

CDM Dealer Services Partners With Liquid Motors, Expands Online Inventory Management Offerings

Kelley Blue Book Company Now Offers Dealer Inventory Integration on eBay®, Craigslist®

Kelley Blue Book (<http://www.kbb.com/>), America's most trusted resource for new- and used-vehicle information, announces a partnership between Liquid Motors, an Internet marketing solution for dealers, and CDM Dealer Services, a Kelley Blue Book company. As a result, CDM Dealer Services has expanded its online inventory management lineup offerings to include listing management and integration on popular auction and classified Web sites, eBay Motors and Craigslist. In addition, this new feature also can serve as an analytics tool for dealers, providing valuable information about Internet vehicle pricing.

"The integration of Liquid Motors, which allows dealerships to upload inventory to additional sites such as eBay and Craigslist, ultimately means reaching more buyers and selling cars faster," said Mike Romano, vice president of dealer strategy at Kelley Blue Book and chief operating officer at CDMdata. "Add in the ability to collect the information of viewers on these auction sites, and you have an invaluable tool for dealers to not only quickly sell current inventory, but also to capture leads and gain insight into the behavior of in-market car buyers."

With the new eBay feature, sold as an accessory to CDM Dealer Services, dealers can schedule, edit and end live auction listings in seconds. The tool empowers dealers to determine which vehicles in their inventory perform the best on eBay Motors, enabling them to maximize their marketing investment. Dealers can easily capture and store every lead and inquiry, including bidder contact information, ASQ (ask seller question) and e-mails, and also set up automated responses to high eBay bidders and leads. It also supports eBay stores, fixed price listings, 21-day listings, PayPal bidder verification and more. The Craigslist feature enables dealers to build professional individual vehicle listings in seconds, allowing dealers to spend more time on selling.

The new eBay and Craigslist features are seamlessly integrated through the AutoOffice™ software used in the DigitalLot Solution by CDMdata and CDM Dealer Services. The DigitalLot Solution is a comprehensive used-vehicle merchandising tool that helps dealers book-in inventory quickly and accurately. DigitalLot also helps upload the inventory to an array of vehicle marketing Web sites and deletes the vehicle from the Web as soon as it is sold.

"This partnership makes sense because both Liquid Motors and CDM Dealer Services are working toward the same goal; to help dealers sell cars online faster," said Michael Daseke, president of Liquid Motors Inc. "CDM Dealer Services customers will greatly benefit from the partnership with Liquid Motors, as the addition of eBay and Craigslist into their arsenal of tools will help positively contribute to their bottom line."

For more information about Kelley Blue Book's dealer products and solutions, please visit <http://www.800bluebook.com/>. For sales inquiries about CDMdata, CDM Dealer Services and the all-new eBay and Craigslist offerings, please contact Bob Day, dealer business consultant, at 800-362-1912 or bday@kbb.com.

About Kelley Blue Book (kbb.com)

Since 1926, Kelley Blue Book, The Trusted Resource®, has provided vehicle buyers and sellers with the new and used vehicle information they need to accomplish their goals with confidence. The company's top-rated Web site, kbb.com, provides the most up-to-date pricing and values, including the New Car Blue Book® Value, which reveals what people actually are paying for new cars.

The company also reports vehicle pricing and values via products and services, including software products and the famous Blue Book® Official Guide. Kbb.com is rated the No. 1 automotive information site by Nielsen//NetRatings and the most visited auto site by J.D. Power and Associates eight years in a row. No other medium reaches more in-market vehicle shoppers than kbb.com; nearly one in every three American car buyers performs their research on kbb.com.

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