

# Dealer Lead Generation Company, Cars Digital Inc., Marks Official Grand Opening in Commack, NY

*New addition part of larger trend of growth for ad agency, as it turns focus towards auto dealer marketing services, specially, car dealership lead generation.*

COMMACK, NY, UNITED STATES, December 6, 2017 /EINPresswire.com/ -- Cars Digital Inc., a newly formed subsidiary of parent company, Long Island Media Inc., has announced it has officially opened its doors for business in its global headquarters in Commack, New York, this week. Cars Digital Inc. will be the third LIM branded company which operates out of the same location, in the Bellaire Building at 67 Harned Road, in Commack. The new addition is part of a larger trend of growth for the ad agency, as it turns focus towards auto dealer marketing services, specially, [car dealership lead generation](#).



Lead Generation; Literally the fuel behind your dealerships success.

The completion of Corporation formation of Cars Digital Inc. follows a period of significant growth for the ad agency parent, which primarily serves the Long Island region due to its ownership of LongIsland.com and several other Island-centric sites and services it has acquired over the years. The parent company also added a state-of-the-art data center when it merged with fierce competitor Long Island Exchange. In 2014, a simultaneous expansion of its Commack media facility included major technology and infrastructure upgrades that reduced overhead and doubled output capacity.

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*John Colascione*

Meanwhile, a series of digital acquisitions has led to the addition of several new regional additions in its automotive vertical such as FloridaUsedCars.com and ConnecticutUsedCars.com. The company also built its own in-

house automotive syndication software called [Turbo Listings](#) which founder Colascione believes will help the agency deliver services regardless of the region being serviced.

Recent noteworthy brand extensions include Long Island Used Cars in print and online, a tangible extension of LIUsedCars.com. Other product evolution has leveraged the company's high-capacity technological infrastructure—namely its vehicle syndication program which syndicates dealer

inventory on major automotive sites and five-star rated mobile apps.

"It's an exciting time at Cars Digital," said [Chief Executive Officer John Colascione](#). "We're broadening and evolving the scope, accessibility, and utility of our products and services in order to grow outside of our regional area and serve customers nationwide."

About Cars Digital Inc.,

Cars Digital is an automotive subsidiary company of Long Island Media Inc., a certified CDK Global Partner, registered BBB Company and Google Certified Agency. The mission of Cars Digital is to develop proprietary tools and software which help used automotive dealers connect with local shoppers through strategic digital advertising.

For more information please visit <https://www.carsdigital.com>

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