

Lugoff Dealership Group Selects TEGA's URClients Mobile Marketing Solution

Irvine, California – September 5, 2011- TEGA Technologies today announced that the Lugoff Dealership Group has now deployed its UR Clients integrated text, email and voice mobile marketing software specifically designed for automobile dealerships.

Based in Lugoff, SC, the Logoff Dealership Group includes Lugoff Toyota and Lugoff Ford. Lugoff has always been dedicated to a high standard of customer service and consistently strives to live up to its motto of "Always Fast, Fair and Friendly". Lugoff Toyota and Lugoff Ford recognizes that its customers never leave home without their cell phones and that it's critical to communicate with these customers in the most effective way possible.

TEGA's totally integrated text, email and voice mobile marketing software specifically designed for automotive dealerships will enable Lugoff to deliver fully automated and customized text, email and voice marketing campaigns to its customers based on their vehicle brand, model and specification preferences. As well, Lugoff customers will receive notifications for service reminders, recalls, parts availability and special sales events.

TEGA Technologies revolutionized the mobile marketing industry with the world's first totally integrated text, email and voice marketing software. Based in Irvine, California, TEGA leads the mobile marketing industry in innovation by automating on demand marketing campaigns based on specific customer Interests for most industry verticals including hospitality, retail, non-profit, automotive, gaming, wellness and leisure.

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