

## IMMEDIATE RELEASE

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### **REAL INTELLIGENCE AND CLUB SPORTIVA TEAM UP AT CONCORSO ITALIANO CAR SHOW AT LAGUNA SECA**

*Showcase new dynamic mobile applications for automotive industry*

August 17, 2011 -- Real Intelligence and Club Sportiva will demonstrate Real Vehicles, a new application geared for the automotive industry on August 19, 2011 at the Concorso Italiano Car Show, Laguna Seca Golf Ranch, Monterey, California.

Real Vehicles is an easy to use and powerful vehicle management system perfect for museums, dealerships, memberships and car show management.

Mobile devices have changed how people read their emails. Optimizing the marketing of vehicles for the mobile world is a necessity these days. Real Vehicles automates this process. In addition, a QR code for every vehicle is automatically created with a dynamic landing page with branding for each client and vehicle.

All of this is built on top of Salesforce.com, the leading CRM system. This allows for electronic signatures, mobile access to client lists, email drip campaigns and a host of other features.

"With greater flexibility and control, the Real Vehicles application is ideal for nearly any auto related business, making it easier for businesses to manage their vehicle inventory and vehicle marketing," said Sia Bani, owner of Club Sportiva. "Real Vehicles keeps us on the cutting edge with the automatic QR Code and dynamic mobile app creation. We are able to engage with new prospects at shows and events like never before!" he added.

#### **WHEN AND WHERE:**

August 19th at Laguna Seca Golf Ranch, Monterey California Concorso Italiano will once again open the traditional Monterey/Pebble Beach Weekend. Concorso Italiano's unique format features more than 800 – 1000 vehicles of Italian origin, and its atmosphere is on the vehicles on display, conversations between people who love and

appreciate them, and elements of Italian style such as fashion, food, music and art – all of this on the beautiful grounds of the Laguna Seca Golf Ranch.

### **About Real Intelligence**

Real Intelligence provides innovation and flexible Property, Facility and Event management solutions that increase sales, marketing and operational efficiency while improving the overall customer experience at the same time. Its products tightly integrate location specific information with the power of CRM allowing users to experience interactivity with real information, in real time on any device, (PC, Web, Mobile or Digital Signage). Real Intelligence is located in Los Gatos, California at 408-569-2515. Visit us at [www.realintelligence.com](http://www.realintelligence.com) and Facebook.

### **About Club Sportiva**

Club Sportiva, the Exotic Car Experience, was founded in early 2003. The collection of vehicles has *continuously* grown as have the Exotic Car Services offered, including *Exotic Car Share, Rentals, Tours, & Concierge Services*.

Over the past eight years, with hundreds of members, corporate & individual clients, Club Sportiva pioneered the unique sports car “timeshare” concept offering exotic car aficionados and classic car buffs the ultimate sports car driving experience.

With multiple clubhouse locations and a stable of a 21 sports and luxury cars in the Bay Area alone, ranging from a Lotus Elise to a Ferrari F458 Italia, Club Sportiva has grown into the premier Exotic Car Experience. [www.clubsportiva.com](http://www.clubsportiva.com). 866.719.1600

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