



## ***Dealer's Auto Auction***

**FOR IMMEDIATE RELEASE**

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### **Dealer's Auto Auction of Mobile Takes to Live Radio Broadcast to Creatively Promote GSA Sale to Community**

*Mobile, Alabama* – David Andrews, CEO of City Enterprises, LLC took to the airwaves on a local Clear Channel radio **95 KSJ** in Mobile, Alabama as he joined DAA Mobile General Manager Al Praitano for some country music and GSA vehicle previews the day before one of their largest sales.

“We were looking for something fun and different to engage the community for our GSA Sale,” said Praitano. “Our local radio station offered up a remote broadcast from the public GSA sale staging area, and we thought that some country music and fried chicken might be the perfect “Southern draw” for the city to view our public sale inventory.

“At first, we thought of it as a fun promotion, but when we looked at some of their listener numbers and realized that a remote broadcast would reach an average of 9,000 listeners\* each time the auction is mentioned, it became a smart AND fun promo!” continued Praitano.

David Andrews requested the Arbitron report for the station when Praitano came up with the promotional idea. “The numbers the station supplied surprised me,” stated Andrews. We realized our remote broadcast with WKSJ-FM had the potential to reach over 35,000 listeners\* during an afternoon live remote broadcast.”

Praitano went on to say, “When trying to reach the public from our usual position as a dealer only auction, it is challenging to find ways to interest and involve the public. We had a lot of cars for our monthly GSA sale, and I’m proud of the creativity our team showed when putting together this sale.”

DAA Mobile is part of the Dealer's Auto Auctions Group, with dealer sales every Thursday at 9:00am, and monthly GSA sales open to the public. Learn more at their website, [www.dealersauto.com](http://www.dealersauto.com).

**\* Listener numbers based on Arbitron cumulative and quarter hour market totals for 12noon to 5pm weekday, Mobile, AL – Spring 2014, Total, Home to Metro**

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**City Enterprises, LLC**, is the Management Company and parent entity of City Auto Sales, LLC, Dealer's Auto Auctions group, City Direct, Connect1Recovery, City Leasing and City Auto Finance. The Dealer's Auto Auction group is comprised of DAA Memphis, DAA Murfreesboro, DAA Huntsville, DAA Mobile and DAA Chattanooga. City Enterprises, LLC employs over 650 people, with future expansion plans for additional Dealer's Auto auctions, City Auto Sales and City Auto Finance locations throughout the Southeast. Further information is available at [www.dealersauto.com](http://www.dealersauto.com)



Local 95 KSJ radio personality **Colton** spent a day at DAA Mobile encouraging the public to preview the lot full of GSA vehicles going to auction.

**95 KXSJ** On-Air Music Win Photos Connect Like Follow 8+1

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**Listen Live** on **Now Playing on 95KXSJ**  
Chillin' It by Cole Swindell **On Air**  
Bill Black

**SALE!** OPEN TO THE PUBLIC! ONE DAY ONLY SALE!  
THURSDAY AUGUST 28TH AT NOON Open

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