CDMdata, Inc. Announces Rapid Retail for New-car Inventories Online

Product Allows Dealers to Advertise New Cars Online Faster, Supporting Increased Lead Generation

IRVINE, Calif., Oct. 9 /PRNewswire/ -- CDMdata, Inc., a Kelley Blue Book company, today announces the launch of Rapid Retail(SM), allowing dealerships to market their new vehicle inventory while the vehicles are being prepared for sale.

Rapid Retail takes a new vehicle from the dealer management system and applies a basic VIN decode to obtain as much information about the vehicle as possible. The data collected includes the VIN, stock number, year, make, model, trim, engine, drivetrain, transmission, mileage, pricing, color and certification.

After the VIN decode is complete, Rapid Retail will add a stock photo of the vehicle and distribute this information to the dealer's Web site and other retail sites where the dealership advertises. The data is sent on a nightly basis, along with any regular inventory. Once a vehicle is front-line ready, the dealer can enhance the advertised information by adding additional details, actual photos and vehicle comments. Dealers also have the option to suppress specific vehicles from being posted online.

"According to Kelley Blue Book's Market Research, seventy-two percent of new-car shoppers have already viewed or are planning to view new car inventory online," said Mike Romano, senior vice president of dealer strategy for Kelley Blue Book and chief operating officer for CDMdata, Inc. "With this in mind, CDMdata developed a product, allowing dealers to market their new-vehicle inventory much faster by minimizing the time-gap before a new car is ready to be advertised. The ability to market inventory online earlier increases the opportunity for lead generation, which then turns into faster sales."

For more information about Kelley Blue Book's dealer products, services and solutions, please visit http://www.800bluebook.com/.

About CDM Dealer Services and CDMdata, Inc. (http://www.cdmdata.com/)

CDMdata, Inc. provides unparalleled technology and industry-leading service to the automotive industry. CDMdata, Inc. solutions increase client revenues by increasing productivity and data accuracy. CDM provides proprietary hardware and software solutions that streamline inspection, valuation, distribution, marketing and Internet sales processes. CDM's flagship product is the DigitalLot Solution, which provides automotive dealers with the hardware and software they need to manage the collection and distribution of automotive information over the Internet. CDMdata, Inc. is a Kelley Blue Book company. CDM Dealer Services is a wholly-owned subsidiary of CDMdata, Inc.

About Kelley Blue Book (http://www.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, http://www.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 Web site among both new and used vehicle shoppers, and half of online vehicle shoppers visit kbb.com. Kbb.com is a leading provider of new car prices, car reviews and news, used car blue book values, auto classifieds and car dealer locations. No other medium reaches more in-market vehicle shoppers than

kbb.com.

SOURCE: Kelley Blue Book

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