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Lightspeed.

ADP Lightspeed Introduces Mobile Lightspeed CRM

SALT LAKE CITY, UT October 13, 2010- - ADP Lightspeed, a premier provider of Dealer Management Systems (DMS) today introduced its mobile version of Lightspeed CRM, powered by V-SEPT. The new feature gives Sales departments within dealerships the ability to access inventory, customer and sales-log information through mobile devices such as iPad^{TM}, iPhone$^{®}$ and Android^{TM} phones.

Many sales opportunities happen away from computers making it difficult for salespeople to enter customer information efficiently. Without this vital information, follow-up becomes impossible leading to many lost sales deals. The mobile version of Lightspeed CRM allows salespeople to perform follow-ups, log calls and enter new leads from virtually anywhere they have cell phone service.

"Salespeople at the dealership can't be tied to a desk," said Tony Hale, National Sales Manager at ADP Lightspeed. "Most of the deals start on the lot or in the showroom, and having to take a customer to your computer to look up information can be awkward and difficult. Mobile Lightspeed CRM puts all the tools and information the salesperson needs literally at their fingertips."

Lightspeed CRM and the mobile version of the software integrates directly with other departmental modules provided in ADP Lightspeed's Dealer Management Software. To find out more information about Mobile Lightspeed CRM visit adplightspeed.com or call 800.521.0309.

ADP Lightspeed

ADP Lightspeed, based in Salt Lake City Utah, is business unit of ADP Dealer Services which provides integrated computing solutions to over 25,000 auto, truck, heavy equipment, marine, powersports, and recreational vehicle (RV) dealers throughout the United States, Canada and Europe. ADP Dealer Services is a division of Automatic Data Processing, Inc., one of the world's largest providers of business outsourcing solutions with nearly $9 billion in revenues and about 560,000 clients. For more information www.adplightspeed.com.

V-SEPT, INC.

V-SEPT, Inc., a Tampa Florida based company, designs and sells technology-driven customer relationship management and marketing tools to motorcycle, Powersports, marine and RV dealerships throughout the United States and Canada. Utilization of these solutions drives an immediate increase in sales, productivity and customer satisfaction by harnessing the power of today's technology and applying it to the sales and marketing efforts undertaken by the dealers.