

From Data to Descriptions to Decisions

Chrome's Vehicle Data—Sliced and Diced to Fit Your Business

ASK US ABOUT THESE CHROME SOLUTIONS...

Chrome vehicle data via standard Web services technology

- Descriptions
- Configurations
- Comparisons
- Valuations

Chrome Engine™

Normalizes, standardizes and enhances large amounts of vehicle inventory data based on a VIN, trim, or manufacturer's model code.

Chrome Original Price System

Enter a VIN or specify a year-make-model-style combination and get original pricing and details for the requested vehicle.

Chrome Inventory Everywhere®

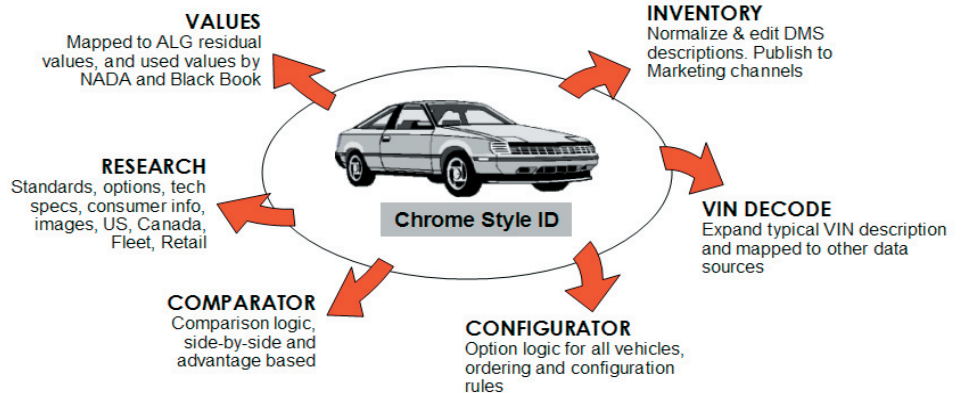
Poll, edit, and post inventory for multiple dealerships or multiple lots.

N.A.D.A./Chrome VIN Prefix Plus

Starting with just the VIN, automatically maps both N.A.D.A. used vehicle values and Chrome new vehicle data.

PC Carbook®

Desktop in-depth vehicle configuration, specification and pricing for professionals. Canadian version available.



Chrome collects, enhances and distributes best-in-class automotive data through web applications and custom solutions. We solve the vehicle description problem.

What is the vehicle description problem?

- Lack of detailed information
- Absence of a consistent format
- No agreement on how much a new or used vehicle is worth
- Ever changing available options and prices

Now that's a problem! With 16 million new vehicles sold in a year and more than three times that number of used vehicles available, it's also a huge problem.

The truth is, abbreviated descriptions do little to build trust. On the other hand, details help sell cars and validate investments. Chrome's descriptions are more robust than a VIN description and can even serve as a utility to get used or residual values.

Chrome's consistent vehicle descriptions and prices are based on a proprietary value known as the Chrome Style ID. Once this ID is assigned to a particular vehicle, the vehicle is fully described as well as mapped to other data sources.

Chrome delivers up-to-date and accurate vehicle descriptions and prices. Businesses use this data to build out their own Web sites or automotive applications and speed their solution to market.

Today, Chrome's vehicle data solutions are used just about anywhere there's an automotive transaction, helping to solve the vehicle description problem.

Chrome. We're the automotive information professionals. We'll take care of the data, so you can focus on the client. Contact us now to find out more.



chrome®

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