**FOR IMMEDIATE RELEASE**

**Dominion Dealer Solutions’ Dealer Management System Now Integrated with General Motors’ MyPriceLink**

**Norfolk, VA – February 15, 2016-** Dominion Dealer Solutions announced today that Dominion *ACCESS*®*,* a fully-integrated dealer management system, has become the first automotive DMS provider to achieve General Motors’ MyPriceLink integration. Through MyPriceLink, General Motors provides real-time retail and trade pricing for collision parts to its dealers, in lieu of fixed list prices. This allows dealers to have the most accurate pricing at all times.

All General Motors’ dealers using Dominion *ACCESS* now have MyPriceLink invoice integration available with any CollisionLink PLUS subscription. Any GM dealer with a CollisionLink PLUS subscription will now be able to export a quote or order information from the MyPriceLink tools within the Dominion *ACCESS* invoice system. Dominion also sends invoicing information to the dealer back through the MyPriceLink application, increasing the speed of reimbursement for GM dealers using the Bump 2.0 program. This creates a seamless and transparent process for dealers, as well as for automotive body shops, independent adjusters and insurance staff.

“Our customers expect solutions and we are very proud to be the first DMS to complete the integration. MyPriceLink allows our dealers to work seamlessly with body shops and collision estimating systems insuring fast, accurate pricing on GM Parts,” noted Van Koppersmith, president of Dominion DMS for Dominion Dealer Solutions. “By eliminating much of the time-consuming quote building process, parts departments can focus on fulfilling the order and delivering the parts in a timely manner”.

Dominion *ACCESS* is a Windows-based dealer management system that includes document archiving, drill down reporting and vehicle rental as part its core suite of applications. Dominion *ACCESS* provides dealers with a built-in prospecting tool, the ability to reference closed deals, personalized dashboards, award-winning customer service, and one customer and vehicle record for all dealership departments. The Dominion *ACCESS* software has flexible contract terms and no add-on fees for dealers.

Dominion Dealer Solutions took part in a three-month dealer pilot of the MyPriceLink integration and is the first DMS to successfully complete the pilot with General Motors. The MyPriceLink integration is available at no additional cost to any GM dealer using Dominion *ACCESS* DMS. Dominion *ACCESS* is a certified General Motors’ Dealer Technology Assistance Program (DTAP) solution. As such, Dominion *ACCESS* has met or exceeded the stringent requirements set forth by GM on behalf of its dealer community. Dominion Dealer Solutions offers two DMS solutions to the automotive marketplace, Dominion *ACCESS* and Dynamics AX-based DominionDMX. For more information on the Dominion *ACCESS* dealer management system, or the benefits of General Motors’ MyPriceLink integration in your dealership, call 877-421-1040.

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**About Dominion Dealer Solutions**

Dominion Dealer Solutions helps car dealers attract, retain, and service customers for life. Dominion's Progressive Retail PlatformTM includes customer relationship (CRM) and dealer management systems (DMS) with actionable intelligence from the Microsoft Dynamics platform.  The Progressive Retail PlatformTM also contains lead management and equity mining technology, inventory management analytics, social media marketing and reputation management solutions.  Dealers nationwide purchase custom lead generation and digital marketing tools from Dominion including: responsive design websites, SEO, SEM, digital advertising, multi-channel marketing, specialized data aggregation, mobile apps and market reports. OEMs and auto dealers nationwide utilize Dominion Dealer Solutions' technologies to solve their marketing challenges. Dominion Dealer Solutions is redefining automotive retail by delivering first-class customer experiences for local car buyers. For more information, visit our [website](http://www.drivedominion.com/), like us on [Facebook](http://www.facebook.com/dominiondealersolutions), [Pinterest](http://www.pinterest.com/dominionds) or [YouTube](http://www.youtube.com/dominiondealer), or follow us on [Twitter](http://www.twitter.com/dominiondealer).

**About Dominion Enterprises**

Dominion Enterprises is a leading marketing services and publishing company serving the automotive, recreational and commercial vehicle, real estate, apartment rental, parenting, and travel industries. Headquartered in Norfolk, Virginia, with 3,300 employees in the United States, Canada, England, Spain and Italy, the company provides a comprehensive suite of technology-based marketing solutions, and more than 45 market leading websites. Millions of For Rent®, and HotelCoupons.com® publications are distributed across the U.S. each year. For more information, visit DominionEnterprises.com.

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