

## **Hyundai of Asheville Selects TEGA's URClients Mobile Marketing Solution to Increase Loyalty Club Memberships**

Irvine, California – September 13, 2011- TEGA Technologies today announced that Hyundai of Asheville has now deployed its UR Clients integrated text, email and voice mobile marketing solution specifically designed for automobile dealerships.

Hyundai of Asheville is dedicated to a high standard of customer service and consistently strives to live up to its motto of "Always Fast, Fair and Friendly". Hyundai of Asheville is also consistently on the cutting edge of the latest marketing trends with Facebook, Twitter and YouTube accounts.

Hyundai of Asheville 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. Hyundai of Asheville will utilize URClients fully automated text messaging capabilities to significantly increase membership in its Hyundai Loyalty Program.

TEGA's totally integrated text, email and voice mobile marketing software, specifically designed for automotive dealerships, will also enable Hyundai of Asheville 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, Hyundai of Asheville's 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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