

VinSolutions Expands Its Audience of Mobile CRM Users with Android™

VinSolutions' Mobile CRM Application, VinMobile™, Now Supports Android.

OVERLAND PARK, Kan., July 30, 2013 [PRNewswire/](#) -- VinSolutions has announced the launch of VinMobile™ for Android. VinMobile is the company's mobile CRM application. The newly revamped VinMobile 2.0 was released for iPhone® and iPad® devices in January of 2013 with significant updates released in March for VinMobile 2.2. VinMobile for Android supports all of the same features that are supported by iPhone and iPad devices.

(Logo: <http://photos.prnewswire.com/prnh/20130507/CL08466LOGO>)

"The Android platform expands the mobility of VinSolutions' CRM users and is a big milestone for our customers. The opportunity to provide a mobile application for Apple products and Android products enables us to better support the way dealers want to do business with their customers," said Senior Director of Product at VinSolutions, Jennifer Lee.

The VinSolutions VinMobile app allows dealers to stay connected to their customers in a more accessible way. Top features for both Android and iOS platforms include:

- Quickly search for and optionally add a customer
- Receive leads and contact the customer directly from the Customer Dashboard
- Log customer calls, view contact history, view/add notes and create and mark tasks and appointments complete
- Receive instant notifications of new leads and alerts
- Specific views for sales staff and management with quick access to vital information all in one easy-to-maneuver window

"The ability to have an Android-based mobile CRM will allow me to continue to provide world class service to my current and prospective clients, whether I am sitting on the lake or under a pile of paper at my desk. With the new VinMobile CRM app for Android this will ensure that I am compliant with all OEM time constraints and give our customers the level of performance that they deserve," said Allen Ward, Digital Marketing Manager at Fred Mueller Automotive in Schofield, WI.

The Android app is available to download from the Google Play™ Store; it is also available for iPhone and iPad devices, the app can be downloaded from the App StoreSM. VinMobile is included in all CRM packages.

Learn more at www.vinsolutions.com/mobilecrm or by contacting VinSolutions at (800) 980-7488.

About VinSolutions

Headquartered in Overland Park, Kansas, VinSolutions consolidates data from all areas of an automotive dealership by helping dealers find, sell and keep customers with their fully-integrated "Dealership Marketing System." This all-in-one internal management, sales and service marketing solutions platform is a cloud-based system. It is used by dealer groups and individual dealerships from anywhere an Internet connection is available, including mobile devices.

VinSolutions was named on the *Inc. 500/5000* in 2010, 2011, and 2012 as well as the Automotive Website Award for Best Integrated Website Platform

and the Driving Sales Innovation Cup for VinLens™. VinSolutions is OEM certified by every major manufacturer and is ADP, Reynolds & Reynolds and DealerTrack DMS (Dealer Management System) certified. Founded in 2006, VinSolutions is a subsidiary of AutoTrader Group, which includes AutoTrader.com, Kelley Blue Book, vAuto and HomeNet Automotive. AutoTrader Group is a majority-owned subsidiary of Cox Enterprises.

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