



mdTransit 1.0 – Product Specification Sheet	
Product Highlights	
Feature	Description
Template-driven output	Template driven publishing allows flexibility in presentation and supports multiple publishing platforms and channels.
Extensible data storage	mdTransit's underlying architecture allows for the creation of additional data fields as the need arises, without the need for software modifications.
Fielded data matching	Ad Listing features that are stored as discrete data elements in the data feed are preserved, allowing for enhanced searching and presentation online.
Integrated data feeds	mdTransit can import listings from multiple data feeds. Currently we support imports from the following sources: <ul style="list-style-type: none"> • Newspaper classifieds • Cobalt inventories • Online ad order entry systems via newspaper classified systems • Other third party data providers that can meet the file specification
Keyword and feature searching	Using the basic searching options, site visitors can search thousands of listings by VIN number, description keywords, and specific features to return only the most relevant matches. Our architecture allows for virtually unlimited search variations, including the following. <p>Available Options:</p> <ul style="list-style-type: none"> • Limit search by vehicle type (New, Used, or Both) • Limit search by vehicle make • Limit search by vehicle model • Limit search by Zip code of seller • Link to Advanced Search options • Limit search by seller type (Dealer, Classifieds, or Both) • Link to price-based or vehicle mileage searches • Count of current vehicles in database • Link to search only "certified" pre-owned vehicles * • Choose New or Used vehicle search • Control search radius from Zip code <p>* These features are only available if the data is in the data feed</p>

Advanced Search Options	<p>In addition to the Quick Search features listed above, mdTransit offers advanced search options that can be customized to include searches across any range of fielded vehicle data.</p> <p>Available Options:</p> <ul style="list-style-type: none"> • Limit search to 6 different makes and models • Limit search by vehicle manufacture date range • Limit search by vehicle price range • Limit search by vehicle mileage range • Control number of records to be returned per page • Control options for sorting search results by distance, year, price, mileage, photo, new and used classifications. • Link to search only the past 7 days of classified ads * • Limit search to specific body type (sedan, SUV, etc.) * • Limit search to vehicle category (Antique, Classic, or Modern) <p>* These features only available if the data is present in the data feed</p>
Vehicle search results	<p>Vehicle search results are returned in tabular format, with each table column clearly labeled for custom sorting. The default vehicle data shown on these pages can include:*</p> <ul style="list-style-type: none"> • Add to My Selected Vehicles link • New vehicle flag • Year of manufacture • Vehicle Make & Model • Price (or "Contact Us" for dealers who do not post prices) • Photo thumbnail or icon for no photo • Notation if photo is custom or stock * • Exterior vehicle color • Current vehicle mileage • Seller (Dealer or Newspaper) • Seller Name • Seller Address and/or logo • Seller Location • Seller distance from search Zip code • "Certified" used cars notation * • VIN# * • Link to dealer slide shows * • Link to print display ad * • Link to modify search * <p>* These features only available if the data is present in the data feed</p>

Vehicle detail page	<p>Each ad listing in a vehicle search result links to complete details for the selected vehicle. Vehicle detail pages can include:*</p> <ul style="list-style-type: none"> • Display vehicle data <ul style="list-style-type: none"> ○ Vehicle Make & Model ○ Year of manufacture ○ Photo (as available) ○ Price (or “contact us”) ○ Vehicle Features ○ Seller Comments ○ Newspaper Name/Logo or Dealer Contact information/phone/address ○ Newspaper classified ads include newspaper name • Form to request quote or additional details • Link to Dealer Site • Link to Full dealer inventory listing • Link to Dealer map (using 3rd-party mapping) • Links to research resources • Link to modify search • Link to begin a new search • Optional link to automaker web site
Dealer search options	<p>mdTransit includes the ability for site visitors to search for specific dealers in their area. The search options for finding a vehicle dealer include:*</p> <ul style="list-style-type: none"> • Limit dealer search to specific zip code • Limit dealer by vehicle make <p>* These features only available if the data is present in the data feed</p>
Dealer search results	<p>Dealer search results are returned in tabular format, with each table column clearly labeled for custom sorting. The default dealer information shown on these pages includes:</p> <ul style="list-style-type: none"> • Dealer Name • Dealer Location • View Dealer Inventory • Distance from Zip code • Ability to link out to other service providers to accomplish things like: <ul style="list-style-type: none"> ○ Vehicle Price Quote * ○ Schedule a Service Appointment * ○ Order Parts * ○ Map Dealer Location * <p>* These features are not provided by all dealers.</p>
Dealer information pages	<p>Vehicles can be associated with a specific dealer listing, which can include logos, web page links, contact information and links to view a dealer’s entire inventory.</p>
Online dealer request forms	<p>mdTransit includes dealer contact forms that allow site visitors to make specific requests. The default contact forms include:</p> <ul style="list-style-type: none"> • Request for new vehicle price quote * • Request for used vehicle information * • Request to schedule a service appointment * • Request to order parts * <p>* These features are not provided by all dealers.</p>

My Selected Vehicles	Site visitors can save favorite vehicles to a temporary file for easy reference and printing. The My Selected Vehicles page shows selected inventory on a single page so that site visitors can make comparisons among different vehicles.
Standard Features	
Feature	Description
Ad delivery targeting	mdTransit templates can be configured to provide integration with ad serving software to place specific ad positions on different pages. * * Actual functionality is dependant on the ad serving software.
Automated data parsing	Common listing features such as make, model and year can be automatically extracted from newspaper classified ad text and stored as fielded data* * The use of industry standard keywords and consistent text formatting required for optimum results.
Automated email search service	mdTransit provides an online interface for site visitors to store and manage vehicle searches and set a schedule to receive email alerts with inventory matches.
Automatic inventory counts	Inventory counts let site visitors know how much is available to them before they start searching.
Customizable design templates	MDW will match the automotive site design to a core set of templates for searching, browsing and printing online automotive listings. After deployment, site administrators have complete control over the look and function of the templates.
Email listing to a friend	Site visitors can send the text of any ad to a friend through a customizable email form.
In-line logo and graphic support	Dealer logos and graphics associated with the vehicle listing can be displayed with the listing online.
Monthly payment calculator	Site visitors can estimate how much they can afford with our monthly payment calculator.
Preferred dealer listings	Certain dealer inventory can be given priority placement on search results pages. Preferred placement can be assigned through the inventory data feed, for each vehicle through AdManipulator, or for a dealer's entire inventory through template modifications.
Printer-friendly output	Site visitors can have search results or clipboard pages can be formatted for easy printing in plain text.
Search data ranges for matches	For numeric values such as price, year, and mileage, mdTransit allows site visitors to search for values that lie within a given range (e.g. vehicles between \$10,000 and \$15,000).
Sortable search results	Site visitors may sort search results by features such as price, make, model, etc, depending on the data available.
Storage and archiving of listings	All listings stay available for the specified run length of the listing plus eight (8) days.

Site Reporting Features	
Feature	Description
Reporting overview	mdTransit includes a web-based reporting system that allows site administrators to view a variety of traffic and usage reports for the entire automotive site and for individual dealers. Default reports are monthly compilations of site usage; these reports may be modified to include a date range of up to one year.
Downloadable reports	All Traffic and Dealer reports can be downloaded as a delimited text files for import into other applications.

Report administration	Site administrators can use the admin interface to create access accounts for additional members of their staff.
Site usage and traffic reports	<p>The included reports provide details at the following levels:</p> <ul style="list-style-type: none"> • Traffic Summary report Overall site traffic and links to detailed reports. • Pages Viewed report Shows traffic to each page type (defined at the template level). • Referring Sites report Shows the traffic referred to the automotive site by links from external sites. • Dealer Search report Shows the breakdown of searches for specific dealers types (by vehicle Make). • Dealer locator zip code report Shows the breakdown of dealers searched for by zip codes, vehicle make, and Used or New classifications. • Inventory report Shows the total count of vehicles in the mdTransit system based on the level that the user has permission to view. Also displays inventory by dealer. • Inventory Searches report Shows the inventory searches performed by site visitors, broken down into the following categories: <ul style="list-style-type: none"> ○ New vehicle dealers ○ Used vehicle dealers ○ Certified dealers ○ New Liner Ads ○ Used Liner Ads ○ Certified Liner Ads • Inventory by zip code report This report shows the number of searches performed for each Make/Model, separated into individual Zip codes. • Link Out report The dealer link report displays the click-throughs to dealer web sites. • Dealer Leads report The dealer leads report only shows the total number of leads sent by the dealer contact forms.

Dealer inventory reports	<p>In addition to the general site reports, administrators may view and download dealer-specific reports. These reports are similar to the general site reports, but only return information for the specified dealer.</p> <ul style="list-style-type: none"> • Dealer Traffic Report This report gives an overview of traffic to the dealer, with links to the more detailed reports below. • Dealer Inventory Searches Report This report is identical to the Inventory searches report and shows the inventory searches performed by site visitors, broken down into four categories: <ul style="list-style-type: none"> ○ All vehicles ○ New vehicles ○ Used vehicles ○ New & Used Vehicles • Dealer Display Summary This report shows vehicles viewed on the details page that are within the selected dealer's inventory. • Dealer Inventory Comparison Report This report shows vehicles viewed on the "My selected vehicles" page that are within the selected dealer's inventory.
Optional Upgrades	
Feature	Description
Custom classifieds data specification	MDW can integrate a non-standard data feed to parse non-fielded data into our system
Interfaces to 3 rd party applications and vendors	<p>The mdTransit suite includes the ability to interface with select third-party vendors. These vendors provide additional services and functionality for site visitors.</p> <ul style="list-style-type: none"> • New car configurators (provided by Automotive Information Center) • Used car appraisals and trade-in values (provided by Edmunds) • Vehicle model reviews (provided by New Car Test Drive) • Vehicle history reports (provided by Carfax) • Toll-Free Numbers for tracking leads (provided by Call Bright) • Photos (provided by Chrome) <p>Optional Interfaces:</p> <ul style="list-style-type: none"> • Insurance services • Financing services and Rates • Dealer location maps • Other payment calculators <p>Additional vendors can be accommodated by making changes to the default mdTransit templates.</p>
Included Training and Support	
Feature	Description
Application training	Expert trainers will train designated site administrators in how to use all included applications.
Application support	MDW provides on-call end-user support of all MDW software and applications is available during standard business hours.

Operational support	<p>MDW provides customer support via:</p> <ul style="list-style-type: none"> • Telephone and web-based support • Incidents tracking and resolution • Bug fixes <p>Performance related or platform related problems are handled 24/7/365. Non-emergency-related product support is available during normal business hours, eastern time. Manned operations are from Monday through Friday, 8am-6pm eastern, except holidays.</p>
Product documentation	MDW provides digital documentation of all included applications.
Optional Training and Support	
Feature	Description
Morris Template Language Training and Certification	Advanced training on-site at MDW covers the development and implementation of classifieds templates using the Morris Template Language (MTL). Strong knowledge of HTML fundamentals is required, but advanced programming experience is not.
Onsite MTL training	MDW's MTL training classes can be held at other locations, based upon availability and mutual agreement.
Scheduled software upgrades	MDW's customer service plan includes software upgrades as new feature enhancements become available.