

# Auto Lenders Selects LevLane as Agency of Record



LevLane will lead marketing strategy for the fast-growing pre-owned car dealer's expansion

## NEWS RELEASE BY LEVLANE

### Philadelphia, PA | November 16, 2021 11:00 AM Eastern Standard Time

Auto Lenders, the leading pre-owned car dealer in NJ and one of the largest pre-owned dealership groups on the East Coast, announced recently it has named LevLane as its new Agency of Record and Agency Partner. Auto Lenders awarded LevLane its marketing business in anticipation of the car dealer's aggressive expansion plans for both its car selling and car buying divisions.

Since its establishment in 1990, **Auto Lenders** – an independent, family-owned company, currently based in Voorhees, NJ – has experienced substantial growth in the region. The company's car selling division currently operates eight showrooms across Southern New Jersey and the Greater Philadelphia area. **ALgo**, Auto Lender's car buying division, currently operates in 20 states. LevLane will play a key role in both divisions' ambitious plans to expand by leading marketing strategy and execution for both brands.

LevLane will handle all creative strategy and execution, SEO, SEM, media, and content marketing during the client's expansion. The full-service advertising agency will work collaboratively with the Auto Lenders team to build brand awareness while supporting the company's mission and vision for the future of car buying and selling.

"Auto Lenders is at an inflection point," said Brad Wimmer, President of Auto Lenders. "We are ready to grow, but knew we needed to find the right marketing partner to make that a reality. When we started our search, we wanted to find an agency that got us and understood our goals and our culture. The process was competitive, but LevLane's research, insights, expertise, and their inspired creative and branding work went unmatched. Finding LevLane was that final piece we needed to complete the puzzle."

"Auto Lenders is a brand we are very familiar with in the Philadelphia region. So, when they called us, we knew they were a client we wanted to work with" said **Josh Lev**, SVP of Brand Engagement. "When two companies come together whose culture and goals align as ours do, great work happens. We believe this will be a successful partnership and we are honored to be selected as the team that will help them during this exciting time."

### About LevLane

LevLane is an award-winning, full-service, independent advertising agency in Philadelphia, PA that has been building brands that people love for nearly 40 years.

## About Auto Lenders

Auto Lenders is an independent, family-owned car company that has been streamlining the auto buying process since 1990. Auto Lenders uses direct relationships with regional banks to cherry-pick the best pre-owned vehicles and offer quick credit options for buyers with all types of budgets.

## About ALgo

ALgo is the auto buying division of Auto Lenders. ALgo's mission is to make selling a car fast and easy for everyone by being transparent throughout the process and offering top prices for sellers.

## Contact Details

Lauren Stralo

+1 215-825-9692

[lstralo@levlane.com](mailto:lstralo@levlane.com)

## Company Website

<https://www.levlane.com>

## Tags

AUTO BUYING SERVICE

AUTO SELLING SERVICE

AUTO BUYING

AUTO BUYERS

AUTO SELLERS

CAR SELLER

CAR BUYER

CAR DEALERSHIP

USED CAR DEALERSHIP

USED CARS

LOCAL CAR DEALER

CAR SELLING SERVICE

CAR BUYING SERVICE

MARKETING AGENCY

ADVERTISING AGENCY

SEO MARKETING

SEM

CONTENT MARKETING AGENCY

PUBLIC RELATIONS AGENCY

PHILADELPHIA CAR BUYER

PHILADELPHIA AD AGENCY

AD AGENCY

PHILLY ADVERTISING AGENCY

PHILADELPHIA ADVERTISING AGENCY