CDMdata Launches AutoOffice® and AutoOffice Plus, Helping Dealers Manage Inventory Online Cost-Effectively

Dealers Receive Pre-Owned Inventory Listings in The Trusted Marketplace(SM)

IRVINE, Calif., Nov. 2 /PRNewswire/ -- CDMdata, Inc., a Kelley Blue Book company, today announces the launch of its all-new AutoOffice and AutoOffice Plus offerings in a time when cutting overall costs and increasing turn rate is paramount. AutoOffice is a Web-based inventory management solution designed as a one-stop-shop for pricing, managing, marketing and selling inventory online. The tool simplifies the collection of vehicle information, detailed seller's notes and multiple photos, and distributing the listings to online advertising Web sites. AutoOffice Plus builds on these features by giving dealers access to the Market Pricing tool and ability to post inventory on Craigslist®.

With access to the Market Pricing tool in AutoOffice Plus, dealerships can understand how their used-car pricing compares to local sellers and the overall market. This information provides a snapshot of other vehicle listings and creates an opportunity to better leverage Kelley Blue Book® Values to help price inventory.

Another leading benefit of the AutoOffice and AutoOffice Plus products is that pre-owned inventory listings on kbb.com's *The Trusted Marketplace* are included in both products. *The Trusted Marketplace* incorporates its online vehicle research with dealer inventory listings, making kbb.com a one-stop-source for new- and used-car shoppers, and offers dealerships exposure to the Web sites' 14 million monthly visitors. CDMdata's dealer customers will receive merchandising treatments in *The Trusted Marketplace,* including Kelley Blue Book® Suggested Retail Values and Kelley Blue Book Digital Window Stickers integrated within their listings. In addition, customers will receive additional callouts, which identify their used vehicles as "newly listed" and "price lowered."

"Dealers often work with a variety of tools to gather valuation information, gain market pricing insight, post vehicles to the Internet and manage their online inventory marketing. This plethora of online tools ultimately delays the dealer's marketing efforts and involves a number of unnecessary product subscriptions," said Mike Romano, chief operating officer for CDMdata, Inc., and senior vice president of dealer strategy for Kelley Blue Book. "With AutoOffice and AutoOffice Plus, these tasks can be accomplished in one affordable, easy-to-use platform, saving dealers' time and money."

Through AutoOffice and AutoOffice Plus, the Kelley Blue Book brand and its values can be leveraged for marketing purposes on the dealer's Web site with CDMdata's inventory frame-in and on the dealership lot with Kelley Blue Book branded window stickers. Within AutoOffice and AutoOffice Plus, dealers also have access to Kelley Blue Book values to help make pricing decisions.

These new offerings, starting at $159 per month, are now available to dealers alongside CDMdata's existing DigitalLot® Solution and Dealer Services products. For more information about Kelley Blue Book and CDMdata dealer products, services and solutions, please call 866-927-5744, or visit www.800bluebook.com. For reseller opportunities, please call 480-305-6710, or e-mail sean.seltzer@cdmdata.com.

About CDM Dealer Services and CDMdata, Inc. (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 (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, 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. According to the C.A. Walker Research Solutions, Inc. - 2009 Spring Automotive Web Site Usefulness Study, kbb.com is the most useful automotive information Web site among 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: CDMdata, Inc.

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