

CHROME REMARKETING SOLUTIONS

Chrome: Leading the Industry in Complete, Precise Vehicle Descriptions

Not only is Chrome trusted by some of the remarketing industry's biggest names, but for over 20 years Chrome has been the vehicle content provider of choice for thousands of companies in every facet of the automotive industry. Chrome's track record in the remarketing industry is proven. We currently serve many of the most prominent players, a few of which include: Manheim, SmartAuction and OPENLANE.

The remarketing industry is experiencing increased demand for standardization across all segments of the remarketing lifecycle to streamline consignor contracting, increase buyer confidence, improve the buyer experience, and reduce costs through ease of integration. This is evidenced by the NAAA's recent publication of an official ECR Standard. The NAAA effectively brought together a cross-section of stakeholder groups, including Chrome, to document a consensus definition for ECR reporting. Chrome is proud to have contributed to the ECR Standardization movement by helping the NAAA define vehicle representation.

Chrome: Maximum Transaction Price

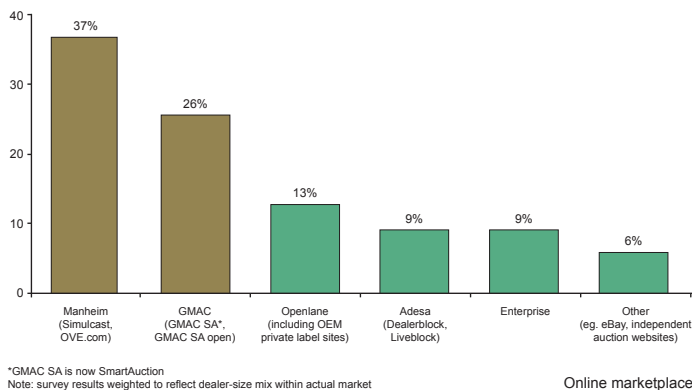
Emphasis is being placed on accurate vehicle representation using data and technology to increase transaction prices in the auction lanes, speed inventory turn and add profits to the bottom line. How does Chrome VIN lookup technology give Chrome partners an edge? Installed and Optional equipment can greatly influence the price a vehicle will sell for online or in the lane. Chrome descriptions originate from the manufacturer; therefore, Chrome is capable of considering equipment known to be installed on a vehicle and reverse-engineering the vehicle to identify additional value-add options that may influence transaction price.

Today, Chrome powers 76 percent of online remarketing. Boost Revenue – Drive Down Costs.

Market shares were determined from buyer survey results and corroborated by interviews and company reports/data.

Manheim and GMAC top 2 players by total online share in 2008.

% of online wholesale market transactions



Graph provided by Boston Consulting Group.

Chrome StyleID: Drive Down Costs

In addition to reductions in holding costs due to quicker inventory turn, Chrome descriptions allow our partners to maximize efficiencies through ease of integration, ultimately driving costs down further. Chrome adds value through ease of integration using the Chrome StyleID, a unique identifier for every vehicle style down to the trim level. The Chrome StyleID unlocks vehicle descriptions and simplifies integration not only across different business units within a partner organization, but also with strategic third party relationships. Chrome's deep and wide penetration across all automotive verticals and channels can be leveraged by our partners to facilitate seamless information exchange using the Chrome StyleID, driving down costs.

Why Chrome

Chrome's foundation is accurate and timely VIN lookup data built using the industry's most consistent, stable and well-documented data model. For ultimate flexibility to meet the dynamic needs of different consignors, both online and in the lanes, Chrome pairs its VIN Lookup data with OEM content consisting of hundreds of data points. Finally, in order to allow our remarketing partners to fully leverage Chrome's vehicle description expertise, Chrome has engineered a proprietary web service technology platform that taps into Chrome logic engines to take basic VIN decoding to another level entirely. Powerful technology built on a high-performance, stable, and scalable platform.

The Chrome Remarketing Solution:

Automotive Description Service (ADS)

ADS is a web-based service that allows clients to input a VIN or a vehicle year, make and model and receive an instant vehicle description with a comprehensive array of data points. Access standard and optional equipment lists, manufacturer option codes, original vehicle pricing, available colors and body types, torque, dimensions, weight, extended option descriptions, full OEM exterior color codes, warranty information, and more.

ChromelQ

If you have large batches of nondescript VINs that you need to convert into detailed vehicle descriptions, ChromelQ is the right solution for you. It is a hosted VIN batch processing system and a fast and easy way to get all the automotive information you need by simply uploading a list of VINs to Chrome's FTP site and returning minutes later to retrieve your file of rich vehicle descriptions.



Inspections start the entire remarketing process and accurate ECRs lead to increased sales and higher customer satisfaction. We chose Chrome for vehicle descriptions because their industry-leading solution delivers accurate and complete vehicle information.

Julie Warpool, Director Inspections Technology, Manheim

In our business accurate vehicle representation is crucial, and no one is as dedicated to that as Chrome.

Andrew Iorgulescu, Vice-President Business Development, OPENLANE



Contact Chrome Today **1.800.936.8906 #6509** or **503.963.6509**

