VIN decoding service delivers 'priceless' data accuracy, convenience and consistency for Hybrid Locate

Hybrid Locate is a one-stop online shop for consumers searching for a hybrid vehicle in a local dealer's inventory. The website provides detailed vehicle information and pricing, and then connects shopper and dealer for an efficient, streamlined transaction. The backbone of the site is easily accessible, complete vehicle listings and images that encourage consumer action. For this content, President Matt Malone counts on Chrome Data's on-demand VIN decoding solution and vehicle images.

On-demand VIN decoding saves development time and helps get accurate listings online fast

Hybrid Locate receives new and used hybrid inventory listings from dealers every day. The company required a VIN decoding solution that would easily 'explode' VINs and quickly return comprehensive data, allowing them to create detailed listings that they could match with Chrome Data's cost-effective images. Malone had worked with Chrome Data in the past and knew the company's VIN decoding was second to none. "At the beginning stages and as I was planning to launch HybridLocate.com, I immediately turned to Chrome Data because I knew they offered superior products," he says.

The company selected Chrome Data's Automotive Description Service (ADS) and immediately saw the benefits. As a web service, ADS enables a shorter development cycle which eliminates the need for a team of developers. "We have one developer tasked with integrating ADS and it was a very smooth process," says Malone. "We've been very satisfied with the data and service we're getting."

Rapid, around-the-clock delivery of accurate, complete and consistent descriptions also makes it a snap for Hybrid Locate to get detailed listings online fast. "Chrome Data gives us convenience and consistency, which is absolutely priceless," says Malone.

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>
> Matt Malone, President
> Hybrid Locate

Chrome Style ID standardizes data to streamline the listing and search processes

Along with a rich vehicle description, ADS returns the Chrome Style ID, a unique identifier for every vehicle down to the trim level. This is the key that enables Hybrid Locate to easily map the full array of vehicle options and normalize disparate data sources for accurate search results. "Getting this information absolutely saves us time on the back-end," says Malone. "Standardizing the data makes inventory searches more accurate, so when consumers enter information we know they are getting the correct and complete list of matching vehicles."

Chrome Data's expertise allows the company to focus on critical business activities, not data

With Chrome Data on board, the Hybrid Locate team doesn't have to be data experts. The company's 25 years of data expertise and seamless delivery of content inspires complete confidence, so Hybrid Locate can focus on other critical revenue-generating tasks like business development. "Chrome Data's experience and solutions are top-notch so we can turn our attention to other tasks and really just let them handle the data side of things," says Malone.

The consistency, accuracy and convenience of Chrome Data's VIN decoding are proving to be priceless for Hybrid Locate. With Chrome Data responsible for the heavy data lifting and images, the company can focus on delivering an efficient and transparent buying experience for environmentally-conscious car shoppers.

ABOUT HYBRID LOCATE | www.HybridLocate.com

Hybrid Locate makes it easy to find hybrid vehicles by allowing consumers to view all Hybrid makes and models that are in stock at dealerships in their area. With the goal of making the vehicle buying experience as transparent and seamless as possible, the company provides detailed vehicle information and pricing and then connect consumers and dealers for a quick, no-hassle shopping process.

In addition Hybrid Locate provides educational information on the technology behind hybrid vehicles and the environmental benefits.