MORE THAN CARS MEDIA

A New Media Network and Creative Studio that is obsessed with Retail Automotive

ABOUT

ABOUT

ASOTU & MORE THAN CARS

More Than Cars is a founder-led media network and creative studio built on a simple belief that the PEOPLE are more critical to the future of the industry than the product.

Each day, we bring together tens of thousands of dealers, industry partners, and leaders through top-tier content, events, education, and creative collaborations that move the industry forward.

Our community members are the ones shaping the future of retail auto.

ABOUT

WALKING THE FLOOR, SHAPING THE FUTURE, MAKING IT HOT

Our content is built on 20 years of building relationships at all levels of the industry while injecting fresh creative flair that makes other industries jealous.

Our team spends time in the trenches and is amazing to work with: walking dealerships, inside industry-partner war rooms, at events, and alongside the operators working to solve real problems every day.

Our executives actively participate and moderate discussions at the highest levels of the industry across national/state trade associations, legislation, and manufacturing.

Our human-powered creative team dreams up activations, formats, and interactions that remind you artfulness is a critical component of communication.

Send us Fan Mail
The rules around pricing transparency are
industry is scrambling to keep up.... see more
Comments
Be the first to leave a comment.
We're Going To NAMAD
NAMAD Sessions
Home
Search
Your Library
Premium
Create
NAMAD Sessions
NAMAD SESSIONS by mia
MORE THAN CARS MEDIA
NAMAD Sessions
Follow
How Valley Hi Toyota Made Entertainment Its Secret Sales Strat...
15 Sep 2025 • 8 min
AUTOMOTIVE
KYLE MOUNTSIER
Sign up for the Daily Pushback Email and get curated auto indu
THE DEALER PLAYBOOK
WITH MICHAEL CIRILLO
9:49
Automotive AI Projects Fail with John Co
AUTO COLLABS
CIRILLO
MOUNTSIER
DALY
Auto Collabs
Following
<1k followers
#Artificial Intelligence
#Automotive Industry
Why Most Automotive AI Projects Fail with John Coles
25 Jun 2026 • 27 min
SHAWN FAIN UNDER FEDERAL INVESTIGATION AGAIN
ASOTU CON 2027 will be May 11-13, 2027! Sign up for first to know access at asotu.c
Automotive News
FINDING YOUR REAL VOICE
ZOOX RECALLS ROBOTAXIS
FEDERAL WATCH
Dealership Website E
NADA Show Sessions by ASO...
Follow
<1k followers
The Secret to a Faster, More Profitable
Dealership Website Experience with...
Podcasts
+ Follow
In Collaboration With
MORE THAN CARS CREATIVE
ASOTU CON SESSIONS
ASOTU CON Sessions
ASOTU Podcasts
YouTube
16 / 250

ABOUT

MEDIA REACH

TOTAL AUDIENCE	76,000+

IMPRESSIONS	ENGAGEMENT RATE	PIECES PUBLISHED	Daily Email Open Rate
+6 MM	14.6%	5,600+	53.6%

ABOUT

WHAT WE DO

We create media that moves people.

- Podcasts
- Daily and weekly email content
- Social media posting and community engagement
- Event coverage & ASOTU CON
- Docuseries & video content that connects on a human level
- High production webinars and
- Thought leadership with real takeaways
- Custom campaigns, sponsorships & brand integrations that don’t feel like “ads”

ABOUT

WHO WE ARE

Our executive leadership team members, Paul J Daly, Kyle Mountsier, and Michael Cirillo, are well-known throughout the industry for what they say and what they build. Joined by former auto group CMO and agency veteran Robin Moore, More Than Cars Media’s creative marketing bench is the deepest, most skilled we’ve ever had.

Our passionate team of over 25 spans strategy, creative, marketing, events, and production, ready to help brands tell their story in the context of the industry we know best.
We’re not distant commentators, we are engaged practitioners.

Why Partner With ASOTU | More Than Cars?

We are the connective tissue between the right brands and the right dealers.

Smarter Campaigns

Strategically-placed creative and storytelling in the most dealer-trusted content in the industry.

Unmatched Brand Affinity

Trusted by top dealers and execs because we actually show up.

Done-With-You Execution

From first brief to final deliverable, our creative and operations teams delivers.

Let’s Do Something That Matters AND Moves the Needle

Our ideal partners:

- Want to build brand affinity on top of brand awareness.
- Want to be seen as innovators and contributors within the industry.
- Want to increase the quality of their dealer relationships and not just the quantity.

Thanks for considering ASOTU | More Than Cars in 2026.
Let’s build something worth remembering.

STEVE GREENFIEL
MAINSTAGE
curbee
Studio AI
Cars, Faster
SIRO
Meet
relatable and
for dealers, ve
consumers.
Content
• Car sales skit
• Best practices
• Tips and

OFFERINGS

EMAIL OFFERINGS

Automotive State of The Union Daily Email

The Automotive State of The Union Daily Email is retail automotive's trusted morning briefing, delivering the industry's biggest news, business trends, and cultural conversations in a fast, engaging format that thousands of professionals rely on every weekday.

More than an email, it's a daily habit. Readers return throughout the day to stay informed, making it one of the industry's most consistent and trusted touchpoints. Sponsoring the Automotive State of The Union Daily Email places your brand alongside the stories and conversations that matter most to dealership leaders and industry partners.

MEASURABLE PERFORMANCE

ACTIVE SUBSCRIBERS	AVERAGE UNIQUE OPEN RATE	AVERAGE TOTAL OPENS / DAY	AVERAGE TOTAL UNIQUE OPENS / DAY
6,450+	53.5%	5,000+	3,000+

MARKETING GOALS

- Brand Awareness and Loyalty
- Establishing Thought Leadership
- Increasing Brand Engagement

Best For | Consistent brand visibility with dealership leaders and industry decision-makers.

OFFERING

- Brand Visibility
  - Sponsor Logo Placement beneath ASOTU Logo with Linked Website
  - Sponsor CTA with Clickable Link(s)
- Content Creation
  - Custom Sponsored Content Block (Approximately 100 Words)
  - More Than Cars Copywriting Support for Sponsored Content
- Sponsor Assets
  - Monthly Performance Reporting
- Scheduling
  - First-Come, First-Served Date Selection

INVESTMENT

- **Daily: $750/day**
- **Monthly (2 Placements): $1,250/month**
- **Quarterly (2 Placements/Month): $1,100/month**

EMAIL OFFERINGS

AutoIndustry.ai Newsletter

AutoIndustry.ai is retail automotive's trusted weekly source for artificial intelligence news, emerging technologies, and practical applications. Delivered every Tuesday, it helps dealership leaders, OEMs, and industry partners stay informed on one of the fastest-moving forces shaping the industry.

Rather than simply reporting AI news, AutoIndustry.ai curates the conversations that matter most, highlighting real-world use cases and thought leadership from the innovators driving change. Sponsors are positioned alongside the content professionals rely on to better understand and adopt AI.

View Past Emails Here

MEASURABLE PERFORMANCE

AUDIENCE
1,250+

AVERAGE OPEN RATE
38.71%

MARKETING GOALS

- Brand Awareness & Loyalty
- Establish Thought Leadership
- Increase Brand Engagement

Best For | Brands looking to lead the conversation around AI and emerging technology in automotive.

OFFERING

- Brand Visibility
  - Exclusive Sponsor of Four Consecutive Tuesday Editions
  - Sponsor Logo Placement with Linked Website
  - Category Exclusivity During Sponsorship
  - Sponsor CTA with Clickable Link(s)
- Content Creation
  - Custom Sponsored Content Block (Approximately 100 Words)
  - More Than Cars Copywriting Support for Sponsored Content
- Sponsor Assets
  - Monthly Performance Reporting

INVESTMENT

$2,500 (Exclusive Four-Week Sponsorship)

EMAIL OFFERINGS

LinkedIn Newsletter Feature: Around the ASOTU-verse

Our LinkedIn Newsletter extends More Than Cars' thought leadership beyond the inbox, giving partners an opportunity to showcase educational content directly to an engaged audience of automotive professionals.

Whether you're sharing original research, industry insights, case studies, or white papers, this feature positions your brand as a contributor to meaningful industry conversations while driving readers to your highest-value content.

View Past Newsletters Here

MEASURABLE PERFORMANCE

FOLLOWERS
18,200+

ARTICLE VIEWS
856,000+

MARKETING GOALS

- Establish Thought Leadership
- Increase Brand Engagement
- Generate Leads

Best For | Promoting research, insights, white papers, and educational content that generates qualified engagement.

OFFERING

- Brand Visibility
  - Custom Around the ASOTU-verse LinkedIn Newsletter Feature (Saturday Release)
  - Prominent Sponsor Content Placement for High-Value Assets
- Content Creation
  - Content Development Support (Optional): Sponsor-Provided or Co-Developed with More Than Cars
- Distribution & Promotion
  - Published in the Around the ASOTU-verse LinkedIn Newsletter Feature (Saturday Release)
  - One Clickable Link to the Destination of Your Choice
- Sponsor Assets
  - Post-Campaign Performance Reporting

INVESTMENT

$500 per Featured Newsletter

OFFERINGS

Edge Webinars by More Than Cars

Edge Webinars transform the traditional webinar into a collaborative, high-production experience that brings together dealership leaders, industry experts, and engaged audiences around the conversations shaping retail automotive.

From promotion and registration through post-event content creation, More Than Cars manages the production while helping your team build thought leadership, generate qualified leads, and create lasting content that extends well beyond the live event.

View Past Webinars Here

MARKETING GOALS

- Generate Leads
- Establish Thought Leadership
- Create Reusable Content
- Brand Awareness & Loyalty
- Increase Brand Engagement

Best For | Generating qualified leads while establishing thought leadership through live educational content.

OFFERING

- Brand Visibility
  - Sponsor Logo Placement on Webinar + Co-Branded Graphics
- Content Creation
  - Custom Collaborator Landing Page + Registration Page
  - LinkedIn Webinar Event Page
  - Custom Promotional Graphics for Email and Social Media
  - (1) Live ASOTU Edge Webinar
  - (5+) Mentions on the Automotive State of the Union Podcast
- Distribution & Promotion
  - Custom Promotional Campaign by More Than Cars (Minimum (4) Social Media Posts)
  - (4) ASOTU Daily Email Sponsorship promotions (3 Pre-Event, 1 Post-Event)
  - Full-Length Webinar Recording Delivered to All Registrants
- Sponsor Assets
  - Registration List Delivery Following Webinar
  - Webinar Recording Delivered for Sponsor Distribution
  - (4) Post-Event Social Media Clips Delivered for Sponsor Use
  - (3) Pre-Written Promotional Emails for Sponsor Distribution

INVESTMENT

$7,000 per Webinar

LOVE PEOPLE
MORE THAN OU
LOVE CARS.
ASOTU
MOVE TO ZERO
EXTREME
OWNERSHIP

PODCASTS

OFFERINGS

Automotive State of the Union Podcast Sponsorship

The Automotive State of the Union helps dealership leaders connect the dots between automotive, business, technology, and culture through one of the industry's most trusted daily podcasts.

Sponsorship integrates your brand throughout a multi-episode campaign, aligning your company with timely industry conversations and consistently reaching dealership leaders and decision-makers through one of retail automotive's most trusted voices.

View Past Episodes Here

MARKETING GOALS

- Brand Awareness & Loyalty
- Establish Thought Leadership
- Increase Brand Engagement

Best For | Building consistent brand awareness through one of retail automotive's most trusted daily voices.

OFFERING

- Brand Visibility
  - Sponsor Logo Placement on the Automotive State of the Union Daily Livestream During Sponsor Reads
  - Show Notes Placement: Episode Made Possible By with Linked Company Name + Value Proposition
- Campaign Includes
  - (10) Sponsored Podcast Episodes
  - (6) Sponsor Value Proposition Reads (Monday, Wednesday, Friday)
  - (4) Sponsor Ad Reads (Tuesday, Thursday)
- Distribution & Promotion
  - (1) Around the ASOTU-verse LinkedIn Newsletter Feature (Saturday Release)
    - Approximately 100 Words
    - Sponsor Tagging
    - Clickable Link
    - Call-to-Action

Investment

$3,500 per 10 Episodes

OFFERINGS

Auto Collabs

Auto Collabs brings together retail automotive's most influential voices for candid conversations about leadership, innovation, and the future of the industry. Hosted by Paul J Daly, Kyle Mountsier, and Michael Cirillo, each episode creates meaningful dialogue that resonates with dealership leaders, OEMs, and industry partners alike.

Sponsors become part of authentic conversations that build trust, inspire new ideas, and strengthen brand credibility with one of the industry's most connected audiences.

View Past Episodes Here

MARKETING GOALS

- Brand Awareness and Loyalty
- Increasing Brand Engagement
- Establishing Thought Leadership

Best For | Executive thought leadership through authentic, long-form industry conversations.

OFFERING

Content Creation

- (1) 20-25 Minute Auto Collabs Podcast Featuring Paul J Daly, Kyle Mountsier, and Michael Cirillo

Distribution & Promotion

- Episode Published on the More Than Cars Website, Podcast Platforms, and More Than Cars YouTube Channel
- (1) Social Media Promotion of Episode Release with Sponsor Tag
- (1) Episode Promotion on the Automotive State of the Union Podcast
- (1) Episode Promotion in the ASOTU Daily Email ASOTU-Verse Section

Sponsor Assets

- (1) Social Media Clip Delivered for Sponsor Use
- Fully Edited and Raw Files Delivered for Sponsor Use

Investment

$3,000 per Episode

OFFERINGS

Dealer Playbook

For more than a decade, The Dealer Playbook, hosted by MTC Chief of Staff Michael Cirillo, has been one of retail automotive's most respected podcasts, exploring leadership, culture, customer experience, and innovation through conversations with the industry's most influential operators and entrepreneurs.

Sponsorship aligns your brand with thoughtful discussions that educate, inspire, and connect with professionals committed to continuous growth and better leadership.

View Past Episodes Here

MARKETING GOALS

- Brand Awareness & Loyalty
- Establish Thought Leadership
- Increase Brand Engagement
- Create Reusable Content

Best For | Leadership, culture, and operational storytelling that builds long-term brand credibility.

OFFERING

- Content Creation
  - (1) 25-30 Minute Dealer Playbook Podcast Featuring Michael Cirillo
- Distribution & Promotion
  - Episode Published on the More Than Cars Website, Podcast Platforms, and More Than Cars YouTube Channel
  - (1) Social Media Promotion of Episode Release with Sponsor Tag
  - (1) Episode Promotion on the Automotive State of the Union Podcast
  - (1) Episode Promotion in the ASOTU Daily Email ASOTU-Verse Section
- Sponsor Assets
  - (1) Social Media Clip Delivered for Sponsor Use
  - Fully Edited and Raw Files Delivered for Sponsor Use

Investment

$3,000 per Episode

OFFERINGS

More Than Cars Amplification

The More Than Cars Amplification package extends the reach and impact of content produced through our media network, helping partners get more value from every podcast, interview, webinar, or event activation.

Rather than letting great content live in one place, we transform it into a multi-channel campaign with professionally produced social assets, promotional graphics, email features, and strategic distribution that keeps your brand in front of automotive decision-makers long after the original content is published.

MARKETING GOALS

- Brand Awareness & Loyalty
- Increase Brand Engagement
- Create Reusable Content

Best For | Extending the impact of content produced by More Than Cars through additional branded content and promotion.

OFFERING

- Content Creation
  - (1) :30 Highlight Reel with Sponsor Branding
  - (2) Short Social Media Clips (15-30 Seconds) highlighting key takeaways or quotable insights
  - (2) Branded Social Graphics featuring stills, carousel content, pull quotes, or key themes
- Distribution & Promotion
  - (1) Three-Post Social Media Plan with More Than Cars-written captions and suggested posting order
  - (1) Social Media Post Distributed via the More Than Cars Network with Partner Tag
  - (1) Automotive State of The Union Daily Email Promotion (ASOTU Verse Section)
  - (1) Custom Around the ASOTU-verse LinkedIn Newsletter Feature (Saturday Release)
  -
- Sponsor Assets
  - Asset Folder Delivered for Sponsor Distribution

Investment

$3,000

OFFERINGS

More Than Cars Amplification Plus

More Than Cars Amplification Plus is designed to maximize the impact of an Auto Collabs or Dealer Playbook podcast partnership. It transforms a single podcast conversation into a comprehensive thought leadership campaign that keeps your insights in front of dealership leaders long after the episode is released.

By combining premium content creation with expanded promotion across the More Than Cars media network, Amplification Plus helps establish your brand as an industry thought leader while creating a library of high-value marketing assets your team can use long after the campaign concludes.

MARKETING GOALS

- Brand Awareness & Loyalty
- Establish Thought Leadership
- Increase Brand Engagement
- Create Reusable Content

Best For | Transforming an Auto Collabs or Dealer Playbook podcast partnership into a comprehensive thought leadership campaign.

OFFERING

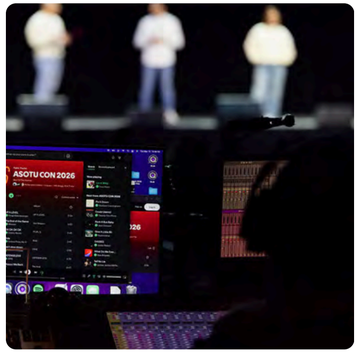
Includes one Auto Collabs or Dealer Playbook podcast partnership with expanded content creation and promotion.

- Content Creation
  - (1) 20-25 Minute Auto Collabs or Dealer Playbook Podcast Episode
  - (2) 45-60 Second Highlight Reels with Sponsor Branding
  - (3) Short Social Media Clips (15-30 Seconds) highlighting key takeaways and quotable insights
  - (4) Custom Branded Graphics featuring quotes, statistics, and supporting visuals
- Distribution & Promotion
  - (1) 6-Post Social Media Campaign with More Than Cars-written captions and recommended publishing cadence
  - (3) Social Media Posts Distributed Across the More Than Cars Network (Partner Tagged)
  - (2) ASOTU Daily Email Promotions ASOTU-Verse Section
  - (1) Custom Around the ASOTU-verse LinkedIn Newsletter Feature (Saturday Release)
  - (1) Automotive State of the Union Podcast Promotion
- Sponsor Assets
  - Asset Folder Delivered for Sponsor Distribution

Investment

$7,000

OFFERINGS



Custom Content Library Creation

The Custom Content Library is a turn-key, fully managed content creation solution designed to help partners build a consistent library of high-quality video assets produced by the MTC creative team

From strategy and planning through production, editing, and delivery, the MTC team will create a library of evergreen content that can be repurposed across sales, marketing, recruiting, training, and social media, giving your team a steady pipeline of professional content throughout the year.

MARKETING GOALS

- Brand Awareness & Loyalty
- Establish Thought Leadership
- Increase Brand Engagement
- Create Reusable Content

Best For | Building a year-round library of evergreen video content for sales, marketing, recruiting, training, and brand growth.

OFFERING

- Content Strategy & Planning
  - Quarterly Content Planning Session
  - Content Strategy & Production Planning
  - Recording Schedule Development
- Content Creation
  - Choose One Production Package:
  - Short-Form Production
    - (12) 5-7 Minute Videos per Quarter
  - Medium-Form Production
    - (8) 10-15 Minute Videos per Quarter
- Distribution & Publishing
  - Dedicated YouTube Playlist Publishing (Public, Private, or Unlisted)
- Sponsor Assets
  - Edited Files Delivered in an Organized Content Export
  - Raw Footage Delivered
  - Social Media Clips (Quantity Varies by Video Length)
  - Custom Titles and Thumbnail Graphics
  - Organized Asset Library for Future Use

Investment

Package	Quarterly
Short-Form Production	$7,900
Medium-Form Production	$8,900

- Additional Videos
  - Short-Form Video: $2,705 each
  - Medium-Form Video: $3,030 each
- Optional Add-On
  - In-Studio Recording: $3,500/session

MEDIA KIT

NADA 2027

2027

ASOTU CON

MTC

Creative Shop

“We sit at the intersection of media, community, and strategic marketing.”

MEDIA → COMMUNITY → STRATEGIC MARKETING

Our media network is often the starting point for our partnerships. As organizations look to deepen their impact, our Creative Shop helps them build on that momentum through strategic consulting, content development, and event marketing services designed to create meaningful connections and lasting business growth.

Whether you're looking to uncover new opportunities, establish a consistent content strategy, or maximize your impact at events, our team provides the strategy and execution to help your business grow.

FEATURED CREATIVE SHOP SERVICES
Growth Opportunity Assessment

FEATURED CREATIVE SHOP SERVICES
Core Content Partnership

FEATURED CREATIVE SHOP SERVICES
Event Marketing

LET'S DO SOMETHING THAT MATTERS

If you're just looking to tick the "advertising" box. We're probably not for you.

If you want to build true brand affinity on top of brand awareness.

If you want to be seen as an innovator and contributor within the industry.

If you want to increase the quality of your dealer relationships and not just the quantity. (And if you need some help 'making' all of the content.)

Then we're exactly who you've been looking for.

CONTACT ANN-MARIE:
AMJ@MoreThanCars.com

Thank You

START THE CONVERSATION

Conact Us