auto industry because tight budgets prevent expansion, but on the other hand, our software helps dealers open up a new profit center that for many is an untapped market – online sales," said Dillingham.

Though most RV, Marine and Automotive dealers have websites where they list their inventory, shoppers have no way to make an offer for those vehicles. Vision software lets online shoppers negotiate their purchase online at a dealer's website in real time. "They can virtually make an offer and receive an acceptance within minutes without waiting for an email or phone call, or clicking away from the dealer's website."

Several Fresno and central valley dealers are already selling online with Vision, including Paul Evert's RV Country, Freedom RV and Visalia RV. Vision is also incorporated into the Fresno based website, [www.RVMall.com](http://www.RVMall.com).

The Vision team officially launched it's software to the industry at the annual RV Dealers Association trade show in Las Vegas last week and over 200 dealers gave it a positive thumbs up. Next stop is the automotive industry where Vision will be presented at the Digital Dealers conference for auto executives in Nashville in November, followed by the RV Industry Association annual conference in Louisville in December.

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*Vision is located at 6700 North First Street, Suite 138, Fresno, CA 93710, telephone (559) 248-2100, website [www.VisionSellingSystems.com](http://www.VisionSellingSystems.com). The company offers Fresno and Central Valley dealers a \$500 discount toward their program.*