



## MEDIA RELEASE

For Immediate Release

### Car buyers benefit from Autodata Solutions' Incentives Research

#### Autodata Solutions Introduces Regional Incentive and Rebate Data for Automotive Portals and Media Sites

**Detroit, Michigan, February 5, 2008** – With billions of dollars reported in aggregated incentive spending by automotive manufacturers every year, automotive portals are looking for ways to provide this information to consumers. Autodata Solutions, Inc., a leading provider of automotive content, research and technology, introduces comprehensive ZIP code-specific incentives and rebates data which allow automotive portals to provide geographic based incentives to their consumers and deliver the next-generation of online vehicle shopping experience to them.

The timing of incentives or rebates may influence whether a consumer decides to purchase a vehicle. Backed by Autodata Solutions' proven ability to research and compile this data, Autodata Solutions offers the most comprehensive database of current customer cash, dealer cash, loyalty/affinity cash and APR and lease programs in the United States and Canada. With this solution, portals can deliver regional and incentive data to specific ZIP/postal code levels.

The regional incentive and rebate solution is fully compatible with Autodata Solutions' other solutions including: new and used vehicle data, VIN decoding, extensive image, video and editorial libraries, technical specifications, performance and safety ratings and research tools, such as vehicle configuration and comparisons.

"Consumers are changing the way they research and buy vehicles. With increasing numbers getting the majority of their vehicle information online, they need timely, accurate and comprehensive information to make the best decision. With our incentive information, they can now include the true cost of their vehicle in their decision-making process," said Michael Benavides, Director of Business Development for Autodata Solutions.

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

Autodata Solutions, Inc. ([www.autodatasolutions.com](http://www.autodatasolutions.com)) is one of North America's leading automotive software and data providers. Founded in 1990, Autodata Solutions provides automotive content, research, and technology implementation services to auto manufacturers, fleet and leasing companies, dealer service providers and internet and media portals in North America, helping them market and sell their products more effectively and profitably. Autodata Solutions has offices in Detroit, Los Angeles, and London, Ontario, Canada, and is a division of Internet Brands, Inc. ([www.internetbrands.com](http://www.internetbrands.com)).

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