

**PRESS RELEASE**  
*For immediate release*

**Laval, October 15, 2018 – Dealercity Canada Inc.** is proud and pleased to announce the strengthening of its management team with the appointment of Philippe Baron as General Manager of Dealercity Canada Inc.

With more than 17 years in the Internet and business management serving the automotive industry, Philippe Baron has led a multitude of high-impact Web projects. He was co-founder of Autoaubaine and Mediasell, known today as D2C Media. His experience and knowledge of the automotive industry and digital marketing are strong add-ons to the know-how and expertise of Dealercity Canada team that will contribute to offer our current and future customers even better performance.

### **About DEALERCITY CANADA INC**

**DEALERCITY CANADA** offers innovative solutions for the automotive industry. DealerCity brings together experienced people with a great qualification in the vertical automobile. DealerCity's mission is to bring together all the skills in the field by offering state-of-the-art web services, complete and responsive dealer windows, powerful CMS and a CRM developed by and for the automotive industry with his lead management module on mobile technology.

[www.dealercity.com](http://www.dealercity.com)

### **About DEALER CORPORATION HOLDING B.V.**

**DEALER CORPORATION HOLDING B.V.** is a Dutch company with global assets including AUTO 123 INC, EVOLIO, DEALERCITY CANADA INC, DEALERCITY FRANCE SAS, DEALERCITY LATAM, AUTOEXPERT.CA and AUTO123.COM.

The mission of DEALER CORPORATION HOLDING B.V. is to assemble all the necessary forces and resources to give its subsidiaries and their clients access to continuous innovation and some of the best technologies available. [www.dealercorporation.com](http://www.dealercorporation.com)

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