



For Immediate Release

MEDIA RELEASE

Dealers Increase Internet Lead Sales Potential with Autodata Solutions and MyDealerBroadcast from MarketSquare

Detroit, Michigan, January 14, 2009 – In a move to help dealers increase their Internet Lead sales conversion rates, MarketSQUARE Solutions, LLC has selected Autodata Solutions, Inc., to power their new e-commerce product suite, MyDealerBroadcast™, with comprehensive pricing and vehicle data.

Autodata Solutions is enabling MyDealerBroadcast to respond to price information requests from Internet Leads and provide dealers with MSRP, transaction price, consumer rebates and incentives—opening up the possibility to turn shoppers into buyers 24 hours a day.

Today's automotive professionals are increasingly aware of significant changes in car-buying behavior with studies suggesting 88% of new car shoppers research an auto dealership before visiting (Dealer eBusiness Performance Study, 2007) and 43% expressing interest in buying a vehicle online (Capgemini Cars Online Study, 2008). By incorporating Autodata Solutions' robust vehicle data for model years 1992 forward, including standard and optional equipment, technical specifications, pricing, warranty and safety data, consumers can learn about and reserve a desired vehicle online without ever entering a dealership. Consumers will be able to set appointments to test drive and inspect the vehicle, then "sign and drive" since they've already accessed Autodata Solutions' incentive and rebate information as well as dealership F&I products online.

"Our license agreement with Autodata Solutions provides our dealers the two things Internet Leads need: price and product information," said Kurt Baumberger, President and CEO of MarketSQUARE Solutions. "As we have repeatedly demonstrated, dealers who offer their customers as much online product, inventory, and pricing transparency as possible through solutions like MyDealerBroadcast can easily double and triple their Internet Lead sales rates."

Rick Hendrick Chevrolet, a client showcased on www.MyDealerBroadcast.com, is already reaping the benefits that enhanced online transparency is bringing the next generation of car buyers and dealers. "The beauty of MyDealerBroadcast is that it's completely automated. Our Internet Leads receive a response within two minutes that includes all the information they need to buy. So we're driving traffic and sales without lifting a finger," explained Ryan Regnier, GM of Rick Hendrick Chevrolet.

"MyDealerBroadcast is really leading the industry in innovation," said Michael Lefteris, Director of Business Development at Autodata Solutions. "We're happy to be a part of their success as they help dealers meet online consumers' changing needs."

MarketSQUARE Solutions offers a complete e-commerce product suite through MyDealerBroadcast™ to help U.S. and Canadian Automotive Dealers increase Internet Lead conversion. MyDealerBroadcast product suite sends Internet Lead responses and tracks Internet Lead online behaviors to separate "Buyers" from "Shoppers" and guides buyers to reserve vehicles online without talking to a salesperson. The MyDealerBroadcast product suite was launched in February 2008 and is already being used by scores of Dealers throughout North America. For more information, visit www.MyDealerBroadcast.com.

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 has offices in Detroit, Los Angeles, and London, Ontario, Canada, and is a division of Internet Brands, Inc.
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