

# AS SEEN IN

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INFORMATION & IDEAS FOR THE AUTOMOTIVE INDUSTRY

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**AUTO DATA SOLUTIONS INC.**

## **Canadian and U.S buyers to benefit from Autodata Solutions' incentives research**

With billions of dollars in incentive spending by automotive manufacturers every year, automotive portals are looking for ways to offer this information to consumers.

With this in mind, Autodata Solutions, Inc., is introducing a comprehensive incentives and rebates data base, which it says will allow automotive portals to provide geographic-based incentives to their online visitors. In the U.S., it will be ZIP code specific; in Canada, postal code-specific.

The timing of incentives or rebates

may influence whether a consumer decides to purchase a vehicle," Auto Solutions said in a release. "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 incentive data to specific ZIP/postal codes."

The company says the regional incentive and rebate solution is fully

compatible with its 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 comparison.

"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.

Autodata Solutions, Inc. ([www.autodatasolutions.com](http://www.autodatasolutions.com)) calls itself one of North America's leading automotive software and data providers.

Autodata Solutions has offices in Detroit, Los Angeles, and London, Ont., and is a division of Internet Brands, Inc. ([www.internetbrands.com](http://www.internetbrands.com)).