

CDMdata, Inc. Provides CDM DigitalLot Solution to Enterprise Car Sales Nationwide

Companies Extend Relationship, Leveraging Values, Building Consumer Confidence

IRVINE, Calif., Oct. 6 /PRNewswire/ -- CDMdata, Inc., a Kelley Blue Book company, today announces it has signed a new contract with Enterprise Car Sales. Enterprise Car Sales will use an upgraded CDMdata DigitalLot® Solution to more effectively manage and market its used-car inventories. The DigitalLot Solution will be used to book-in all vehicles sold at Enterprise's 170 locations. Enterprise will also use the DigitalLot Solution to print window stickers, capture up to 32 photos, add video, and upload to the Internet, including Kelley Blue Book's <http://www.kbb.com/> classified listings.

"We are excited to continue our partnership with CDMdata, Inc. The DigitalLot Solution has helped Enterprise place vehicles online efficiently with a lot of details, including Kelley Blue Book data and photos, which increases our online lead opportunities," said Neal Schroeder, vice president of administration for Enterprise Car Sales.

In addition, Enterprise has incorporated Kelley Blue Book Suggested Retail Values into their used-car listings on the Enterprise Car Sales Web site to promote haggle-free buying and instill consumer confidence when purchasing a vehicle.

"By integrating Kelley Blue Book values into the Enterprise Web site, consumers have easy access to all of the information they need to make an educated purchase decision, without having to leave Enterprise.com," said Mike Romano, senior vice president of dealer strategy for Kelley Blue Book and chief operating officer for CDMdata, Inc. "We are very pleased to have the opportunity to work with an organization such as Enterprise."

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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