

## PRESS RELEASE

# Professional online marketing now also available for commercial vehicles

**MAN Nutzfahrzeuge AG commissions TÜV NORD Mobility to develop a "TopUsed Sales Application" and an "MAN TopUsed" website in co-operation with AutoDo!**

Celle, Germany, 9 March 2010

**AutoDo!, a software specialist for template-capable automotive marketing solutions, provides end-to-end online marketing support for the MAN TopUsed vehicles platform as part of its 2-year-old co-operation with TÜV NORD Mobilität.**

The existing AutoDo! vehicle marketing system AMO (*Automobil Marketing Online*) has been considerably expanded and is now available in the form of a new **"TopUsed Sales Application"** for the MAN TopUsed vehicle marketing platform offering professional and consistent online marketing around the world. This new application is already available in German, English, Spanish, Italian and Dutch. All entries, vehicle lists and Excel tables are displayed in multiple languages. Thanks to its multi-language interface, the system is highly efficient and easy to use for MAN TopUsed salesmen around the world.

Additional language options will be added by the end of the first quarter of 2010. Moreover, "TopUsed Sales Application" users can be given different authorisation levels. The system has been tailored to the comprehensive needs of commercial vehicle marketing: more than 100 different body types and over 50 different trailer types make it a lot more sophisticated than a comparable passenger car platform.

Andreas Köhl, key account manager for used cars at TÜV NORD Mobilität explains: "To us, AutoDo! is the benchmark for individual online marketing solutions, and we expect that others will follow the example set by MAN TopUsed to widen their customer base, including other commercial vehicle manufacturers and dealers, but also those in the business of making and selling buses, campers and motorbikes".

As well as a wide range of technical specifications, the system also covers any legal aspects and special requirements that may vary from country to country, e.g. payloads. Furthermore, AutoDo! gives TopUsed Sales Application users access to the entire set of production data by using VIN (Vehicle Identification Number) enquiries, including standard equipment and optional extras. Many MAN TopUsed Centers also use AutoDo!'s sophisticated photo service, which is familiar with the special requirements of truck photography and has already established itself in Germany and across Europe.

To ensure that all the vehicles marketed with the support of the AutoDo! system are presented consistently across the world, the search function of the MAN TopUsed platform has been adapted to the needs of MAN TopUsed vehicle sales and integrated into the existing country websites and the global website ([www.man-topused.com](http://www.man-topused.com)). This makes it possible to access and manage the complete international pool of used MAN vehicles in multiple languages. As well as a German version, global used vehicle searches can already be performed online in the following languages: English, Spanish, Russian, Italian and Dutch.

### **AutoDo! – The company**

AutoDo GmbH is your competent partner in all matters of software-supported used vehicle management and sales. Most of our customers are car dealers and car makers. Since 2008 AutoDo! has worked with TÜV Nord Mobilität in the field of used car process control with the objective of simplifying this segment and improving its efficiency. To achieve that goal, we developed a web-based, end-to-end documentation covering the whole process from the actual listing of the vehicle, data management all the way to the sale to a customer.

((Fig. 1: joint AutoDo! and TÜV NORD Mobilität logo))

((Fig. 2: MAN\_TopUsed\_Verkaeferarbeitsplatz.jpg)) Screenshot of the MAN TopUsed Sales Workstation

((Fig. 3: MAN04.jpg)) [Picture of an MAN commercial vehicle cabin, possible thumbnail for online message]

((Fig. 4: TopUsed\_Detailansicht.jpg)) Close-up of the [www.man-topused.com](http://www.man-topused.com) website

((Fig. 5: TopUsed\_Suchmaske.jpg)) Search panel screenshot on [www.man-topused.com](http://www.man-topused.com)

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