



DIGITAL MOTORWORKS AND EXPERIAN JOIN FORCES IN THE UK

AUSTIN, TX – October 15, 2002 – Digital Motorworks (DMi) has formed an alliance with Experian®, the global information solutions company, to provide data integration services to the automotive industry in the United Kingdom.

([PRWEB](#)) October 24, 2002 -- DIGITAL MOTORWORKS AND EXPERIAN JOIN FORCES IN THE UK

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The partnership grants exclusive rights for Experian to utilize DMi's InfoIQSM data integration services within the UK market. Combining DMi's technology and Experian's extensive range of vehicle information and database sources, the partnership will provide the UK automotive industry with a cost effective solution to improve the quality of dealer management systems (DMS) data – enabling dealers and manufacturers to implement more effective business initiatives such as targeted customer marketing techniques.

DMi is a subsidiary of ADP Dealer Services, a leader in providing technology solutions to automobile and truck dealerships throughout North America and Europe.

– The UK market is a key target in DMi's continued expansion strategy, and the agreement with Experian highly complements DMi's existing North American and Asia Pacific operations, says Keith Jezek, president and CEO of DMi.

He added that – The opportunity to enter the European market in the UK with an experienced partner such as Experian is an exciting one. Experian has significant experience and is recognized throughout the world for the quality of the information it provides and its e-business and CRM expertise. –

Rob Whalley, managing director of Experian UK's automotive division, said that – Data quality is a big issue for the automotive industry in the UK and our research among major automotive manufacturers and dealers has indicated a high degree of interest in the DMS data integration service that we can now offer through this partnership. –

– DMi's InfoIQ solution is a proven service that is especially well-suited to the UK market, and with DMi's data integration experience and Experian's track record and expertise, we are confident that this partnership will deliver major business benefits to UK dealers and manufacturers and will enhance our current reputation within the automotive industry, Whalley added.

Under its partnership with Experian, DMi will collect DMS data, including inventory, sales, service, parts, warranty, customer, finance and insurance information, then cleanse and standardize it for use by the automotive industry to implement business initiatives such as inventory management, targeted customer marketing, pricing management and financial reporting. Experian's vast databases and e-commerce



resources will be utilized to enhance the analytical value of the collected data.

Widely used by automotive manufacturers and automotive dealer groups in North America, DMI's InfoIQ solution integrates data from disparate dealership computer systems, then cleanses, standardizes, enhances, and delivers the data as transaction-ready information for use in broader client-wide applications. Major DMI customers in the United States include General Motors, Ford, Toyota, Nissan, AutoNation, Cars.com, and Autobytel.

About Digital Motorworks

Digital Motorworks, a subsidiary of ADP Dealer Services, provides information management solutions to the automotive industry. Offered through an application service provider (ASP) model, the company's InfoIQ solution integrates, transforms, and delivers transactionable business information for use in a variety of initiatives. DMI customers include market leaders such as General Motors, Ford Motor Company, Toyota, Nissan, Porsche, AutoNation, Sonic Automotive, JM Family, GSM Marketing, Cars.com, AutoTrader, and Autobytel. The company is headquartered in Austin, TX with offices in Detroit, Chicago, Atlanta, Orange County, CA and Melbourne, Australia. For more information, visit www.digitalmotorworks.com.

About ADP Dealer Services

ADP Dealer Services provides integrated computing solutions to more than 16,000 automotive and truck dealers throughout the United States, Canada and Europe. ADP Dealer Services Group is the third largest business unit of ADP. ADP, with \$7 billion in revenues and more than 500,000 clients, is one of the largest independent computing services firms in the world. More information on ADP Dealer Services is available via the Internet at www.Dealersuite.com.

About Experian

Experian helps organizations find the best prospects and make fast, informed decisions to improve and personalize their relationships with their customers. It does this by combining sophisticated and intelligent decision-making and processing systems with some of the world's most comprehensive databases of information on consumers, businesses, motor vehicles and property. Through multi-channel delivery of its products and services, Experian enables its clients to conduct secure and profitable e-business and develop state-of-the-art CRM systems for communicating and building one-to-one relationships with customers. Experian is a subsidiary of GUS plc and has headquarters in Nottingham, UK, and Costa Mesa, California. Its 12,000 people support clients in over 50 countries. Annual sales are approaching £1.1 billion.

For more information, visit the company's web site on www.experian.com.

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