



**FOR IMMEDIATE RELEASE**

## **DataOne Partners with Consumer Research Solutions to Provide Vehicle Identification for New, Model-Specific Powersports Data Product**

**Beverly, MA- October 28th, 2014** – [DataOne Software](#), a division of Dominion Dealer Solutions and a leading provider of automotive data and software solutions, is joining the partnership of the Motorcycle Industry Council (MIC) and Consumer Research Solutions (CRS) to provide VIN decoding and vehicle identification for the Model Attribute Matrix- a new MIC/CRS tool for the powersports industry. The Model Attribute Matrix, also known as MAX, combines MIC-appended data with CRS model attributes for powersports dealers. MAX includes data from motorcycles, scooters, and recreational off-highway vehicles like ATVs, dirt bikes and utility vehicles.

Powersports dealers using MAX data have access to more than 40 attributes from nearly all leading brand models for the past ten years, allowing them to exchange model information and ensure product compatibility. According to MIC Vice President of Research Pat Murphy, "Creating the MAX has long been a priority for the MIC."

Combining the [VINBasic™ Powersports](#) VIN decoding and Vehicle Identification solutions with MIC's MAX product, DataOne has supplemented the existing data by allowing MIC member businesses to identify vehicle models.

"We are excited to bring our long-term relationship with DataOne Software into the CRS/MIC partnership. By integrating our years of motorcycle, ATV and UTV quality data with DataOne's VIN decoding and MIC data, we can deliver a standardized industry solution to MAX clients," Andrea Desilets, vice president of sales for Consumer Research Solutions, noted.

"Having MIC and CRS choose to use us and recommend our data to their partners further cements our position as the industry standard for powersports VIN decoding and vehicle identification," added Jake Maki, general manager of DataOne Software.

Learn how DataOne's VIN Decoding/Vehicle Identification solutions can provide the foundation your business needs to thrive by [clicking here](#).

### **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 [www.dataonesoftware.com](http://www.dataonesoftware.com) or call 877.438.8467 or e-mail [sales@dataonesoftware.com](mailto:sales@dataonesoftware.com).

### **About Dominion Dealer Solutions**

Dominion Dealer Solutions helps car dealers attract, retain, and service customers for life. Dominion Dealer Solutions' marketing performance system includes: lead generation, mobile apps, reputation management solutions, web-based customer relationship and lead management tools; custom digital marketing tools including websites, SEO, SEM, digital advertising and specialized data aggregation; and inventory management analytics including market reports. Every OEM and more than 60 percent of auto dealers nationwide utilize the Dominion Dealer Solutions' technologies to solve their marketing challenges. For more information, visit [drivedominion.com](http://drivedominion.com).

Dominion Dealer Solutions is a division of Dominion Enterprises, a leading marketing services and publishing company serving the automotive, recreational and commercial vehicle, real estate, apartment rental, parenting, and travel industries. Headquartered in Norfolk, Virginia, with 3,300 employees in the United States, Canada, England, Spain and Italy, the company provides a comprehensive suite of technology-based marketing solutions, and more than 45 market-leading websites. Millions of For Rent® and HotelCoupons.com® publications are distributed across the U.S. each year.

### **About Consumer Research Solutions**

Consumer Research Solutions, Inc. is a web-based research tool company that specializes in objective, third-party data collection and technology for the Motorcycle/Powersports, RV, Marine and Tractor industries. CRS has collected, maintained and delivered extensive product information and high-performance research tools for over 10 years. CRS is located in Worcester, MA.

For more information about MIC, visit [MIC.org](http://MIC.org)