



## **Marketrend, Chrome Sign Vehicle Data Usage Agreement**

### *Chrome's Comprehensive Vehicle Information to Enhance Online Applications*

Toronto, ON ([PRWEB](#)) November 11, 2004 -- Marketrend Interactive, a premier, full service automotive marketing company, today announced it had reached an agreement with Chrome Systems, a leading provider of automotive data, configuration technology and commerce solutions, to integrate Chrome's Vehicle Identification Number (VIN) Data Search product and vehicle information database into its Model-Specific Response (MSR) solution.

Marketrend's MSR is an online tool that allows prospective vehicle buyers to request graphical and factual information about a specific vehicle make and model from a dealer's Web site. Under the agreement, Chrome's comprehensive vehicle database will enable Marketrend to offer more detailed responses and inventory displays on dealer Web sites. Additionally, the Chrome database will provide ongoing, updated information about new makes and models as those vehicles enter the market.

"Previously, we had to aggregate our new car information from manufacturers and other sources to create our MSRs," Chris Killarney, President and CEO of Marketrend said. With the Chrome data, we will be able to update our dealers' sites much more quickly as new models are delivered."

For its online vehicle inventory offering, Marketrend will use the Chrome VIN lookup to supplement dealer information, allowing for simplified updates by dealers and more accurate vehicle searches by customers.

"Dealers have their own way of entering specific car details", Mr. Killarney explains. "This can sometimes result in inconsistent data, which makes it very difficult for our search engines to find what a web site visitor is looking for. By incorporating Chrome's VIN search capability into our MSRs, we can overcome those unpredictable discrepancies in data entry and take the customer right to the requested vehicle."

The Chrome database includes information and images from 42 manufacturers, from as far back as 1989. "We evaluated the solutions in the marketplace to see who had the most current vehicle data, and the deepest and broadest list, and Chrome was the obvious choice," Mr. Killarney said.

"Our data will help ensure Marketrend's dealer clients are posting complete and accurate vehicle descriptions on their Web sites," said Dave Mingle, President of Chrome Systems. "Plus, the timeliness and accuracy of our data will make it easier for both buyer and seller to trust one another."

#### About Marketrend

Marketrend helps auto retailers and manufacturers attract and retain long-term customers using its retail consulting and marketing services, and sales and relationship management software. More than 2,500 dealerships and 14 manufacturers work with Marketrend to build customer satisfaction and loyalty. The company is based in Toronto, ON with sales offices in Houston, TX and Buffalo, NY. For more information visit [www.marketrend.com](http://www.marketrend.com)

#### About Chrome

With more than 13,500 clients, including half of all automotive dealers in the U.S. and Canada, Chrome provides vehicle content, software, technology and services to deliver complete enterprise solutions to all



segments of the retail automotive industry. These segments include manufacturers, fleet companies, dealers, Internet sites, and financial institutions. Chrome pioneered the technology behind electronic vehicle configuration with the introduction of PC Carbook®®, and since 1986 has collected, analyzed and enhanced "raw" automotive data from all manufacturers.

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