



FOR IMMEDIATE RELEASE

DataOne Software Releases VIN Decoder for Mid and Heavy-Duty Trucks

Beverly, MA- February 1, 2013 – DataOne Software, a division of Dominion Dealer Solutions and a leading provider of vehicle content and automotive data solutions, today released its new VINBasic HD solution. VINBasic HD expands DataOne Software’s industry-leading VIN decoding solutions to cover another large segment of vehicles destined for the U.S. market.

DataOne Software’s VIN decoding solutions are used in automotive dealerships across the automotive, powersports and allied industries. VINBasic HD joins the existing VINBasic Autos and VINBasic Powersports products to increase DataOne Software’s VIN decoding coverage. It now includes motorcycles, passenger vehicles and light-duty vehicles, as well as medium-duty and heavy-duty trucks. VINBasic HD’s coverage includes the 24 most prominent OEMs and also includes considerable coverage of chassis and incomplete vehicles.

“With the addition of VINBasic HD to our suite of VINBasic decoding products, DataOne Software adds coverage of a large and complex vehicle segment to its industry-leading VIN Decoding,” noted Jake Maki, general manager of DataOne Software. “This data should prove invaluable to a large and underserved market that is thirsty for accurate and consistent truck data. DataOne can now offer a single VIN-based vehicle identification and normalization solution for customers that work with everything from scooters to semi-trailer trucks.”

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, 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, call 877.438.8467 or e-mail sales@dataonesoftware.com.

About Dominion Dealer Solutions

Dominion Dealer Solutions helps car dealers attract, retain, and service customers for life. Dominion Dealer Solutions' marketing performance system includes: web-based customer relationship and lead management tools, inventory management analytics, reputation management solutions and both hosted and web-based dealer management systems (DMS). Additionally, Dominion provides custom lead generation and digital marketing tools including: websites, SEO, SEM, digital advertising, multi-channel marketing, specialized data aggregation, mobile apps and market reports. Every OEM and more than 60 percent of auto dealers nationwide utilize Dominion Dealer Solutions' technologies to solve their marketing challenges. With



Dominion Dealer Solutions, automotive dealerships truly can Have It All. For more information, visit our [website](#), like us on [Facebook](#), [Pinterest](#) or [YouTube](#), or follow us on [Twitter](#).

About Dominion Enterprises

Dominion Enterprises is a leading marketing services and publishing company serving the automotive, recreational and commercial vehicle, real estate, apartment rental, employment, parenting, and travel industries. Headquartered in Norfolk, Virginia, with 3,300 employees in the United States, Canada, England, Sweden and Italy, the company provides a comprehensive suite of technology-based marketing solutions, and more than 45 market leading websites. Millions of For Rent[®], Employment Guide[®] and HotelCoupons.com[®] publications are distributed across the U.S. each year. For more information, visit [DominionEnterprises.com](#).

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