



Affinitiv to Attend NADA 2017 Conference and Expo in New Orleans

Affinitiv, the new powerhouse automotive marketing company, will be showcasing their state-of-the-art product line for OEMs and automotive dealerships nationwide at NADA 2017.

December 5, 2016 – Chicago, IL – Affinitiv (www.affinitiv.com), a leading provider of marketing technology services to automotive OEMs and dealerships to create connected customers for life, today announced their plans to attend the NADA 2017 Expo and Conference at the New Orleans Convention Center, scheduled for January 26-29, 2017. Affinitiv is excited to take part in the automotive industry event of the year, where the National Automotive Dealers' Association will be celebrating its 100th anniversary.

Booth #3819 will be the home for Affinitiv at the NADA expo. New product demos, presentations and live seminars will take place in the Affinitiv booth, while smaller groups can meet in the private quarters upstairs. Affinitiv's integrated product suite includes tools to assist dealers and OEMs in driving brand loyalty and increasing dealer revenue. No other automotive partner offers this complete suite of end-to-end solutions, entirely integrated and automated.

"We're looking forward to introducing Affinitiv to the world at this multi-national conference. Meeting one-on-one with dealers and OEMs to show them the extensive, technologically-advanced solutions that keep customers connected for life, will prove to be an exciting time for all of us at Affinitiv. No other automotive firm has the breadth of product Affinitiv has to offer, states Mike Doobay, CEO of Affinitiv.

In addition to the expo, Affinitiv will be hosting an exclusive reception for its dealer and OEM partners. Highlights for the evening include a jazz band and opportunities to win prizes and giveaways throughout the evening. Affinitiv's impressive client list includes such OEM's as Lexus, Porsche, BMW, MINI, Chrysler, Acura and 12 others.

Affinitiv is a leading marketing technology company exclusively serving automotive manufacturers (OEMs), dealership groups, and individual dealers. Affinitiv enables its customers to produce, manage, measure, and optimize multi-channel communications to drive brand loyalty and increase revenue across the dealership. Affinitiv's digital and analytic capabilities offer an end-to-end solution that supports a consistent experience across the entire consumer lifecycle. Affinitiv was formed through the strategic combination of DPS, Peak Performance, OneCommand, and TimeHighway.com. Affinitiv is headquartered in Chicago, IL. For more information on Affinitiv, please visit: www.affinitiv.com.

Please Contact:

Lauren Rheaume
Affinitiv Corporate Marketing
866-233-1333
info@Affinitiv.com