

Used Car Dealer Sees Growth from CDMdata Inc. Technology, KBB Values

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Agency: **Auction Direct USA**

Auction Direct USA Sees Significant Growth from Using CDMdata Inc. Technology, Kelley Blue Book Values

Victor, N.Y. — Auction Direct USA, one of the fastest growing used car dealers on the east coast, has seen significant growth from using CDMdata Inc.'s online inventory management solutions and Kelley Blue Book Values.

CDMdata currently provides Auction Direct USA with its DigitalLot Solution™ inventory management technology, helping to book-in cars and get them online faster, including photos and video. Auction Direct USA also uses trusted Kelley Blue Book vehicle values. CDMdata, Inc. provides Auction Direct USA with its DigitalLot Solution, its state-of-the-art inventory management system for the dealerships four current locations and will continue to provide products and services to Auction Direct USA as it expands its operations and opens additional dealerships throughout the country.

“Automotive customers are demanding more detailed information during their online vehicle searches,” said John Iannone, CEO Auction Direct USA. “CDMdata Inc. and Kelley Blue Book allow us to quickly and easily provide our visitors with more photographs, videos and the consumer recognized Kelley Blue Book values.”

CDMdata Inc.'s DigitalLot Solution technology is made up of more than 80 years of trusted automotive experience, up-to-date Kelley Blue Book values and an extensive network of third- party distribution channels – including the number one automotive information Web site, Kelley Blue Book's kbb.com – to help dealers sell cars faster. CDMdata is a Kelley Blue Book company that provides proprietary hardware and software solutions that streamline inspection, valuation, distribution, marketing and Internet sales processes.

“CDMdata Inc. provides Auction Direct USA with the very best in automotive solutions, and our goal is to be the dealer's premier Internet marketing partner, helping them to sell more cars online,” said Mike Romano, senior vice president of dealer strategy for Kelley Blue Book and chief operating officer of CDMdata, Inc. “Auction Direct USA's consumer knows and trusts the Kelley Blue Book brand making it easier to facilitate transactions for the dealer on- and off-line.”

About Auction Direct USA Used Vehicle Superstores

Atlanta Used Cars | Jacksonville Used Cars | Raleigh Used Cars | New York Used Cars

Founded in 2005 Auction Direct USA, a national used vehicle retailer headquartered in Victor, New York, is committed to revolutionizing and legitimizing the used car business. Guided by principles of trust and open information exchange, Auction Direct USA provides a truly unique and satisfying used car buying experience.

Auction Direct USA's unique customer proposition includes a three-day 500-mile money back guarantee and no hassle every day best pricing, along with an attentive sales approach in an exciting auto auction atmosphere.

For more information about Auction Direct USA, please visit [Auction Direct USA](#) and [Why Buy Used Cars](#)

Text 399NY on to 48696 on your phone to visit [Auction Direct USA's Mobile Website](#).

CDMdata, Inc. provides unparalleled technology and industry-leading service to the automotive industry. CDMdata Inc. solutions increase client revenues by increasing productivity and data accuracy. CDM provides proprietary hardware and software solutions that streamline inspection, valuation, distribution, marketing and Internet sales processes. CDM's flagship

product is the DigitalLot Solution, which provides automotive dealers with the hardware and software they need to manage the collection and distribution of automotive information over the Internet. CDMdata, Inc. is a Kelley Blue Book company.

Since 1926, Kelley Blue Book, The Trusted Resource®, has provided vehicle buyers and sellers with the new and used vehicle information they need to accomplish their goals with confidence. The company's top-rated Web site, kbb.com, provides the most up-to-date pricing and values, including the New Car Blue Book® Value, which reveals what people actually are paying for new cars. The company also reports vehicle pricing and values via products and services, including software products and the famous Blue Book® Official Guide. Kbb.com is rated the No. 1 automotive information site by Nielsen//NetRatings and the most visited auto site by J.D. Power and Associates nine years in a row. No other medium reaches more in-market vehicle shoppers than kbb.com; nearly one in every three American car buyers performs their research on kbb.com.

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