



March 7th 2019

To whom this may Concern:

Dear Recipient,

My Name is John Alfirevich and I'm the owner and operator of Apple Chevrolet in Tinley Park Illinois, and president of the Chicagoland and Northwest Indiana Chevrolet Marketing Association. I am proud to endorse a letter of recommendation for a company that goes well beyond its obligation in digital, as well as innovative marketing concepts. Especially in an industry that has it challenges.

I have known Tony French for over 6 years and I'm continually impressed in how he manages his company (Automotive Internet Media) as well as AIM's adaptability in this amazon.com pace world we are living in.

One of the underscored features in which Apple Chevrolet has been happy using is a product called CarClicks. This product has been successfully driving auto shoppers or intenders to our website for over 4 years. At Apple Chevrolet we are always trying to maximize our digital spend and I can honestly tell you, we find CarClicks one of our most effective marketing products to promote our large inventory, as well as establish our dealerships brand, with a genuine call to action.

As the cost of Google AdWords continues to increase, so we've been able to reduce our overall average cost per paid click. CarClicks produces great results and the ROI in comparison, is our solid go too.

I'm a believer in men who advance themselves through hard work and educating themselves continually. I believe Tony's company awareness in digital and research has always benefited my company.

Sincerely,

John Alfirevich
Dealer Principal
Alfee@applechevy.com