

DEALER.COM



**FOR IMMEDIATE RELEASE**

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**Dealer.com Partners with Autodata Solutions to Provide Dealers with Industry's Best Automotive Content, Images and Data for SmartSites™**

**Burlington, VT – (June 23, 2008)** – Dealer.com, the leading provider of online marketing solutions for the automotive industry, today announced it has entered into a licensing partnership with Autodata Solutions, Inc., the industry's leading provider of automotive software and data to auto manufacturers and consumer research portals. Dealer.com plans to seamlessly incorporate Autodata's extensive automotive content, images and research tools into Dealer.com's suite of online marketing solutions, providing dealers with the most accurate vehicle data available for their websites.

"The alliance with Autodata allows Dealer.com to focus on building the industry's best performing websites, while providing dealers with the rich content they need to stay ahead of their competitors online," said Rick Gibbs, chief technology officer of Dealer.com. "When it comes to technical innovation we are two to three years ahead of our competitors, and this partnership is another way we will continue that trend."

Dealer.com customers will achieve better website conversion, higher lead volumes and boost sales and profitability goals by receiving updated VIN decoded data, technical specifications, detailed vehicle options and accurate images of vehicle inventory. Additionally, dealers can take advantage of displaying invaluable tools such as online configurators, side-by-side vehicle comparisons, and manufacturer incentives. Autodata provides automotive content, research, and technology implementation services to most of the auto manufacturers who distribute vehicles in North America, along with several of the most popular consumer research portals.

“With such a broad array of online marketing solutions for thousands of automotive retailers, Dealer.com is perfectly positioned to leverage Autodata Solutions’ broad and integrated platform of vehicle data, content, images and applications,” said Michael Benavides, Group VP of AutodataDIRECT. “Dealers in the U.S. and Canada have the opportunity to significantly benefit from our daily updated vehicle information and persistent innovation. We look forward to contributing to Dealer.com’s success in both markets.”

### **About Dealer.com**

Founded in Burlington, VT in 1997, Dealer.com is the leading provider of online marketing solutions to the automotive industry. Dealer.com offers award-winning SmartSites™ website design incorporating dynamic video; user-friendly lead management tools; the best in search engine advertising and unparalleled metrics and web analytics. Excellent customer service, innovative training and proven results are just a few of the reasons why more of the top 100 dealer groups use Dealer.com than any other vendor. For the last several years, dealerships across the country have voted for Dealer.com as the best website provider, resulting in the company being awarded gold and platinum in *Auto Dealer Monthly’s* Dealers’ Choice Awards.

Dealer.com’s suite of online marketing solutions is the only set of tools that effectively creates a 360° view of auto dealers’ online and traditional marketing investments and results. Dealers are easily able to track spending and determine which activities are leading to the highest return on investment, allowing them to streamline advertising and marketing efforts into targeted activities that increase sales and improve the bottom line.

For more information, please visit [www.dealer.com](http://www.dealer.com) or call 888-894-8989.

**Autodata Solutions, Inc.** 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 media portals in North America, to help them market and sell their products more effectively and profitably. Autodata Solutions, Inc. 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)). For more information, visit [www.autodatasolutions.com](http://www.autodatasolutions.com)

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