

VinSolutions Launches New Corporate Logo and Brand Identity

New Identity Represents Company's Singular Focus on Delivering Customer-centric, CRM-based Dealership Software Solutions

OVERLAND PARK, Kan., Jan. 26, 2014 /PRNewswire/ -- VinSolutions, the marketplace leader and developer of internet-based customer relations management (CRM) and internet lead management (ILM) for the automotive industry, announced today it has launched a new corporate logo and brand identity.

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

"VinSolutions understands the challenges automotive dealerships face with today's shoppers — who shop differently, communicate differently and buy differently," said Brian Skutta, vice president and general manager of VinSolutions. "We put the shopper at the center of our solutions so our dealers are empowered to better serve their evolving needs. Our new logo and branding reflect this focus visually by bringing the vehicle shopper to the center of our name. The new tagline, 'Make Every Connection Count' is our promise to better equip dealers to have more successful interactions with all of their customers, no matter how they prefer to engage and shop."

"The launch of this new brand comes at an exciting time for the company," said Skutta. The past 6 years have shown significant growth in our dealer base and in our product offerings. There is no better time than now to unveil a new identity that so powerfully represents what VinSolutions stands for."

The new logo and brand identity is being rolled out in a nationwide advertising campaign, as well as at the National Automotive Dealership Association Convention & Expo, held in New Orleans, January 24–27.

About VinSolutions

Headquartered in Overland Park, Kansas, VinSolutions® provides dealers with sophisticated software that combines the needs of complex dealership processes with intuitive and easy to use software to help make every customer connection count. 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 has been named to the *Inc. 500* in 2010 and the *Inc. 5000* in 2011, 2012 and 2013, as well as received the Automotive Website Award for Best Integrated Website Platform in 2012 from PCG Consulting and the Driving Sales' Innovation Cup in 2012 for its VinLens™ product. 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®, HomeNet Automotive® and Haystak Digital Marketing. AutoTrader Group is a subsidiary of Cox Enterprises.

SOURCE VinSolutions

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