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## **Ford Motor Company Veteran Craig Samara Joins IMN as Executive Director of OEM Development**

*Former V.P. of Retail Operations at Jaguar, brings over 20 years of industry experience to his role with IMN*

WALTHAM, Mass. – June 29, 2010, [IMN](#), provider of [Loyalty Driver™](#), the most widely-used e-communication service for automotive dealerships, is pleased to announce the addition of veteran Craig Samara as executive director, OEM development.

Samara brings more than 20 years of automotive industry experience to IMN position and will be responsible for building new partnerships with automotive manufacturers. His extensive experience leading OEM brand development for premium luxury and mass market brands will be a valuable asset as IMN builds brand loyalty and market share for OEMs and their dealer partners.

Prior to joining IMN, Samara spent 20 years with Ford Motor Company, most recently in the roles of Vice President of Retail Operations and Vice President of Franchise Operations for Jaguar Land Rover LLC. While at Jaguar, he launched the Jaguar XF, which has captured and sustained leadership in the V8 medium premium segment and improved Jaguar's NADA "Overall Index Ranking" by 15 positions. In addition, he successfully spearheaded the integration of the Jaguar Land Rover brands into a single, cohesive unit and led the design of the new retail image.

“Craig brings a wealth of industry knowledge to this role,” said Brian Epro, vice president of automotive services. “The combination of his brand development expertise within a luxury segment of the industry and his knowledge of what works for dealerships will help IMN drive additional value to our clients and OEM partners.”

“Through my experience with automotive manufacturers, I’ve seen firsthand how IMN drives traffic and revenue to every department in the dealership. I look forward to building on IMN’s momentum with their current OEM partners and sharing the necessity of the Loyalty Driver platform with those who have yet to experience its dramatic effect” said Samara. “Loyalty Driver is a simple, cost effective tool to build customer relationships while driving continuous revenue. It really is a must-have for all OEM’s and their retail network.”

For more information about IMN Loyalty Driver, please visit IMN at [www.loyaltydriver.com](http://www.loyaltydriver.com).

**About IMN:**

Founded in 1999, IMN is a Software as a Service (SaaS) provider specializing in content-driven e-communication services. Since 2004, IMN has provided Loyalty Driver, an e-communication service to help automobile dealerships communicate with their customers through multi-media email and e-newsletters designed to drive measurable brand impact, product visibility, leads and sales. IMN serves customers worldwide and has formed relationships with more than 1,000 dealerships including the top ten auto groups in the United States. It also serves major corporations such as Shell Oil, Wachovia, Southern Living At HOME and Sage. Additional information can be found at [www.loyaltydriver.com](http://www.loyaltydriver.com) or by calling 1-866-964-6397.