



**For Immediate Release**

**GENERAL RELEASE**

## **DataOne Software releases Generic Vehicle Options data set**

**BEVERLY, Massachusetts, April 27, 2010** – DataOne Software, a division of Dominion Dealer Solutions, and a leading provider of automotive content and media announced the release of the Generic Vehicle Option Descriptions data set. The data set allows solution providers to create modules such as vehicle comparators based on vehicle equipment.

Today, the level of options and configurations as well as the number of comparable vehicles have grown to a point where it can be a challenge to effectively research a vehicle. The Generic Vehicle Options data set has been designed to provide a "bottom up" level of vehicle comparison using key features of equipment including options. This dataset simplifies and groups OEM descriptions into a standard, accurate format for concise and detailed display of installed options. In addition, *Generic Options* are normalized to the DataOne Software features (Installed equipment) values creating a dataset that allows consistent feature and option display across multiple makes and is perfect for powering vehicle comparator products.

DataOne's full automotive data and rich media solutions are utilized across the automotive industry for dealership marketing solutions ranging from inventory management and Web site design to CRM and service center solutions to key portals and classified listing sites.

### **About DataOne Software**

Since 1999, DataOne Software has fulfilled unique content and data needs in the automotive marketplace providing businesses with cost-effective data integration and support for rapid technology development. The company sources automotive and related content including data and media, and was one of the first companies to make automotive content available by web service. Today, DataOne Software, as a division of Dominion Dealer Solutions, provides data and materials to most segments of the automotive industry including insurance, warranty and service contract sectors, transportation, federal and state agencies, newspaper and print, as well as the auto dealer marketing sector. For more information about DataOne Software automotive content, visit [DataOneSoftware.com](http://DataOneSoftware.com) or call 877.438.8467 or e-mail [sales@dataonesoftware.com](mailto:sales@dataonesoftware.com)

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