DataOne Software

DataOne Software Introduces Vehicle Builder Logic Solution to Support More Than 35 Automotive OEM Brands

BOSTON, Massachusetts, February 6, 2011

DataOne, a division of Dominion Dealer Solutions and a leading provider of automotive data and media solutions, today released a new Vehicle Build Logic solution. This new product is a single logic and rule set capable of powering vehicle builders across all major makes of U.S. vehicles with each OEM's specific order logic. The flexible solution is an ideally suited data and logic foundation on which to build technology.

"Over 80% of new car buyers shop online first. Online shoppers are looking for an increasingly interactive experience," said Jacob Maki, general manager for DataOne Software. "Providing them with the ability to build the vehicle of their choice is a powerful feature that can result in longer viewing times and convert a greater quantity and quality of leads."

While this technology has been available to consumers through OEM's branded sites, dealers and automotive portals are realizing the advantage of capturing this technology within their own solutions and websites. Vehicle Build Logic, paired with DataOne Software's Vehicle Specifications data, provides customers with everything they need to create an OEM-compliant vehicle builder that displays exact OEM names and descriptions for all optional equipment.

"One common concern with using a vehicle builder solution on a dealer website is that it allows consumers to create vehicles that may not exist within the dealer's inventory. We have addressed this concern by combining our Vehicle Build Logic with our Vehicle Comparator dataset for applications at the dealer level," continued Maki. "Combining these products supports the ability to locate best matches across various makes, models and years in current inventory. In addition, the product can support the creation of a vehicle builder with generic options and provides a smoother prospect transition to existing inventory options."

About DataOne Software

Since 1999, DataOne Software has fulfilled unique content and data needs in the automotive marketplace, providing businesses with cost-effective data integration and support for rapid technology development. The company sources automotive and related content including data and media, and was one of the first companies to make automotive content available by web service. Today, DataOne Software, as a division of Dominion Dealer Solutions, provides data and materials to most segments of the automotive industry including insurance, warranty and service contract sectors, transportation, federal and state agencies, newspaper and print, as well as the auto dealer marketing sector. For more information about DataOne

Software automotive content, visit DataOneSoftware.com or call 877.438.8467 or e-mail sales(at)dataonesoftware(dot)com

About Dominion Dealer Solutions

Dominion Dealer Solutions helps car dealers attract, retain, and service customers for life. Dominion Dealer Solutions products include: lead generation through IFMG; customer relationship management tools through AVV, Autobase, and @utoRevenue; Web sites through Dealerskins and XIGroup; and specialized data aggregation, management, and reporting services through Dealer Specialties, Cross-Sell, The DataCube, and DataOne Software. These businesses serve more than 60 percent of auto dealers nationwide. Dominion Dealer Solutions is a division of Dominion Enterprises. Learn more at http://www.DominionDealerSolutions.com. Dominion Dealer Solutions is a division of Dominion Enterprises, a leading marketing services company serving the automotive, enthusiast and commercial vehicle, real estate, apartment rental, and employment industries, http://www.DominionEnterprises.com.

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