



Turning Data into Opportunity

# InfoIQ™ Vehicle Inventory Data Solution

## Power your Vehicle Marketing.

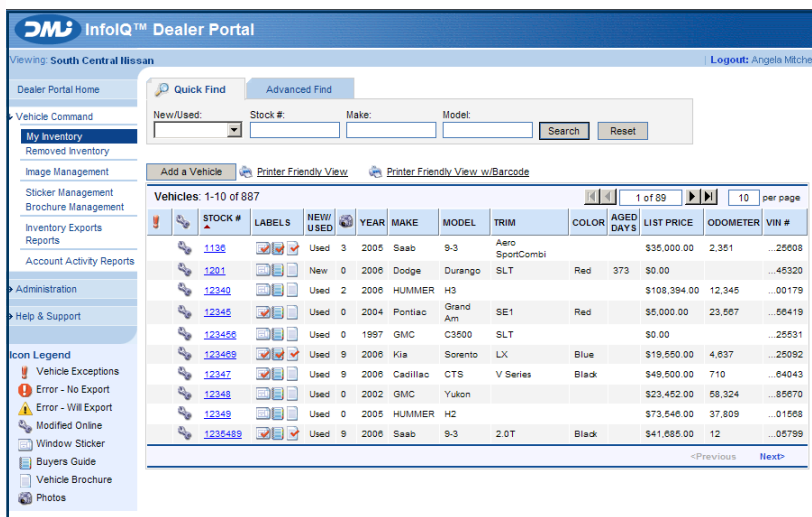
The measure of successful inventory management is not what you sold, it's what you could have sold. Over 60% of new car buyers in the US go online to research their purchase, and your inventory needs to be there, accurate and complete. The InfoIQ Vehicle Inventory Data Solution transforms and enhances raw DMS data into transactable, marketable, robust information. DMI feeds the enhanced data to OEM and Internet Portals. Increase the exposure of your inventory and your online conversion rate with richer, more accurate inventory information. Decrease the time and resources devoted to moving slow, aged inventory.

Complimenting the InfoIQ Vehicle Inventory Data Solution is the web-based Vehicle Marketing Application, featuring flexible reporting capabilities and enabling online modification of vehicle data.

### Goal: Help Dealers Market Cars More Effectively

InfoIQ Vehicle Inventory Data Solution powers a variety of initiatives, including:

- Online Classified Listings
- Locate- to-Order Strategies
- Pricing and Incentive Management
- Inventory Optimization
- Production Forecasting
- Multi-photo and video management



InfoIQ Vehicle Inventory Data Solution includes a core set of vehicle fields that describe the vehicle's features and details. In addition, it includes robust inventory information regarding cost, investment, and aging.



DIGITAL MOTORWORKS  
InfoIQ Solutions

For more information how InfoIQ can revolutionize your business, contact DMI Sales:

**512-349-9360**

www.digitalmotorworks.com



## About DMi

### About the Company

DMi (Digital Motorworks), an independent subsidiary of ADP Dealer Services Group, has been providing information management solutions to the automotive industry since 1995.

Our InfolQ Solutions – offered through an application service provider (ASP) model - collect and transform automotive industry data designed expressly to increase the sale of new and used vehicles, service and parts, and finance and insurance.

If initiatives in these areas are in your plans, contact DMi. We are uniquely positioned to deliver the data that drives your business.

#### HEADQUARTERS

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#### ADDITIONAL OFFICES

Detroit, MI  
Melbourne, Australia

## The DMi Difference

### Data Integrity

DMi consistently provides accurate, comprehensive, timely and “transactable” Data. InfolQ:

- Integrates all data types from all types of dealer and corporate management systems.
- Includes rigorous data processing, cleansing, and quality assurance procedures.
- Applies your business logic when integrating data.

### Automotive Insight

Automotive and information management expertise enables DMi to anticipate and address the technical challenges automotive businesses face. DMi

- Counts the world’s top automotive manufacturers (OEMs) as clients.
- Serves the industry’s leading portals and major dealer groups.
- Collects data on a regular basis from over 22,000 dealerships (operating over 46,000 franchises) — or 80% of U.S. and Canadian dealerships — the leading dealer groups and top automotive e-dealers.
- Possesses over 10 years of real-world experience in the auto industry.

### ASP Infrastructure

The InfolQ service is hosted and managed by DMi. This application service provider (ASP) infrastructure provides clients with such benefits as:

- No capital investment in hardware or software.
- Rapid implementation of new initiatives.
- Remote development, support and system maintenance.
- Highest levels of security, scalability and reliability.