

FOR IMMEDIATE RELEASE

### **Dealer Specialties introduces Quick Response (QR) codes to promote inventory**

**Monroe, OH, January 11, 2011** – Dealer Specialties, a division of Dominion Dealer Solutions and the nation's largest provider of comprehensive inventory management systems, data services and merchandising tools, today announced the availability of Quick Response (QR) codes to drive traffic, promote inventory and improve consumer response for dealers.

"Today's consumers are increasingly becoming more mobile. Dealers are interested in utilizing mobile tactics to enhance shopper experiences," said Glen Garvin, group general manager for Dominion Dealer Solutions. "QR codes enable dealers to provide consumers with detailed inventory information including instant vehicle data pages and videos."

QR codes are two-dimensional bar codes that can transmit several types of information such as websites, phone numbers, and email addresses. In addition, QR codes can trigger such action as launching a browser to a vehicle web page, vehicle video or special offer. A 2D bar code reader and internet access are required to experience the advantages of mobile tagging with QR codes on smart phones or mobile phones with camera.

With the Dealer Specialties Inventory Management solution, dealers can attach QR codes to window stickers to instantly launch vehicle detail pages or videos. QR codes provide consumers with real-time, detailed vehicle data and contact information while on the go.

"Dealers can utilize new mobile marketing tactics like QR codes to promote inventory or upcoming promotions," said George Nenni, vice president and general manager for Dominion Dealer Solutions. "Our solution puts dealers in complete control of promoting their inventory and driving showroom traffic."

#### **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>.

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