

mdTransit 2.0 - 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"> <li>• Newspaper classifieds</li> <li>• Dealer inventories</li> <li>• Online ad order entry systems via newspaper classified systems</li> <li>• Other third party data providers that can meet the file specification</li> </ul>
Lifestyle Search	The lifestyle configurator is designed to assist novice auto shoppers when making the decision as to what type of auto will suite their own lifestyle. Lifestyle approach and navigation allows users to access inventory and relevant content through many different search options including: <ul style="list-style-type: none"> <li>• Section Fronts</li> <li>• Configurators</li> <li>• Drill Down Options</li> </ul>
Keyword and feature searching	Using the basic searching options, site visitors can search thousands of listings by lifestyle choices, 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. Available Options: <ul style="list-style-type: none"> <li>• Limit search by lifestyle</li> <li>• Limit search by vehicle type (SUV, Sedan, Coupe, etc.)</li> <li>• Limit search by vehicle make*</li> <li>• Limit search by vehicle model*</li> <li>• Limit search by ZIP code of seller*</li> <li>• Link to Advanced Search options</li> <li>• Limit search by listing source (Dealer, Classifieds, or Both)</li> <li>• Link to price-based or vehicle mileage searches *</li> <li>• Count of current vehicles in database</li> <li>• Link to search only certified pre-owned vehicles *</li> <li>• Choose New or Used vehicle search</li> </ul> <p>* These features are only available if the data is in the data feed</p>

<p>Advanced Search Options</p>	<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"> <li>• Limit search by vehicle model year</li> <li>• Limit search by vehicle price range</li> <li>• Limit search by vehicle mileage range</li> <li>• Control number of records to be returned per page</li> <li>• Control options for sorting search results by distance, year, price, mileage, photo, new and used classifications.</li> <li>• Limit search to specific body type (sedan, SUV, etc.)</li> </ul>
<p>Vehicle search results</p>	<p>Vehicle search results can be 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"> <li>• New listing flag</li> <li>• Year of manufacture</li> <li>• Vehicle Make &amp; Model</li> <li>• Price (or “Contact Us” for dealers who do not post prices)</li> <li>• Photo thumbnail or icon for no photo or stock photo to 1990*</li> <li>• Notation if photo is custom or stock *</li> <li>• Exterior vehicle color*</li> <li>• Current vehicle mileage*</li> <li>• Seller (Dealer or Newspaper)</li> <li>• Seller Name</li> <li>• Seller Address and/or logo</li> <li>• Seller Location</li> <li>• “Certified” used cars notation *</li> <li>• VIN# *</li> </ul> <p>* These features only available if the data is present in the data feed</p>
<p>Vehicle detail page</p>	<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"> <li>• Display vehicle data             <ul style="list-style-type: none"> <li>○ Vehicle Make &amp; Model</li> <li>○ Year of manufacture</li> <li>○ Photo (as available)</li> <li>○ Price (or ”contact us”)</li> <li>○ Vehicle Features</li> <li>○ Seller Comments</li> <li>○ Newspaper Name/Logo or Dealer Contact information/phone/address</li> <li>○ Newspaper classified ads can include newspaper name</li> </ul> </li> <li>• Form to request quote or additional details</li> <li>• Link to Dealer</li> <li>• Link to Unified Advertiser View*</li> <li>• Links to research resources</li> </ul>

	<ul style="list-style-type: none"> <li>• Link to begin a new search</li> </ul> <p>*Dealer only.</p>
Dealer search options	<p>mdTransit includes the ability for site visitors to search for specific dealers in their area based on dealer inventory feeds. The search options for finding a vehicle dealer include:</p> <ul style="list-style-type: none"> <li>• Limit dealer search to specific ZIP code</li> <li>• Limit dealer by vehicle make</li> </ul>
Dealer search results	<p>Dealer search results can be returned in tabular format, with each table column clearly labeled. The default dealer information shown on these pages includes:</p> <ul style="list-style-type: none"> <li>• Dealer Name</li> <li>• Dealer Location</li> <li>• View Dealer Inventory (New and/or Used)</li> <li>• Ability to link out to other service providers to accomplish things like: <ul style="list-style-type: none"> <li>○ Vehicle Price Quote</li> <li>○ Schedule a Service Appointment</li> <li>○ Order Parts</li> <li>○ Map Dealer Location</li> </ul> </li> </ul>
Used Car Search/Dealer Display	<p>Dealer ads are displayed on the Used Car search pages exposing dealer brand to used car shoppers.</p>
Unified Dealer View	<ul style="list-style-type: none"> <li>• Unified dealer views are accessible through every piece of relevant content delivered on the site. Vehicles can be associated with a specific dealer listing, which can include: <ul style="list-style-type: none"> <li>○ Logos</li> <li>○ Web page links</li> <li>○ Contact information</li> <li>○ Links to view dealer inventory</li> </ul> </li> <li>• Link to print display ad</li> <li>• Link to modify search</li> <li>• Link to dealer map (using 3<sup>rd</sup>-party mapping)</li> <li>• Detailed view of dealer information and inventory</li> <li>• Lead generation/contact forms for dealers</li> </ul>

Dealer Page	<p>Customizable auto dealer view detailing everything related to the dealership creating one spot where all dealer resources can be accessed.</p> <ul style="list-style-type: none"> <li>• Dealer is able to adjust content displayed on their page ‘on the fly’ in order to respond to an ever-changing market.</li> <li>• Dealer’s full inventory is immediately accessible with prominent navigation tabs next to tab with dealer’s name.</li> <li>• Current newspaper print ad is displayed on the dealer’s page</li> <li>• Any current rebates or incentives available from dealer’s makes sold are displayed.</li> <li>• Inventory can be displayed with multiple pictures.</li> <li>• Used car inventory can be displayed with mileage, price and features.</li> <li>• New car inventory is displayed with price, picture and features.</li> <li>• Reviews for many makes and models the dealer sells are available.</li> </ul>
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"> <li>• Request for new vehicle price quote</li> <li>• Request for used vehicle information</li> </ul>
Comparison Tool	<p>Once the auto shopper decides on the type of car desired, this tool allows the viewer to compare vehicles across make and models.</p>
<b>Standard Features</b>	
<b>Feature</b>	<b>Description</b>
Ad delivery targeting	<ul style="list-style-type: none"> <li>• mdTransit templates can be configured to provide integration with ad serving software to place specific ad positions on different pages.*</li> <li>• Classified liner ads for used cars are delivered immediately when a viewer chooses the used car search option.</li> </ul> <p>* Actual functionality is dependant on the ad serving software.</p>
Automated data parsing	<p>Common listing features such as make, model and year can be automatically extracted from newspaper classified ad text and stored as fielded data*</p> <p>* Use of industry standard keywords and consistent text formatting required for optimum results.</p>
Customizable design templates	<p>MDW can 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.</p>
In-line logo and graphic support	<p>Dealer logos and graphics associated with the vehicle listing can be displayed with the listing online.</p>
Preferred dealer listings	<p>Premium placement for up-sold dealers in search results. Certain dealer inventory can be given priority placement on search results pages. Preferred placement can be assigned through the inventory data feed or through Drive Train.</p>
Printer-friendly output	<p>Site visitors can have search results or clipboard pages formatted for easy printing in plain text.</p>
Search data ranges for matches	<p>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).</p>
Sortable search results	<p>Site visitors may sort search results by features such as price, make, model, etc, depending on the data available.</p>

Storage and archiving of listings	All listings stay available for the specified run length of the listing plus eight (8) days (configurable.)
Buying Guides	Edmunds data and reviews show the specifics of each auto searched (when available.)
<b>Storage Reporting Features</b>	
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 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.

<p>Site usage and traffic reports</p>	<p>The included reports provide details at the following levels:</p> <ul style="list-style-type: none"> <li>• Traffic Summary report Overall site traffic and links to detailed reports.</li> <li>• Pages Viewed report Shows traffic to each page type (defined at the template level).</li> <li>• Referring Sites report Shows the traffic referred to the automotive site by links from external sites.</li> <li>• Dealer Search report Shows the breakdown of searches for specific dealers types (by vehicle Make).</li> <li>• Dealer locator ZIP code report Shows the breakdown of dealers searched for by ZIP codes, vehicle make, and Used or New classifications.</li> <li>• 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.</li> <li>• Inventory Searches report Shows the inventory searches performed by site visitors, broken down into the following categories: <ul style="list-style-type: none"> <li>○ New vehicle dealers</li> <li>○ Used vehicle dealers</li> <li>○ Certified dealers</li> <li>○ New Liner Ads</li> <li>○ Used Liner Ads</li> <li>○ Certified Liner Ads</li> </ul> </li> <li>• Inventory by ZIP code report This report shows the number of searches performed for each Make/Model, separated into individual ZIP codes.</li> <li>• Link Out report The dealer link report displays the click-throughs to dealer web sites.</li> <li>• Dealer Leads report The dealer leads report only shows the total number of leads sent by the dealer contact forms.</li> </ul>
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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"> <li>• Dealer Traffic report This report gives an overview of traffic to the dealer, with links to the more detailed reports below.</li> <li>• 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 six categories: <ul style="list-style-type: none"> <li>○ All vehicles</li> <li>○ New vehicles</li> <li>○ Used vehicles</li> <li>○ New &amp; Used Vehicles</li> <li>○ Make</li> <li>○ Model</li> <li>○ ZIP code</li> </ul> </li> <li>• Dealer Display Summary This report shows vehicles viewed on the details page that are within the selected dealer's inventory.</li> <li>• Referring Sites (referrals to mdTransit from other sites)</li> <li>• Link Out report (visits to dealer sites from mdTransit)</li> </ul>
<b>Optional Upgrades</b>	
Feature	Description
Custom classifieds data specification	MDW can integrate a non-standard data feed to parse non-fielded data into our system (limited to year, make, model, price, mileage.)
Interfaces to 3 <sup>rd</sup> 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"> <li>• New car configurators (ex. - Automotive Information Center)</li> <li>• Used car appraisals and trade-in values (ex. - Edmunds)</li> <li>• Vehicle model reviews (ex. - New Car Test Drive)</li> <li>• Vehicle history reports (ex. - Carfax)</li> <li>• Toll-Free Numbers for tracking leads (ex. - Call Bright)</li> <li>• Photos (ex. - Chrome and Edmunds)</li> </ul> <p>Optional Interfaces:</p> <ul style="list-style-type: none"> <li>• Insurance services</li> <li>• Financing services and Rates</li> <li>• Dealer location maps</li> <li>• Other payment calculators</li> </ul> <p>Additional vendors can be accommodated by making changes to the default mdTransit templates.</p>

<b>Included Training and Support</b>	
Feature	Description
Application training	Expert trainers will train designated site administrators in how to use all included applications.
Application support (ASP only)	MDW provides on-call end-user support of all MDW software and applications. Support is available during standard business hours.
Operational support (ASP only)	<p>MDW provides customer support via:</p> <ul style="list-style-type: none"> <li>• Telephone and Web-based support</li> <li>• Incidents tracking and resolution</li> </ul> <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.
<b>Optional Training and Support</b>	
Feature	Description
Morris Template Language training and certification	Advanced training on-site at MDW covers the development and implementation of mdTransit 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.



DRIVE TRAIN	
Feature	Description
Account Management	<ul style="list-style-type: none"> <li>• Access to specific features is restricted according to the type of account used to access the DriveTrain system:</li> <li>• There are three types of accounts in DriveTrain:               <ul style="list-style-type: none"> <li>◆ Dealers</li> <li>◆ Administrators</li> <li>◆ Super-Users</li> </ul> </li> <li>•</li> </ul>
Inventory Management	<ul style="list-style-type: none"> <li>• Add vehicle inventory</li> <li>• Edit current vehicle inventory</li> <li>• Search current inventory</li> <li>• Activate/Deactivate current inventory</li> <li>• Highlight featured vehicles</li> </ul>
Photo Management	<ul style="list-style-type: none"> <li>• Add up to six (6) photos for each vehicle*</li> <li>• Add dealer logos</li> <li>• Add salespeople photos</li> </ul> <p>* Limited to Business Plan</p>
Contact Management	<ul style="list-style-type: none"> <li>• Edit dealer contact information pages</li> <li>• Create and edit salespeople contact information</li> </ul>
Site Reporting	<ul style="list-style-type: none"> <li>• Site-wide and dealer-specific reporting</li> <li>• Overall site traffic</li> <li>• Referring sites report</li> <li>• Dealer inventory reports</li> <li>• Dealer lead reporting</li> <li>• Inventory search reports</li> <li>• Dealer search reports</li> </ul>

Account Management	
Dealers	<p>Dealers are restricted to viewing only information related to their specific account. Dealers do not have access to the inventory or contact information of other dealers.</p> <p>Each dealer is assigned two (2) identifying characteristics</p> <ul style="list-style-type: none"> <li>• Property – the property which stores the inventory</li> <li>• Dealer ID – the unique identification number of the dealer</li> </ul> <p>Dealers can access the following features:</p> <ul style="list-style-type: none"> <li>• Inventory Management <ul style="list-style-type: none"> <li>◆ Search/View Inventory</li> <li>◆ Edit Current Inventory</li> <li>◆ Add New Inventory</li> <li>◆ Feature Specified Inventory</li> <li>◆ Publish/Un-publish Specified Inventory</li> <li>◆ Upload Inventory Photos</li> </ul> </li> <li>• Contact Management <ul style="list-style-type: none"> <li>◆ Edit Dealer Contact Information</li> <li>◆ Preview Dealer Contact Information</li> <li>◆ Upload/Replace Dealer Logo</li> <li>◆ Create Salesperson Contact Information</li> <li>◆ Upload/Replace Salesperson Photo</li> <li>◆ Edit Current Salespeople</li> <li>◆ Publish/Un-publish Salespeople</li> <li>◆ Map Image</li> <li>◆ Dealership Image</li> <li>◆ Display Ad Image</li> </ul> </li> <li>• Site Reporting <ul style="list-style-type: none"> <li>◆ View Inventory Reports</li> <li>◆ View Dealer Leads</li> <li>◆ View Dealer Referrals</li> <li>◆ View Inventory Search Reports</li> </ul> </li> </ul>

Account Management (continued)	
Administrators	<p>Administrators are property-specific users who are empowered to act as proxies for all dealers served by the property. Each administrator is assigned three (3) identifying characteristics:</p> <ul style="list-style-type: none"> <li>• Property – the property which stores the inventory</li> <li>• Dealer ID – the unique identification number of the dealer</li> <li>• Admin flag – the tag that identifies an administrative account</li> </ul> <p>Administrators can access the following features:</p> <ul style="list-style-type: none"> <li>• Account Management               <ul style="list-style-type: none"> <li>◆ Create new dealer accounts for their property</li> <li>◆ View all DriveTrain accounts for their property</li> </ul> </li> <li>• Inventory Management               <ul style="list-style-type: none"> <li>◆ Search/View Inventory</li> <li>◆ Edit Current Inventory</li> <li>◆ Add new Inventory</li> <li>◆ Feature Specified Inventory</li> <li>◆ Publish/Un-publish Specified Inventory</li> <li>◆ Upload Inventory Photos</li> </ul> </li> <li>• Contact Management               <ul style="list-style-type: none"> <li>◆ Create new dealer accounts associated with their site</li> <li>◆ Edit Dealer Contact Information</li> <li>◆ Preview Dealer Contact Information</li> <li>◆ Upload/Replace Dealer Logo</li> <li>◆ Create Salesperson Contact Information</li> <li>◆ Upload/Replace Salesperson Photo</li> <li>◆ Edit Current Salespeople</li> <li>◆ Publish/Un-publish Salespeople</li> <li>◆ Map Image</li> <li>◆ Dealership Image</li> <li>◆ Display Ad Image</li> </ul> </li> <li>• Site Reporting               <ul style="list-style-type: none"> <li>◆ View overall site usage statistics</li> <li>◆ View all dealer inventory statistics for dealers associated with their site</li> <li>◆ View Inventory Reports</li> <li>◆ View Dealer Leads</li> <li>◆ View Dealer Referrals</li> </ul> </li> <li>• View Inventory Search Reports</li> </ul>

Account Management (continued)	
Super-Users	<p>Super-Users are corporate accounts for use by companies that use a central support network. Super-Users are granted administrative privileges for all mdTransit properties within a given organizational tree and may act as proxy for any Dealer or Administrator. Super-Users may also select which property they wish to act upon while using DriveTrain.</p> <p>Each Super-User is assigned three (3) identifying characteristics:</p> <ul style="list-style-type: none"> <li>• Company – the property group for which they are an authority</li> <li>• User ID – the unique identification number of the administrator</li> <li>• Super-User Flag – the tag that identifies an administrative account</li> </ul> <p>Super-Users can access the following features:</p> <ul style="list-style-type: none"> <li>• Account Management               <ul style="list-style-type: none"> <li>◆ Create new dealer accounts for their property</li> <li>◆ View all DriveTrain accounts for their property</li> </ul> </li> <li>• Inventory Management               <ul style="list-style-type: none"> <li>◆ Search/View Inventory</li> <li>◆ Edit Current Inventory</li> <li>◆ Add new Inventory</li> <li>◆ Feature Specified Inventory</li> <li>◆ Publish/Un-publish Specified Inventory</li> <li>◆ Upload Inventory Photos</li> </ul> </li> <li>• Contact Management               <ul style="list-style-type: none"> <li>◆ Create new dealer accounts associated with their site</li> <li>◆ Edit Dealer Contact Information</li> <li>◆ Preview Dealer Contact Information</li> <li>◆ Upload/Replace Dealer Logo</li> <li>◆ Create Salesperson Contact Information</li> <li>◆ Upload/Replace Salesperson Photo</li> <li>◆ Edit Current Salespeople</li> <li>◆ Publish/Un-publish Salespeople</li> <li>◆ Map Image</li> <li>◆ Dealership Image</li> <li>◆ Display Ad Image</li> </ul> </li> <li>• Site Reporting               <ul style="list-style-type: none"> <li>◆ View overall site usage statistics</li> <li>◆ View all dealer inventory statistics for dealers associated with their site</li> <li>◆ View Inventory Reports</li> <li>◆ View Dealer Leads</li> <li>◆ View Dealer Referrals</li> </ul> </li> <li>• View Inventory Search Reports</li> </ul>

Upgrade Requirements for Existing mdTransit 2.0 Customers	
Utility	Requirements
Database Server	<ul style="list-style-type: none"> <li>Oracle 9i Enterprise Edition Release 9.2.0.6</li> </ul>
Database Client	<ul style="list-style-type: none"> <li>Oracle 9i 9.2.0.5 or later</li> </ul>
Image Server (serves stock images, custom images, JavaScript and CSS)	<ul style="list-style-type: none"> <li>Apache 2.0.52 or greater with mod_rewrite (recommended that the application and image server be separate.) Apache 1.3.3.1 acceptable</li> <li>Minimum 4 GB data space to house stock and custom images</li> <li>Oracle database client (connects to database during image retrieval and cleanup)</li> <li>PERL with DBI, LWP, HTTP, File, Time</li> <li>ImageMagick 5.4.7 (or newer) Q:16 <a href="http://www.imagemagick.org">http://www.imagemagick.org</a> for thumbnail creation and image manipulation.</li> <li>Role account for cron jobs.</li> </ul>
Reporting Server (serves tracking crumbs and processes tracking items)	<ul style="list-style-type: none"> <li>Apache 2.0.52 with mod_rewrite (recommended that the reporting and image server be separate.) Apache 1.3.3.1 acceptable</li> <li>Minimum 4 GB data to house log files.</li> <li>Oracle database client for use with the Advanced Tracking and Logging engine.</li> <li>Role account for cron jobs.</li> </ul>
Main Application Server (serves static content, User Contributed Content, general CGI scripts, etc.)	<ul style="list-style-type: none"> <li>Apache 2.0.52 with CGI enabled, SSI enabled</li> <li>PERL with CGI::Carp, Fcntl, Net::FTP</li> <li>4 GB disk space</li> <li>Can be fronted with proxy/cache</li> <li>Prefork model</li> </ul>
Data Loading/ Staging Area	<ul style="list-style-type: none"> <li>2 GB scratch area for feed and data processing</li> <li>PERL with DBI, LWP, HTTP, Net:FTP</li> <li>Oracle database client</li> </ul>