

CDMdata, Inc. Launches All-New Pre-Owned Classifieds Package on Kelley Blue Book's Top-Rated Website

Increase Brand Exposure, Connect Directly to the Consumer on Kbb.com

IRVINE, Calif., May 17 /PRNewswire/ -- CDMdata, a Kelley Blue Book company, today announces its all-new Pre-Owned Classifieds Package for dealers on kbb.com's [The Trusted Marketplace\(SM\)](#), Kelley Blue Book's online classifieds section. Available exclusively to CDM customers, the Pre-Owned Classifieds Package places dealership inventory prominently on kbb.com, the No. 1 automotive website according to the C.A. Walker Research Solutions, Inc., 2009 Summer Automotive Website Usefulness Study.

Through CDMdata's Pre-Owned Classifieds Package, dealers can receive phone and e-mail leads directly from in-market shoppers as well as a customizable Storefront on kbb.com to maximize dealer inventory and brand exposure. The Storefront microsite is an extension of the dealership's sales force and is available to shoppers 24/7. Dealers also receive unique merchandising callouts such as 'price lowered' and 'newly listed' to differentiate their listings from the competition.

Other special classified features include a KBB Digital Window Sticker for each vehicle and the Blue Seal Listing icon. The Blue Seal Listings treatment allows dealers with inventory collected and managed by CDM Dealer Services to have a special notation on their listings, informing car shoppers that the information and photographs contained in the classified listing were gathered directly by CDM Dealer Services, a Kelley Blue Book company.

"Having my inventory on kbb.com is great! My Storefront provides a great extension of my dealership brand on the No. 1 automotive website and I get high-quality leads from kbb.com," said Enamul Islam, director of e-commerce for Keyes Lexus. "Kbb.com is making a powerful impact on our bottom line."

As part of the product, each listing offers an optional video feature for car shoppers looking for an enhanced view of a vehicle. Videos allow dealers to engage the potential buyer by bringing the vehicle to life.

At an affordable price, the Pre-Owned Classifieds Package automatically sends inventory to kbb.com from AutoOffice® up to five times per day, accelerating time to market and giving shoppers the most up-to-date listings. In addition, dealers can access lead reporting within CDMdata's AutoOffice product.

"This package has all the necessary elements to help dealers achieve greater brand exposure and make an impact in connecting with the consumer," said Mike Romano, chief operating officer for CDMdata, Inc., and senior vice president of dealer strategy for Kelley Blue Book. "CDMdata customers not only benefit from higher placement on kbb.com, but the ability to leverage the additional trust car shoppers have for Kelley Blue Book® Values and the Kelley Blue Book brand."

For more information about Kelley Blue Book and CDMdata dealer products, services and solutions, please call 866-561-3559, or visit www.800bluebook.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 website, 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 Website Usefulness Study, kbb.com is the most useful automotive information website among new- and used-vehicle shoppers, and half of online vehicle shoppers visit kbb.com. Kelley Blue Book's kbb.com also is a W3 Gold Award winner, sanctioned by the International Academy of Visual Arts. Kbb.com is a leading provider of [new car prices](#), [used car Blue Book Values](#), [car reviews](#), [new cars for sale](#), [used cars for sale](#), and [car dealer](#) locations.

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