



## ENYCAR PARTNERS WITH NYSSA

We are pleased to announce the **continued** strategic partnership between ENYCAR and the New York State Snowmobile Association [NYSSA]. This partnership which began last year, will continue to provide unique opportunities for our members to market to a targeted audience and at the same time help us drive more visitors to our auto show in November. We feel this relationship will produce great results for all.

Here are some things to consider:

**-NYSSA boasts one of the largest memberships of any recreational group in New York State...over 70,000 members. This membership represents an incredible consumer buying potential, especially for the products and services provided by ENYCAR dealer members.**

**-All types of outdoor recreation have increased dramatically in the last 2 years, including snowmobiling.**

**-Snowmobiling in New York State is a major economic force...creating over \$900 million dollars in spending annually.**

**-Snowmobilers have many things in common...one of the biggest is that they travel long distances to pursue the sport...that means they need a reliable vehicle suitable for towing and winter driving. The typical snowmobiler uses a truck or SUV to tow their trailer and sleds and get them to the places where they plan to ride. Many sledding families own several machines, thus requiring a large trailer and a vehicle suitable for the task.**

**-These snowmobiling families typically own multiple vehicles, including more traditional models for daily driving, so the opportunity to connect with them on a wide range of automotive products and services is a great fit for ENYCAR members.**

**-NYSSA has published articles in their monthly magazines announcing our partnership. Additionally, they will provide advertising directed at their members promoting our auto show and encouraging their members to consider our dealer members for their automotive needs.**

The NYSSA/ENYCAR partnership was initiated by Tom Williams, owner of Paradox Consulting Group. Tom has a long history of working with auto dealers in our market area. His company manages the NYSSA web presence and helps with

relationship marketing to key areas of the business sector. Tom will help our members connect directly with NYSSA members in their 'backyard' by creating unique and customized sponsorships. We encourage you to reach out to Paradox Consulting to learn more about this opportunity.

Please visit [www.nysnowmobiler.com/enycar](http://www.nysnowmobiler.com/enycar) for additional information...or contact Tom directly at [tom@lessismore.bz](mailto:tom@lessismore.bz) or 518-821-6406.



Best regards,

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