

## **Motorhome Sales goes mobile.....**

***Motorhome Sales of Studley launch a new website using the OpenRoad website solution from Motorhomes.Mobi, providing access to used motorhomes from both the web and mobile phones.***

**Warwickshire, UK - 9<sup>th</sup> April 2008** – Motorhome Sales of Studley have launched a new website, targeted at first time motorhome buyers in the UK. Details of all the motorhome stock from Motorhome Sales is now displayed on the new website at <http://www.used-motorhome.co.uk>, including multiple photographs and full details of each motorhome, with stock being updated daily.

“The Internet is becoming increasingly an important sales and marketing tool to help us to attract first time buyers looking for used motorhomes” said Keith Burke of Motorhome Sales, “Now that over 12 million homes in the UK have a broadband connection, potential buyers can effectively ‘shop’ from home. Motorhomes are a specialist market, where buyers potentially have to travel long distances to find a range of motorhomes matching their requirements and budget, so it was therefore important that we display our stock in detail, have it regularly updated, and effectively promoted on the Internet. “

“Motorhome dealers need to be able to quickly and easily maintain their stock listings on their websites, without having to be an expert in web design, and without having to wait days or sometimes weeks for their web design/hosting company to update the details for them” said Terri O’Leary of Motorhomes.Mobi. “The OpenRoad solution from Motorhomes.Mobi allows motorhome dealers to leverage the skills and expertise of Motorhomes.Mobi, but in a website designed and dedicated just for their own business”

### **About Motorhome Sales**

Motorhome Sales are a small specialist used motorhome dealer based in the village of Studley, Warwickshire, who currently stock around 15 used motorhomes, motorcaravans and campervans that are suitable for first time buyers. Motorhome Sales have in stock motorhomes for sale from £4995 up to £24995 and have been trading for some 20 years plus, having sold their first motorhome in 1986. Motorhome Sales specialise in pre-owned coachbuilt motorhomes and panel-van conversion campervans (Hightop and elevating roof), attractively priced from £4995. Motorhomes in stock usually includes models from Ace, Auto-Sleepers, Auto-Trail, Autohomes, Elddis and Swift.

### **About Motorhomes.Mobi**

Motorhomes.Mobi is as an online motorhome showroom, dedicated to matching sellers with buyers of motorhomes, online. By the use of advanced classification techniques, any motorhome in the Motorhomes.Mobi database can be quickly and easily matched to a potential buyers search criteria, avoiding most the problems of searching traditional classified adverts and auction sites. Both private sellers and motorhome dealers use the website, with dealers having dedicated stock management tools to enable them to easily manage their stock online on Motorhomes.Mobi. Dealers can also use the OpenRoad solution to

display their new and used motorhomes on their own dedicated website, on the Motorhomes.Mobi website and on mobile phones, using a simple management tool to manage the listing details from a single interface.

### **Contact details**

#### **Motorhome Sales**

Newpark House  
107 Alcester Road  
Studley  
Warwickshire  
B80 7NW

Contact: Keith Burke

Email: [sales@used-motorhome.co.uk](mailto:sales@used-motorhome.co.uk)

Web: <http://www.used-motorhome.co.uk>

Tel: 01527 852429

#### **Motorhomes.Mobi**

Old Snuff Mill Warehouse  
Park Lane  
Bewdley  
DY12 2EL

Contact: Terri O'Leary

Tel: 0871 218 0580

Email: [sales@motorhomes.mobi](mailto:sales@motorhomes.mobi)

Web: <http://www.motorhomes.mobi>

Mobile web: <http://motorhomes.mobi>