



Jim Ellis Automotive Group

The Jim Ellis Automotive Group has served customers since Jim Ellis opened his first dealership in 1971. For 23 consecutive years, the company has received the Consumer Choice Award for Business Excellence.



The Challenge



Customers watching live TV could see competitor advertisements



The dealership wanted to preserve regular TV channel choices



The group needed control over messaging during commercial breaks



Service and sales offers needed stronger visibility in customer lounges

The Solution

Commercial Replacement Lounge TV keeps live programming available while replacing outside commercials with manufacturer and dealership messages tailored to lounge customers. Customers can continue watching familiar television channels without being exposed to competitor advertising during commercial breaks. Jim Ellis can use that airtime for current their manufacturer commercials, sales, and service promotions. The same controlled experience can be deployed consistently across the group's three participating franchise stores.

The Result

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Our customers can still enjoy regular live television, but we control what appears during the commercial breaks. That allows us to remove competitor advertising and use the time to promote our own sales and service offerings.



John Irwin – Fixed Ops Director

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Customer since 2025. Current solutions: three Commercial Replacement TVs.