



For Immediate Release

MEDIA RELEASE

## **Autodata Solutions Equips Automotive Professionals to Reach Out To Growing US Hispanic Market**

**Detroit, Michigan, September 17, 2008** – With a growing percentage of North America’s Hispanic community using the Internet and a projected population set to nearly double over the next four decades, it is undeniable this group is becoming a formidable segment of any market. That’s why it makes more sense than ever for automotive professionals to incorporate Spanish in their branding and communication strategies.

Automotive professionals looking for a place to start can turn to Autodata Solutions, Inc. for Spanish vehicle terms and data dating back to 1992. Extending beyond the realm of vehicle data, Autodata Solutions has also built a diversified set of solutions ranging from vehicle configuration and comparison tools, media campaigns, and dealer and consumer-facing collateral.

To deliver leading-edge translation solutions, Autodata Solutions draws upon its proprietary human and machine translation process coupled with an internal research team dedicated to sourcing industry-standard vehicle terminology. The tight integration between in-house language specialists and automotive experts has enabled Autodata Solutions to build an extremely accurate, comprehensive automotive data warehouse in a number of languages including Spanish, English, Chinese and French.

"Autodata Solutions’ translation service provides a localized version of content that automated translations can’t match," said Mohamed Hammoud, Manager of Editorial and Translation Services at Autodata Solutions. "Many data providers today rely on outside agencies and machine translation tools that undermine accuracy. Instead, we’ve developed processes that focus on re-use and increased efficiency. Anyone using our Spanish vehicle data can be confident knowing they’re using one of the best resources available to reach their Spanish-speaking clientele."

It takes forethought and planning to adequately respond to significant demographic and market shifts such as the one caused by the burgeoning US Hispanic population. By choosing key service providers with demonstrated expertise like Autodata Solutions, automotive professionals can be better equipped to adjust to their client’s changing needs.

### **About Autodata Solutions, Inc.**

Founded in 1990, Autodata Solutions, Inc. ([www.autodatasolutions.com](http://www.autodatasolutions.com)) is one of North America’s leading automotive software and data providers. Autodata Solutions provides automotive content, research, and technology implementation services to auto manufacturers, fleet and leasing companies, dealership service providers and internet media portals in North America, helping them market and sell their products more effectively and profitably. Autodata Solutions’ technology powers over 2.7 million configuration and 1.4 million pricing rules. More than 23 million consumers per month use Autodata Solutions’ tools and software in North America to complete their online vehicle research. Autodata Solutions has offices in Detroit, Los Angeles, Montreal, and London, Ontario, Canada and is a division of Internet Brands (NASDAQ: INET; [www.internetbrands.com](http://www.internetbrands.com)).

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