Autodata Solutions Launches OEM Accessories Data, Expanding Its Automotive Content Syndication Service

Detroit, Michigan, February 9, 2010 – Autodata Solutions, Inc., a leading provider of comprehensive vehicle content, today announced the addition of OEM Accessories Data to its Automotive Content Syndication Service. OEM accessories descriptions, pricing and images offer both dealership service providers and media portals the opportunity to attract an entirely new line of business.

Dealership service providers can now offer their own online OEM accessories merchandising services to grow partnership and selling opportunities using accessorized vehicle configurations, while media companies can grow consumer awareness, loyalty, site engagement, and more. Armed with in-demand products that enhance or modify vehicles such as floor mats, seat covers, alarms, in-car entertainment and custom wheels, new digital marketing services can target both new and used vehicle buyers and current owners.

"We're pleased to be an exclusive distributor and integrator of OEM accessories data and play such a pivotal role in bringing another key dealership profit center online," said Michael Benavides, VP of Business Development, Autodata Solutions. "The seamless integration of OEM accessories data with our distribution and delivery platform will make it easy for Autodata's clients to introduce accessories merchandising into new vehicle configurations, online inventory classifieds and existing fixed-ops marketing channels."

Autodata Solutions' OEM accessories data includes part descriptions, price, installed price, images and 'why-buys' for most cars and light duty trucks for most major brands in the U.S.

Autodata Solutions, Inc. is one of North America's leading automotive software and data providers. Founded in 1990, Autodata Solutions provides automotive content, research, and technology implementation services to auto manufacturers, fleet and leasing companies, dealer service providers and media portals to help them market and sell their products more effectively and profitably. Autodata Solutions has offices in Detroit, Los Angeles, and London, Ontario, Canada, and is a division of Internet Brands, Inc. (www.internetbrands.com). www.autodatasolutions.com

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