AutoTrader Group™ Announces New Certified Data Interfaces Between AutoTrader Group Software Solutions and Reynolds DMS

ATLANTA, Feb. 26, 2013 /PRNewswire/ -- AutoTrader Group™ today announced that the HomeNet®, and vAuto® companies have completed certification in the Reynolds Certified Interface (RCI) Program. The companies join VinSolutions, which previously earned its certification, in the RCI Program.

(Logo: http://photos.prnewswire.com/prnh/20130226/CL66955LOGO)

HomeNet, vAuto, and VinSolutions are part of AutoTrader Group's Software Solutions business, providing dealerships with software tools and related data analytics. The RCI Program provides a standardized method for secure, reliable data movement between a Reynolds dealership management system (DMS) and third-party applications.

"We believe in the benefits the Reynolds Certified Interface Program delivers both to our customers and to our business," added Paul Whitworth, vice president, Business Operations- Software Division, AutoTrader Group. "By putting our solutions in the RCI Program, we're helping to ensure the security and reliability of data transfer between our solutions and a Reynolds DMS, each time and every time. That also means our customers have one less worry when it comes to the proper handling of dealership data and consumer information between the DMS and our applications.

"Plus, the certified interfaces make data transfers smoother and more stable, which helps us improve our levels of service to our customers," Whitworth said.

About AutoTrader Group
AutoTrader Group operates the largest digital automotive marketplace in the U.S. and is a leading provider of software solutions to automotive dealers throughout the nation. AutoTrader Group's mission is to dramatically improve the way people buy and sell new and used cars. Through its AutoTrader.com and Kelley Blue Book websites, AutoTrader Group offers consumers empowering tools, content and information that increase their confidence in the car buying process. In addition, through its Software Solutions business, AutoTrader Group helps dealers source, appraise, manage, price and market their inventory, and helps them manage their consumer relationships. AutoTrader Group is headquartered in Atlanta, Georgia.

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