

FOR IMMEDIATE RELEASE

## **Dealer Specialties and Cross-Sell deliver access to ADESA auctions in MarketControl™ Analytics**

**Monroe, OH, February 4, 2011** – Dealer Specialties, the nation's largest provider of comprehensive inventory management solutions, data services and merchandising tools, and Cross-Sell, the leading provider of automotive data in the industry, announced today the integration of ADESA auction run list data into the newly released MarketControl™ Analytics suite. With ADESA integration, dealers can quickly and efficiently source and stock used inventory from ADESA auctions nationwide using the sourcing tools in MarketControl™ Analytics. Cross-Sell and Dealer Specialties are divisions of Dominion Dealer Solutions.

“Our customers utilize our solutions to identify which vehicles to stock for their stores based on real-time market data,” said Glen Garvin, group general manager for Dominion Dealer Solutions. “We are excited to offer the ADESA integration as part of our MarketControl™ Analytics suite and are confident that mutual dealers will recognize the vehicle sourcing efficiencies this creates.”

Dealer Specialties will formally introduce MarketControl™ Analytics at NADA 2011 in San Francisco, CA, on February 5, 2011. MarketControl™ Analytics enables dealers to use real-time market data to manage used car inventory and make better inventory management decisions. The comprehensive and integrated suite, including pricing, stocking, appraisal and sourcing tools, combines sold vehicle data with current supply data to identify the optimal used car inventory mix, pricing and more.

The ADESA integration provides a detailed glimpse into each pre-owned vehicle available at ADESA auctions around the country. In addition, the stocking tool recommends and locates inventory available at ADESA auction sites to assist dealers in creating and executing a pre-owned vehicle shopping list.

“This integration gives our dealer customers yet another resource for locating ADESA inventory,” said Tim Zierden, ADESA vice president of dealer consignment. “Dealer Specialties is a trusted partner, and I am pleased to share this valuable tool with our customers.”

## **About Dealer Specialties**

Dealer Specialties, a division of Dominion Dealer Solutions, is the nation's leading provider of a comprehensive suite of inventory management solutions and services, including data solutions, analytics and merchandising. Providing full-serve and self-serve solutions to dealers' growing and changing business needs, Dealer Specialties provides real-time inventory updates and inventory marketing on the industry's largest online distribution network, including GetAuto.com, Cars.com, eBay Motors, Craigslist, Vast.com, YouTube and many others.

Dealerships across the country choose Dealer Specialties as their inventory management and marketing solutions provider to ensure the highest quality, accuracy and timeliness of their vehicle inventory from lot to online. For more information, visit [www.dealerspecialties.com](http://www.dealerspecialties.com).

## **About Cross-Sell**

Cross-Sell, a division of Dominion Dealer Solutions, helps customers make better inventory decisions, develop effective selling strategies and find additional financing sources by delivering over 5,000 fully customized vehicle market intelligence reports each month. For over 20 years, auto dealers, financial institutions and media firms have relied on Cross-Sell for the most current, accurate vehicle sales and auto loan statistics. For more information, visit [www.Cross-Sell.com](http://www.Cross-Sell.com).

## **About ADESA**

ADESA offers a full range of auction, reconditioning, logistical and other vehicle-related services to meet the remarketing needs of both its institutional and dealer customers. With 70 auction locations in the United States, Canada and Mexico, strategically located near metropolitan areas with a large concentration of used vehicle dealers, the company is well positioned to host physical and Internet auctions. ADESA LiveBlock simulcasts vehicles worldwide. ADESA DealerBlock offers two ways to buy: bid-now sales events or buy-now pricing 24/7. Through its related subsidiaries of AutoVIN® and PAR North America, it is also able to provide additional services including inspections, inventory audits and remarketing outsourcing solutions including a network of repossession agents, titling and auction sale representation. Visit [ADESA.com](http://ADESA.com) for details.

## **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; websites 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. Dominion Dealer Solutions is a division of Dominion Enterprises. Learn more at <http://www.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, <http://www.DominionEnterprises.com>.

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