

FOR IMMEDIATE RELEASE

## **Dealer Specialties introduces iPhone app for Inventory Manager**

**Monroe, OH, Nov. 8, 2010** – Dealer Specialties, a division of Dominion Dealer Solutions and the nation's largest provider of comprehensive inventory management solutions, websites and marketing tools, today announced that access to its Inventory Management Solution is now available as an iPhone application.

"We realize that our dealer customers are looking for ways to increase employee productivity, boost efficiency and improve the customer experience," said Glen Garvin, general manager for Dominion Dealer Solutions. "By using the Inventory Manager iPhone app, Dealer Specialties customers can access real-time information easily and quickly to search, scan, upload and send inventory data."

The Inventory Manager mobile application is the ideal solution for dealers on the go. With the ability to streamline daily activities, dealer sales representatives can now search current inventory and send eBrochures and video links to customers from the convenience of their iPhone. Used car managers or wholesale buyers can scan VIN bar codes, upload vehicle images and add pricing information while still at the auction.

Inventory Manager is the first Dealer Specialties mobile application and is available for download from the App Store on iTunes at no additional monthly charge. With the IVM app, Dealer Specialties customers, utilizing login and password credentials, now have the opportunity to take advantage of Inventory Manager for their Apple devices.

"The new IVM mobile application gives me the power of inventory management at my fingertips," said Elijah Miller, internet manager for Gainesville Nissan. "Dealer Specialties has helped to simplify my inventory management process by delivering a mobile application that is functional and easy to use for my busy business."

### **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, dealer websites and internet marketing. 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 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 <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>.

#### Media Contact:

Jennifer Ryan, Marketing Director  
513-705-2211 (office)  
513.465.7891 (cell)  
[jennifer.ryan@getauto.com](mailto:jennifer.ryan@getauto.com)

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