

# Lakestar Media Strengthens The Co-Operative Connection



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Manchester, 20 August, 2009 – Lakestar Media today announced that it has driven through a deal with [Sunwin New & Used Motors](#) to provide [SEO](#) and [PPC](#) for the company's motor sales and bodyshop website. Part of The Co-operative Group, Sunwin Motors operates a number of [car and van dealerships](#) and bodyshops throughout the North and Midlands.



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Lakestar Media's director of sales Scott Reed said: "We've developed a solid and mutually beneficial working relationship with The Co-operative Group over the last 18 months and we're delighted to provide SEO and PPC for another part of this leading UK retailing group."

Sunwin MD for specialist commercial business Mike Austin said: "This partnership is based on both companies understanding that the key to success lies in striving to exceed customers' expectations. We do that for our customers and we expect Lakestar Media to do the same for us. From what we've witnessed of how they handle other parts of The Co-operative Group's online promotion we are confident of success."

Lakestar Media recently moved into larger premises in order to accommodate an ever-expanding list of clients, and has increased their services offering in order to help cement their place in the digital marketing world as a leading UK agency.

- ENDS -

Notes to editors:

1. Lakestar Media is a leading digital marketing agency offering a professional and individually tailored service to its diverse and exciting client portfolio. Established in December 2007, Lakestar Media delivers a mix of search engine optimisation (SEO), paid search (PPC), affiliate marketing, display advertising (OMP) and social media services for their customers.

2. [Lakestar Media - Digital Marketing](#) recently moved to larger premises and extended its service offering to add copywriting and online PR services to those outlined above in note 1.

3. Based in Bradford, Sunwin Motor Group is one of the UK's leading motor traders. It operates a range of dealerships throughout West Yorkshire, Lancashire and the East Midlands and holds franchises for: Fiat, Land Rover, Mazda, Nissan, Peugeot, Renault and Suzuki.

**Contact Details:** For further information or to arrange an interview with Scott Reed contact Emma Pagent Tel: 0845 1770088 Email: [emma.pagent@lakestarmedia.com](mailto:emma.pagent@lakestarmedia.com)

For further information about Sunwin Motors contact Ian Beardmore

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