

# The On-line Auto Showroom by Cinevision Multimedia Inc.

As a business owner, you have invested a great deal in your storefront and in stock. Your exposure to the public depends largely on location and local traffic. More and more people are choosing, however, to shop in the comfort of their home, and browse products via the Internet to make their purchasing decisions. Is your web presence effective enough to sell your product on the Internet? We have proven that a *Cinevision On-line Auto Showroom* is an effective addition to your business strategy. It is easy to use and administer your own custom-designed Internet auto showroom. Does it work? Don't just take our word for it! Here's what one user says:



WELCOME TO VICTORIA SPORT & UTILITY'S ONLINE CAR LOT



Cars Trucks Sport Utility Vans Minivans Collectors Bikes  
Please choose from the above menu for quick access to other auto types.

To search for a vehicle, please click the type that interests you.



figure 1

"Another gentleman from Seattle bought a Volkswagen Vanagon. Every month customers come in with a printed brochure of a car from the site saying things like 'my wife e-mailed me this car and I'd like to take a look at it'. I've printed brochures for customers that have three color pictures of the car they're considering. They add my beautiful color brochure to the pile of business cards with scribble on the back from the other dealers. Not only does it make my car stand out but it makes our store look so much more professional, especially in a time when computers and e-mail are so prevalent. All in all I can't say enough good things about it, it has improved our business and we are extremely happy. We also want to thank you for the 'after-sales' service & support you have provided.

Thanks, Paul"

"Thank you so much for building us an amazing website. We have received countless compliments from our customers on how easy it is to use. They often say that they check it on a regular basis because we make sure to keep it current. Our site is quick and easy to update and that makes everybody happy. The first few months it felt like no one was noticing that we had a site. Today it's a great source of leads. We've sold lots of cars because of it. We sold an RX-7 to a guy in New York. He flew to Victoria and drove it home.



Cars Trucks Sport Utility Vans Minivans Collectors Bikes  
Please choose from the above menu for quick access to other auto types.



figure 2

**1967 Volkswagen Beetle "Custom" \$13,995**



Victoria Sport Utility  
Auto Brokerage Ltd.  
430 Burnside Rd. East  
Victoria, BC V8T 2K2  
Ph: (250) 381-3327  
Fax: (250) 381-3301  
Toll Free (888) 440-3327  
Email us at [sales@vsu.ca](mailto:sales@vsu.ca)




Specifications			
Year	1967	Odometer	3500 KM / 2,175 mi
Engine Size	1.6 litres	Cylinders	4
Transmission	5 Speed	Drive Train	RrWD
Fuel Type	Unleaded	New/Pre-owned	Pre-Owned
Doors	2 Dr	Exterior Colour	Powder Purple
Warranty Available	Yes	Warranty Remaining	No
Convertible	No	Wagon	No

Features and Equipment		
Leather Seats	CD Player	AMFM Stereo Radio
Alloy Wheels		

**Description**

Engine: 2100cc with Street Eliminator Heads, Webber 481da's, Strait cut Cam gears, Notched pistons The engine is Powder coated with Chrome and Gold fittings Stereo: Eclipse Deck Phoenix Gold Amp and Cross-overs Custom built with sound dampening Materials Interior: Custom Tri-Color by Tommy's Upholstery Powder coated roll cage, Chrome Fire Edging/asher History: The body of this car was bought in California and painted and built into a 1/4 mile street/legale race car. The owner raced this car 4 times and placed 1st in three of those races. It has been well built and runs well and is in immaculate condition. Exterior: The car has no Dents, and no Rust

## How does it work?

Your clients select a major category.

(truck, van, minivan etc. - see figure 1, page 1)

The system returns a list of all available vehicles in that category. (see figure 3 right)

Your clients then click "details" to see all the listed data including a detailed description and multiple pictures for the vehicle that interests them.

(see figures 2 - page1 & figure 4 below)

**1990 Acura Integra GS**
**\$9,995**



**Victoria Sport Utility  
Auto Brokerage Ltd.**  
430 Burnside Rd. East  
Victoria, BC V8T 2X2  
Ph: (250) 361-3327  
Fax: (250)361-3301  
Toll Free:(888) 440-3327  
Email us at:sales@vsu.ca




**Specifications**

Year	1990	Odometer	131,211 KM / 81,535 mi
Engine Size	1.8 litres	Cylinders	4
Transmission	Automatic	Drive Train	FrWD
Fuel Type	Unleaded	New/Pre-owned	PreOwned
Doors	4 Dr	Exterior Colour	Blue
Warranty Available	Yes	Warranty Remaining	No
Convertible	No	Wagon	No

**Features and Equipment**

Power Steering	Power Brakes	Power Locks
Power Windows	Sunroof	AM/FM Stereo Radio
Cassette Player		Tilt
Cruise Control		
Alloy Wheels		



Cars
Trucks
Sport Utility
Vans
Minivans
Collectors
Bikes

Please choose from the above menu for quick access to other auto types.

Here are the results of your search:






Make	Model	Year	Price	KM	STK#	
Acura	Integra GS	1990	\$9,995	131,211		<a href="#">Details</a>
Acura	Vigor GS	1992	\$16,995	119,375		<a href="#">Details</a>
Audi	A-8	1990	\$7,995	204,562		<a href="#">Details</a>
BMW	740iL	1998	\$47,995	64,317		<a href="#">Details</a>
BMW	525	1990	\$16,400	179,369		<a href="#">Details</a>
BMW	328 ic	1998	\$44,995	54,241		<a href="#">Details</a>
BMW	318is	1991	\$14,995	96,023		<a href="#">Details</a>
BMW	535i	1989	\$16,995	219,827		<a href="#">Details</a>
BMW	325E	1985	\$7,995	203,450		<a href="#">Details</a>
BMW	525	1995	\$27,995	60,922		<a href="#">Details</a>
BMW	328ia	1998	\$32,995	74,919		<a href="#">Details</a>
BMW	328iS	1999	\$36,995	62,402		<a href="#">Details</a>
BMW	318 iC	1996	\$28,995	120,284		<a href="#">Details</a>
BMW	325is	1987	\$11,995	114,110		<a href="#">Details</a>
BMW	318isa	1996	\$23,995	117,402		<a href="#">Details</a>
BMW	325 i	1987	\$10,995	144,816		<a href="#">Details</a>
BMW	328i	1997	\$29,995	85,970		<a href="#">Details</a>
Cadillac	COUPE DE VILLE	1987	\$7,995	126,661		<a href="#">Details</a>
Chrysler	neon	1995	\$8,995	128,462		<a href="#">Details</a>
Chrysler	Neon LE	2000	\$12,995	67,703		<a href="#">Details</a>
Ford	MUSTANG GT	1999	\$22,995	20,117		<a href="#">Details</a>
Honda	ACCORD EX	1995	\$15,995	93,090		<a href="#">Details</a>
Honda	PRELUDE SH	1998	\$25,995	63,138		<a href="#">Details</a>
Honda	CIVIC EX	1997	\$15,995	52,169		<a href="#">Details</a>
Honda	Accord	1990	\$9,995	125,303		<a href="#">Details</a>
Lexus	LS400	1993	\$22,700	131,324		<a href="#">Details</a>
Mazda	Precidia MX-3 V6	1996	\$15,995	84,310		<a href="#">Details</a>
Mazda	MX-6 Mystere	1995	\$15,995	95,463		<a href="#">Details</a>
Mercedes-Benz	190 E	1993	\$15,700	111,002		<a href="#">Details</a>
Mercedes-Benz	190E	1989	\$9,995	153,394		<a href="#">Details</a>
Mercury	SABLE	1998	\$12,995	65,263		<a href="#">Details</a>
Mercury	Sable	1995	\$9,995	93,842		<a href="#">Details</a>
Mitsubishi	2000 GTX	1989	\$4,995	149,484		<a href="#">Details</a>
Nissan	200SX	1995	\$11,995	36,243		<a href="#">Details</a>
Nissan	300 ZX	1988	\$7,995	145,865		<a href="#">Details</a>
Plymouth	ACCLAIM	1989	\$4,995	153,844		<a href="#">Details</a>
Pontiac	GRAND PRIX	1997	\$10,995	95,169		<a href="#">Details</a>

figure 3

figure 4

Your clients can now print the detail page for autos they want to purchase or investigate further. If the site does not have the vehicle that they are searching for, they can click on "car search" and fill out a quick form to let the sales staff know the details of their perfect car, and how to contact them. There is even provision for leaving a deposit via credit card, to ensure the dealer has a sale.

## What about site administration?

This is the real power of the site. We have made it so simple to update and upload new pictures, it's quick and easy to keep your online catalogue up to date. Admission to the Administrative section is by secure ID and password, and is not available to the public.

Search for a Vehicle below.

To search for a Vehicle, enter your criteria into the following fields.  
A blank search form will return all vehicles in the database.  
NOTE: Spelling Counts!

**Make**

**Model**

**STK#**

**Vin Code**

CLICK HERE  
TO ADD AN AUTO

figure 5

The first "Admin" screen allows the dealer to search for a vehicle in the system by any or all of make, model, stock number or VIN Code. This enables you to do a broad search by make or model, or narrow your search down to one vehicle. Simply clicking "continue" will list all vehicles in the database, as in figure 7 on the next page.

Clicking “Add auto”, from the main Admin screen, takes the user to the Add/Edit vehicle screen. (see figure 6, right) This screen allows the user to add all the necessary details about the vehicle, and upload several pictures, or edit existing information and images. This constitutes the “vehicle record”. Each vehicle record screen is specific to the type of automobile; ie there are different categories of options to select from for the seven different auto types.

Administration

Type of Auto	Make	Model	Year	STCK#	VIN Code		
1	<input type="checkbox"/>	Car	Acura	Integra GS	1990	01970	<a href="#">Edit</a>   <a href="#">Delete</a>   <a href="#">Sticker</a>   <a href="#">Brochure</a>
2	<input type="checkbox"/>	Car	Acura	Vigor GS	1992	00785	<a href="#">Edit</a>   <a href="#">Delete</a>   <a href="#">Sticker</a>   <a href="#">Brochure</a>
3	<input type="checkbox"/>	Car	Audi	A-8	1990	01090	<a href="#">Edit</a>   <a href="#">Delete</a>   <a href="#">Sticker</a>   <a href="#">Brochure</a>
4	<input type="checkbox"/>	Car	BMW	328i	1997	44721	<a href="#">Edit</a>   <a href="#">Delete</a>   <a href="#">Sticker</a>   <a href="#">Brochure</a>
5	<input type="checkbox"/>	Car	BMW	325ic	1987	26833	<a href="#">Edit</a>   <a href="#">Delete</a>   <a href="#">Sticker</a>   <a href="#">Brochure</a>
6	<input type="checkbox"/>	Car	BMW	318 IC	1996	11039	<a href="#">Edit</a>   <a href="#">Delete</a>   <a href="#">Sticker</a>   <a href="#">Brochure</a>
7	<input type="checkbox"/>	Car	BMW	740IL	1998	24411	<a href="#">Edit</a>   <a href="#">Delete</a>   <a href="#">Sticker</a>   <a href="#">Brochure</a>
8	<input type="checkbox"/>	Car	BMW	328IS	1999	37979	<a href="#">Edit</a>   <a href="#">Delete</a>   <a href="#">Sticker</a>   <a href="#">Brochure</a>
9	<input type="checkbox"/>	Car	BMW	328ia	1998	64344	<a href="#">Edit</a>   <a href="#">Delete</a>   <a href="#">Sticker</a>   <a href="#">Brochure</a>
10	<input type="checkbox"/>	Car	BMW	318ia	1996	30617	<a href="#">Edit</a>   <a href="#">Delete</a>   <a href="#">Sticker</a>   <a href="#">Brochure</a>
11	<input type="checkbox"/>	Car	BMW	325 i	1987	45096	<a href="#">Edit</a>   <a href="#">Delete</a>   <a href="#">Sticker</a>   <a href="#">Brochure</a>
12	<input type="checkbox"/>	Car	BMW	325E	1985	28151	<a href="#">Edit</a>   <a href="#">Delete</a>   <a href="#">Sticker</a>   <a href="#">Brochure</a>
13	<input type="checkbox"/>	Car	BMW	535i	1989	61081	<a href="#">Edit</a>   <a href="#">Delete</a>   <a href="#">Sticker</a>   <a href="#">Brochure</a>
14	<input type="checkbox"/>	Car	BMW	318is	1991	72778	<a href="#">Edit</a>   <a href="#">Delete</a>   <a href="#">Sticker</a>   <a href="#">Brochure</a>
15	<input type="checkbox"/>	Car	BMW	328 ic	1998	89098	<a href="#">Edit</a>   <a href="#">Delete</a>   <a href="#">Sticker</a>   <a href="#">Brochure</a>
16	<input type="checkbox"/>	Car	BMW	525	1990	31471	<a href="#">Edit</a>   <a href="#">Delete</a>   <a href="#">Sticker</a>   <a href="#">Brochure</a>
17	<input type="checkbox"/>	Car	BMW	525	1995	50711	<a href="#">Edit</a>   <a href="#">Delete</a>   <a href="#">Sticker</a>   <a href="#">Brochure</a>
18	<input type="checkbox"/>	Car	Cadillac	COUPE DE VILLE	1987	46125	<a href="#">Edit</a>   <a href="#">Delete</a>   <a href="#">Sticker</a>   <a href="#">Brochure</a>
19	<input type="checkbox"/>	Sport_Utility	Chevrolet	BLAZER TAHOE LT	1994	30009	<a href="#">Edit</a>   <a href="#">Delete</a>   <a href="#">Sticker</a>   <a href="#">Brochure</a>
20	<input type="checkbox"/>	Sport_Utility	Chevrolet	SUBURBAN 1500	1994	01122	<a href="#">Edit</a>   <a href="#">Delete</a>   <a href="#">Sticker</a>   <a href="#">Brochure</a>
21	<input type="checkbox"/>	Car	Chrysler	neon	1995	39212	<a href="#">Edit</a>   <a href="#">Delete</a>   <a href="#">Sticker</a>   <a href="#">Brochure</a>
22	<input type="checkbox"/>	Car	Chrysler	Neon LE	2000		<a href="#">Edit</a>   <a href="#">Delete</a>   <a href="#">Sticker</a>   <a href="#">Brochure</a>
23	<input type="checkbox"/>	Minivan	Dodge	GRAND CARAVAN	1995	16896	<a href="#">Edit</a>   <a href="#">Delete</a>   <a href="#">Sticker</a>   <a href="#">Brochure</a>
24	<input type="checkbox"/>	Minivan	Dodge	Grand Caravan AWD LE	1993	09901	<a href="#">Edit</a>   <a href="#">Delete</a>   <a href="#">Sticker</a>   <a href="#">Brochure</a>
25	<input type="checkbox"/>	Minivan	Dodge	Caravan AWD	1992	14873	<a href="#">Edit</a>   <a href="#">Delete</a>   <a href="#">Sticker</a>   <a href="#">Brochure</a>

Delete marked vehicles Next 25

figure 7

figure 6

Administration

Edit the following vehicle fields

**Vehicle Information**

Change Vehicle type here:

Manufacturer:  Model:  New Alphabet ONLY. No name or other character. Does count as 4 digit.

Year:  Price:  [Upload and View Pic 1](#)

VIN:  [Upload and View Pic 2](#) [Upload and View Pic 3](#)

Red means not ONLY a Label Engine Size:  Cylinders:  litres

Why Remain?  Why Avail?

STCK#

New/Used:

Km:  Colour:

Trans:  Fuel Type:

Doors:  Drive Train:

Convertible:  Wagon:

Description:

Power	Other
Steering: <input type="text" value="Yes"/>	Air Cond: <input type="text" value="Yes"/> Keyless: <input type="text" value="No"/>
Brakes: <input type="text" value="Yes"/>	Tilt: <input type="text" value="Yes"/> Leather: <input type="text" value="Yes"/>
Windows: <input type="text" value="Yes"/>	Cruise: <input type="text" value="Yes"/> Alloy Wh: <input type="text" value="Yes"/>
Locks: <input type="text" value="Yes"/>	Turbo: <input type="text" value="No"/> Sunroof: <input type="text" value="Yes"/>
Seats: <input type="text" value="Yes"/>	ABS Brakes: <input type="text" value="Yes"/> T-Roor: <input type="text" value="No"/>

Air Bags:

Stereo:

There are four choices from the main Admin vehicle list: “Edit” returns you to the Add/Edit vehicle screen, with that vehicle’s information. “Delete” is self-explanatory, and, when using the check boxes, can delete multiple records at once. “Sticker” assembles the vehicle info and prints a window sticker. See figure 8 below for a sample sticker. “Brochure” creates a 3-panel brochure on the chosen vehicle, complete with salesman’s name, phone number and a personalized message - for walk-in clients to take with them. We even make it complete with fold guide marks, calibrated to your printer. See figure 9 below for a sample brochure.



**1997 BMW 328I**

6 CYLINDER 2.8 LITRE POWER PLANT  
AUTOMATIC TRANSMISSION  
ONLY 85970 KM  
USES UNLEADED FUEL  
POWER STEERING  
POWER SEATS  
AIR CONDITIONING  
ALLOY RIMS  
AM/FM CASSETTE CD PLAYER  
CRUISE CONTROL  
POWER BRAKES  
TILT STEERING  
LEATHER INTERIOR  
POWER WINDOWS  
POWER LOCKS  
SUNROOF  
ABS BRAKES  
AIR BAGS: DRIVER SIDE PASSENGER SIDE

**\$29995**

PHONE 361-3327 FAX 361-3301  
**WE OFFER GREAT CARS YOU CAN AFFORD TO OWN!**

figure 8



Victoria Sport Utility Auto Brokerage Ltd.  
430 Burnside Rd. E. Victoria, BC  
Ph: (250) 361-3327 Fax: (250) 361-3301  
Toll Free: (888) 440-3327  
Email: sale@vsu.ca

**Specifications:**

Year: 1997  
Odometer: 85,970 KM / 53,422 mi  
Engine Size: 2.8 litres  
Cylinders: 6  
Transmission: Automatic  
Drive Train: RWD  
Fuel Type: Unleaded  
New/Pre-owned: PreOwned  
Doors: 4 Dr  
Exterior Colour: Green  
Warranty Available: Yes  
Warranty Remaining: No  
Convertible: No  
Wagon: No

My name is Salesman Name, an Auto Broker with Victoria Sport & Utility. VSU offers a large variety of pre-owned quality vehicles. We have access to hundreds of vehicles that fit every budget.



*As an Auto Broker, I will save you time and money. I will look after:*

- 105 Point Inspection
- Searches
- Vehicle History
- Price Comparisons
- Negotiating for you
- And much more

*Yours in Service,  
Salesman Name*

430 Burnside Road East,  
Victoria BC V8T 2X2  
online at [www.vsu.ca](http://www.vsu.ca)

**Examples of Excellence**



**Features:**

Power Steering	Power Brakes	Power Locks
Power Windows	Power Seats	AM/FM Radio
Cassette Player	CD Player	Tilt
Cruise Control	Sunroof	ABS Brakes
Leather Seats	Passenger Air Bag	Air Conditioning
Jay/Whire	Driver Air Bag	

A personalized commitment for your customer.

Salesman Name  
250-555-1521

figure 9

All in all, we feel, and have been told — that we have created the best tool of its type for the automotive sales industry. Put the Cinevision **On-line Auto Showroom** to work for your business!

## **Benefits and Options:**

### **1. Create a complete new site with implementation on the Internet.**

- Complete customization for your business needs
- Planning and storyboard creation based on your input for site design
- Professional graphic artist working to make your site's "look" unique
- Expert code writers making your site efficient, quick and well laid out
- Seamless integration of your *On-line Auto Showroom*
- Complete tutoring package for your site maintainer, IT personnel and sales staff
- Optional additions available, such as; auto parts catalogue, accessory sales section and many other powerful sales tools. Please enquire as to cost.
- Optional vehicle photo and record update service (cost dependent on update frequency)

**One-time cost of CAD\$4500, with free database hosting for 1 year (a \$600 value)**

**OR**

**\$200/month, over 2 years PLUS \$50/month database hosting**

### **2. Add *On-line Auto Showroom* to your existing site.**

- Seamless integration of your *On-line Auto Showroom*
- Complete tutoring package for your site maintainer, IT personnel and sales staff
- Optional additions available, such as; auto parts catalogue, accessory sales section and many other powerful sales tools. Please enquire as to cost.
- Optional vehicle photo and record update service (cost dependent on update frequency)

**One-time cost of CAD\$2000, with free database hosting for 1 year (a \$600 value)**

**OR**

**\$100/month, over 2 years PLUS \$50/month database hosting**

*If needed, I would be happy to come to your location and do a live presentation demonstrating how the site works. If you currently have any questions or concerns, or if anything at all needs to be clarified, please do not hesitate to call me at:*

**920-7333**

**Toll FREE 1-866-779-4367**

***Eric Hughes***

*Executive Sales Manager  
Cinevision Auto Mall Showroom*