

Sokal Media Group named Agency of Record for Manhattan Dealer Group

MORRISVILLE, N.C., March 2, 2016 (SEND2PRESS NEWSWIRE) – Manhattan Jeep Chrysler Dodge at 678 Eleventh Ave. and Alfa Romeo Fiat of Manhattan, 629 W 54th St. have awarded their advertising accounts to Sokal Media Group of North Carolina.

Founded in 1988 by John Monninger, the family-owned and operated dealer group has a long history of providing exceptional sales expertise and service to their customers. The decision was made based on Sokal Media Group's enthusiasm in bringing a creative strategy and extensive experience in the retail automotive industry.

Based near Raleigh North Carolina, Sokal Media Group is one of the fastest growing automotive advertising agencies in the country with offices and representatives all throughout the East Coast.

Jeff Monninger, who shares responsibility of running the Jeep Chrysler Dodge store with his brother David said Sokal will be handling all marketing and advertising aspects for their stores including new vehicle sales, pre-owned sales, service and parts. "Sokal will be working with our team to enhance both of our dealerships' brand identity and positioning them as the premier auto sales and service destinations in Manhattan, Bronx and Queens."

David added, "Sokal's breadth of services and capabilities combined with decades of hands-on experience within the motor vehicle retail industry made it a natural fit for us."

"We are very proud to have the honor to handle the communications of this family's stores. They are quite unique and have a story that needs to be heard," said CEO Mark Sokal.

Sokal, a native of Brooklyn continued, "We all know that in the five boroughs, parking can be quite a challenge, Fiat of Manhattan to the rescue. Sure, Fiat is nimble and easy to park in any space you find, but here's one better, offering overnight garage parking to their new Fiat customers for just \$99 a month! That's a great story to tell. Plus, you get free oil changes and car washes!"

Patrick Monninger runs the Manhattan Fiat store and added, "We also offer \$1,000 off the manufacturer's suggested retail price on any new Fiat purchased by a Veteran and have a \$500 referral program."

Sokal said, "We have already begun the process of marshalling our team of strategic and creative planners, researchers and digital experts to make a difference in the ROI at these venerable stores."

For more information about Sokal Media Group visit <http://sokamediagroup.com/>.

Information about these dealers can be found online:
<http://ManhattanJeep.com/> and <http://FiatofManhattan.com/>.

Twitter: @SokalMedia

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