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**AAISP**  
Association of Automotive  
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A weekly compilation of franchised dealership-specific news, events and information for Internet sales professionals

## Motormouth Audio to launch online sales pitches

Eatontown, New Jersey-based Motormouth Audio, provider of audio selling tools for dealership Web sites was recently featured in the New York Times article, "[The Sales Pitch, Minus Salesmen](#)" for their soon to be launched line of studio-produced audio sales pitches. According to the article, Motormouth Audio plans to produce a pitch for almost every manufacturer and should appear online in May. Visit [Motormouth Audio](#) for more information.