

## **AVV WINS DRIVINGSALES DEALER SATISFACTION AWARD**

*AVV Web Control receives a "Top Rated" Award for Dealer Satisfaction in ILM Category*

**Columbus, Oh., February 5, 2011** – AVV, the premier provider of lead management solutions for auto dealers nationwide and the lead management arm of Autobase (the CRM division of Dominion Dealer Solutions), today announced it has won a "Top Rated" ILM award in the second annual DrivingSales Dealer Satisfaction Awards, presented at the 2011 NADA Convention and Expo.

"It is an honor to receive this award from the DrivingSales online community for the second consecutive year," stated Ed Braunbeck, AVV general manager. "As dealers invest more and more in strategic marketing, it only follows that they utilize a powerful lead management solution. It is a privilege to partner with such a wide array of dealers, many of whom are part of the DrivingSales community and recognize Web Control as the product of choice."

AVV joins sister companies Autobase and @utoRevenue in being recognized with top honors by the DrivingSales online community. The awards come on the heels of Dominion Dealer Solutions' move to unify AVV with @utoRevenue and Autobase, forming the automotive industry's largest and most experienced CRM provider and serving nearly 4,000 dealers. The new organization will retain the name Autobase.

The DrivingSales Dealer Satisfaction Awards measure satisfaction with services provided by vendors by allowing dealers to rate and review their vendors online at [DrivingSales.com](http://DrivingSales.com). Only vendors who achieved top rankings in dealer satisfaction in each category, as determined by the thousands of auto dealers who are part of the DrivingSales.com community, received awards.

"We are proud to present a DrivingSales Dealer Satisfaction 'Top Rated' ILM Award to AVV," said DrivingSales CEO and Founder Jared Hamilton. "This award is a reflection of the excellent results AVV Web Control has generated for dealerships across the nation, and we are proud to recognize their accomplishment."

Full award results are available online at <http://www.drivingsales.com/dealersatisfactionaward>. Full broadcast coverage of the DrivingSales Dealer Satisfaction Awards ceremony is available at <http://drivingsalestv.com>.

### **About AVV**

AVV, the lead management arm for Autobase CRM ([www.autobase.net](http://www.autobase.net)) and a division of Dominion Dealer Solutions is a leading provider of independent lead management tools including Web Control, WebTalk, and WebResponse. AVV is a certified OEM provider to more than 15 manufacturers including: Acura, Audi, BMW, Ford, General Motors, Honda, Hyundai, Infiniti, Kia, Mazda, Mitsubishi, Nissan, Subaru, Volvo and Volkswagen. AVV's performance reporting has enabled thousands of dealers nationwide to manage the entire car buying process-from online browsing to the showroom sale to post-sale service since 1999. For more information, visit [www.avv.com](http://www.avv.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 Autbase, AVV, 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. Please see <http://www.DominionEnterprises.com>.

### **About DrivingSales**

DrivingSales is the auto industry's fastest-growing, most influential trade media property focused on delivering actionable profit-building information to auto retailers and industry professionals. DrivingSales' media network includes flagship property *DrivingSales.com* ([www.drivingsales.com](http://www.drivingsales.com)), the world's largest car dealer social network where thousands of dealership professionals collaborate and share best practices in a 20-group-style setting; *DrivingSalesTV* ([www.drivingsalestv.com](http://www.drivingsalestv.com)), an interactive web channel which helps car dealers and auto professionals keep tabs on their industry and emerging technologies 24/7; *DrivingSales University*, an on-demand training platform where dealerships learn the latest web strategies from top e-commerce experts; *DrivingSales Executive Summit* (DSES) the industry's leading conference where progressive dealers collaborate and learn from world renowned experts; and *DrivingSales Dealership Innovation Guide*, a free quarterly publication featuring case studies of the industry's most innovative dealerships, solutions and best practices.

DrivingSales encourages innovation and excellence in the industry with its annual *Dealer Satisfaction* and *Innovation Cup Awards*, whose winners are determined solely by the dealer community. Founded by Jared Hamilton, a third generation car dealer, DrivingSales was named one of ten social media gambits for 2009 by Automotive News and one of the Top 10 Companies to Watch by Auto Success Magazine.

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