



**For Immediate Release**

**PRESS RELEASE**

## **DataOne Software partners with AutoMotion to provide new vehicle video content**

**BEVERLY, Massachusetts, September 30, 2009** –DataOne Software, a division of Dominion Dealer Solutions, and a leading provider of automotive content and media, has partnered with AutoMotion to provide new vehicle video content to dealer marketing companies. DataOne Software clients now have access to engaging, high quality hosted and non-hosted video content.

“Historically, captivating and engaging new vehicle video content has been in short supply, with limited options available to dealers and dealer service providers,” said Josh Pereira, business development manager at DataOne Software. “AutoMotion’s high quality production materials combined with DataOne Software’s data mapping and reference can be used to create lead generating modules that will truly engage consumers, increase visitor time on site, and increase lead conversions.”

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.

“Pairing our video content with DataOne automotive content allows our partners to seamlessly integrate video into their current dealership solutions from a single source,” said AutoMotion President Ben Anderson. “As a company, we built our products to provide our auto dealer clients a plug-in video solution that is both effective and low cost. Our partnership with DataOne gives dealer service providers a complete video and data content integration solution for their auto dealer clients.”

### **About AutoMotion**

AutoMotion develops innovative web video marketing solutions for the transportation, electronics, and sporting goods industries. From content creation to delivery and reporting, AutoMotion teams with OEMs and dealership/retailer networks to provide large-scale distribution of branded video campaigns. AutoMotion’s video content and distribution technologies increase website performance through bounce rate reduction, enhanced time-on-site metrics, and innovative lead generation. For more information about Automotion, visit [Automotion.com](http://Automotion.com)

## **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

## **About Dominion Dealer Solutions**

Dominion Dealer Solutions helps car dealers attract, retain, and service customers for life. Dominion Dealer Solutions products include: lead generation through IFMG; customer relationship management tools through AVV, Autobase, and @utoRevenue; Web sites through Dealerskins and XIGroup; and specialized data aggregation, management, and reporting services through Dealer Specialties, Cross-Sell, The DataCube, and DataOne Software. These businesses serve more than 60 percent of auto dealers nationwide. Learn more at [DominionDealerSolutions.com](http://DominionDealerSolutions.com). Dominion Dealer Solutions is a division of Dominion Enterprises, a leading marketing services company serving the automotive, enthusiast and commercial vehicle, real estate, apartment rental, and employment industries, [DominionEnterprises.com](http://DominionEnterprises.com).

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