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AUTODATA SOLUTIONS INC.

## HomeNet picks Autodata to supply digital content to North American markets

BY LAWRENCE PAPOFF

Autodata Solutions, Inc. announced Mar. 17 that it has signed a multi-year deal with HomeNet, Inc., which will allow HomeNet to incorporate Autodata Solutions' automotive content "to strengthen and enhance HomeNet's popular Inventory Online (IOL) marketing suite."

"As HomeNet continues to expand its market share throughout the United States and Canada, it is imperative that we equip our customers with the most robust and precise vehicle data available," said HomeNet CEO Jesse Biter.

"We are very pleased to add Autodata to our existing data sets which are currently utilized by over 11,000 dealership locations. The improved system, which also includes a decade's worth of HomeNet's proprietary data, will ensure that HomeNet continues to provide the industry's most advanced and comprehensive VIN enhancement solution."

Biter said that users of HomeNet's Inventory Online marketing suite in the U.S. and Canada will now

have the ability to use Autodata's French, Spanish and English car and light truck data, image galleries and editorial content.

In addition, trim-specific, professionally recorded audio walkaround tours produced by Motormouth

Audio and distributed through Autodata will be available in the near future to explain the features and benefits of new model year vehicles to "further transform the way vehicles are marketed online," he said.

"First and foremost, U.S. and Canadian dealerships will benefit tre-

mendously by HomeNet's ability to create and syndicate vehicle classified listings that are not only accurate and rich in detail, but uniquely designed to attract potential buyers with compelling editorial and multimedia content," said Michael

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Benavides, senior director of business development, Autodata Solutions.

"Furthermore, HomeNet will be able to communicate and integrate more efficiently with the dozens of technology providers and media companies that have chosen

recently to power their print and digital marketing solutions with the most robust automotive marketing toolset in our industry."

HomeNet says its inventory online marketing tool box contains a vehicle inventory management and marketing system, all designed to help automotive dealers generate significantly more leads from their website and online classifieds.

Currently processing more than 2.5 million vehicles daily, IOL's suite of web-based applications streamline the process of converting raw vehicle data from the DMS (dealer management system) into emotional online advertisements anywhere on the Web.

HomeNet Inc. is a privately owned automotive technology provider founded in 1996.

For more information, please visit [www.homenetinc.com](http://www.homenetinc.com).

Autodata Solutions Inc. calls itself one of North America's leading automotive software and data providers.

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