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By: **Mad Vine Media Financial Content** via **News** | **Top US PR News**   February 03, 2015 at 05:00 AM EST

Dynalog Dynamic Catalog Technology Revolutionizes Car Shopping at Augusta's Gordon Chevrolet

Gordon Augusta Chevrolet rolls out its Dynalog - an innovative digital catalog to showcase new and used cars in a customer friendly, easy to browse format.

Fort Lauderdale, Florida (PRWEB) February 03, 2015

Adaptable and agile, Dynalog is changing the way you'll shop for your next car. It's already in full swing at Gordon Chevrolet in Augusta, Ga., where prospective car buyers can browse the lot without ever leaving the showroom.

"It's imperative that we have the ability to update the inventory on our website and in a catalog constantly," says Adam Logemann, Gordon Chevrolet's general manager. "We definitely see that our customers love it. It's much better than sifting through pages online and clicking through links."

National shopping authority Catalogs.com originally launched **Dynalog** for retailers to showcase products in an online format—it's a far cry from the typical PDF catalog that's tough to see and difficult to navigate—but it turns out that the Dynalog is versatile enough for other applications as well.

"The Dynalog is a tool that sets us apart from the other auto dealerships. In our business, digital response is the most important thing we do," says Logemann. With Dynalog, he's saved his sales force time and enabled them to make better connections with customers. Rather than filling a response email with dozens of links, the sales team now sends just one: a link to **Gordon Chevrolet's Dynalog**.

An innovative algorithm that requires very little input from the dealership's staff updates the Dynalog every day, so there's virtually no risk that already-sold cars or outdated listings will appear. This non-traditional catalog also puts the dealership's fresh inventory front-and-center each time a reader opens it.

"[It] is literally new every single day," says Logemann. "The clients get an automatically generated list of related cars with images and descriptions."

The Gordon Chevrolet Dynalog features nearly 100 pages of new and used cars in a sleek, colorful format. Vehicle images include sticker prices, quick descriptions and direct links to the listings, driving traffic back to the dealership's website.

Dynalog dwarfs PDFs and traditional ecommerce mediums with its interactive format and ease-of-use. Each vehicle's page in the catalog populates with related vehicles to make comparison-shopping and upselling more convenient.

Global think-tank **Statista** says that 191.1 million digital shoppers in the U.S. spent more $593 billion online in 2014, so it makes sense for businesses to switch from tired, unresponsive PDF catalogs to the Dynalog. Over 25 percent of online consumers say that easy-to-use mobile websites influence their purchase decisions, according to the National Retail Federation, which helps explain Dynalog's popularity.

Among Dynalog's notable clients are Waterford Crystal; Party City; Bombay; University of California and Jos. A. Bank. Because it's paperless, cost-effective and updates automatically, this online powerhouse is the only digital catalog platform effective enough for businesses with daily product turnovers.

About Gordon Chevrolet in Augusta
Gordon Chevrolet in Augusta, Ga., offers the CSRA's best selection of new Chevrolets and the area's greatest choice in pre-owned vehicles. Their sales and service staff are dedicated to 100 percent customer satisfaction. Gordon Chevrolet is the only full-service GM dealership in the area, offering customers sales and service with the region's largest inventory of GM parts.

For the original version on PRWeb visit: **http://www.prweb.com/releases/catalogscom/gordon_chevrolet_dynalog/prweb12489772.htm**

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