

BUSINESS
The Business



DataCar

Internet solutions to promote and increase your business

DataCar gives your website a customized, professional Internet look and feel to advertise your vehicles, sales & service, and marketing campaigns. Maximize your availability and reach with a DATAcar website - your on-line sales counter!



Regardless of size, every dealership should maintain and promote its Internet presence in addition to the showroom. An efficient website should perform as a virtual salesperson, recognizing visitors' needs, and point them in the right direction for the sale.

The Internet is fast-becoming the method of choice for many consumers interested in purchasing new and used cars. Car buyers today use technology to research their purchases, and dealers can use information to optimize the buying experience that will close sales and retain customers.

DATAFIRST introduces DataCar, a suite of Internet solutions designed to enhance distributor, dealer and manufacturer groups' presence on the web. These powerful, data-rich solutions are tailor-designed to meet the needs and business volumes of distributors and manufacturers alike, and to take customers from your web address to your showroom floor. Whether you are looking for a complete Internet strategy or just solutions to complement your current software, DataCar is your solution.

Distributor Websites ▶

DATAFIRST designs, develops and hosts unique websites for numerous automobile distributors. To date, thousands of DataCar websites have been developed, with a selection of over 40 makes currently available.

DataCar provides a customized, professional Internet look and feel to promote your vehicles, sales & service, and marketing campaigns. Choose from different templates to customize your site, enhance customer loyalty and reinforce your corporate image. Benefit from customized Internet addresses, listings in search engines and directories, and links to the manufacturer/group site.

Enable direct contact with customers and prospects via virtual sales reps and on-line order forms, and create an easy-to-use environment where customers can place and track orders to expanding market segments, and access car exchange and spare parts exchange locators - anytime, anywhere!

In addition to the site's popular UCL (Used Car Locator) option, DATAFIRST provides customized URLs, secure

hosting, and multimedia email services. All sites are database-driven, making them simple and easy-to-use when updating content.



Manufacturer / Dealer Group Websites ▶

DATAFIRST designs and hosts tailored and personalized websites for manufacturers and dealer groups throughout Europe. DataCar provides innovative Internet solutions geared at these customers and their specific needs.



Enhance your Internet presence with a website that is easy to navigate and easy to maintain. Each site is designed and developed individually, granting easy access to all distributors in any given group, with a simple listing on the same web page.

DataCar websites feature a best-in-class search engine that consolidates used and new car listings and dealership statistics. With a customized search engine, you can

retrieve statistics on the consolidation of new and used cars in the network, and direct your audience straight to dealership sites. Every DataCar website provides customers with easy-to-use maps to find all of your dealership locations, and includes direct links to their websites.

DataCar

DataCar.com

A subscription-based portal, DataCar.com offers a wide range of powerful on-line management tools to enhance the content of your website and complement your off-line CRM solutions.

The software creates an efficient link between dealer, manufacturer, suppliers, customers and colleagues, and automatically directs traffic to your website, with over 20,000 visitors to your site - every day!



DataCar.com provides a multi-brand Used Car Locator with over 100,000 accessible vehicles, all of which can be advertised directly on your website. DataCar.com

generates and sends used car ads to leading Internet portals, including Yahoo!, WebcarPro, AB Moteurs, and Car Explorer. In addition, the software provides user-friendly and secure data entry and download modules, and offers a multi-brand, multi-criteria and multi-currency search engine, New Car Locator as well as Spare Parts Locator options, and extensive email services.

Benefit from customized, professional Internet presence, where your business, vehicles, services and promotions are presented in an attractive, easy-to-navigate website. With DataCar.com, site visitors get the information they need, quickly and efficiently via easy-to-access on-line forms, downloads and printable documents. Maximize your availability and reach with a DataCar website - your

Internet Partnership Solutions

DATAFIRST proudly offers its corporate customers two incomparable Internet solutions: a search engine powerhouse with access to industry advertising databases, and an automotive industry directory. DATAFIRST's ready-to-use Internet partnership solutions are already being used by leading Internet portals, including General Motors, AB Moteurs, and Kelkoo.

Hosted on DATAFIRST's servers, these Internet solutions guarantee improved, efficient service, constant database maintenance for easy access, and ensure unrivalled implementation time within a few weeks. Reach new targets through direct access to previously untapped audiences, and ultimately, improve customer loyalty, with unique value-added content on your website.



Automotive dealers have come to count on DataCar's superior customer service and responsiveness, creative and technical expertise, and marketing support:

General Motors Europe selected DataCar as its platform for:

- ▶ **ALL Public GM websites in Belgium, Switzerland, Finland, France, Italy, The Netherlands, Portugal and Spain**
- ▶ **ALL Chevrolet websites in France, The Netherlands and UK**
- ▶ **ALL Saab websites in France and Switzerland** DataCar was chosen as the pan-European Used Car Locator for all General Motors Europe sites, featuring multi-channel diffusion and the sophisticated UC search engine!

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About DATAFIRST

DATAFIRST develops and deploys complete management solutions for the automotive industry. DATAFIRST's software is used by dealerships and dealer groups of all sizes, as well as leading automobile manufacturers worldwide, including BMW, Citroën, Ford Motor Company (FORD, Volvo, Jaguar, Land Rover, Mazda), General Motors (Opel, Saab, Chevrolet, Vauxhall), and Peugeot.

Founded in 1985 by current company President Arié Toledano, DATAFIRST is headquartered in France. The company maintains an active global presence, with thousands of customers in over a dozen countries throughout Western and Eastern Europe, coupled with the company's recent expansion into the Middle East.

To meet the needs of its diverse customer-base, DATAFIRST's products are of the highest international standards, connecting suppliers, dealers and manufacturers from all four corners of the globe. At the same time, DATAFIRST is committed to localization, with multi-lingual, multi-currency interfaces customized to meet the local regulations of each country.

DATAFIRST provides comprehensive support services necessary to optimize its customers' software capabilities. With over 20 years of experience in project deployment, DATAFIRST guarantees smooth, cost-efficient transition for all of its customers. DATAFIRST's solutions are all built on Microsoft™ platforms, and fully integrated with Microsoft™ Office, reducing training time and costs.