



NETCHEMISTRY

Mission - NetChemistry uses its comprehensive knowledge and specialized expertise to streamline the creation of complex solutions accelerating the fusion of technology and forward thinking in the financial services sector.

Gas

Liquid

Solid



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LEVEL

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AT NETCHEMISTRY, OFF-LEASE VEHICLES AND WEB COMBINE FOR SUCCESS

“NetChemistry Builds Tools for AutoTradeCenter.com to Reach Honda/Acura Dealers on the Internet”

IRVINE, Calif., January 4, 2001 — NetChemistry, combining auto procurement, complex financial transaction problems and the Web, today announced that its Internet solution for AutoTradeCenter.com (OTCBB:AUTC) has helped drive the company into pole position. In partnership with AutoTradeCenter.com, NetChemistry built the Honda Finance Vehicle Inter-dealer Purchase System (VIPS) Web site, which launched in June 2000. Since its launch, AutoTradeCenter.com has been honored with a “Best of the Web: B2B” award from Forbes Magazine.

The site, managing nearly all of American Honda Finance Corporation’s off-lease vehicle sales, has saved the company millions of dollars. As a result of the success of the VIPS system, other manufacturers, leasing institutions and service companies will integrate the next-generation platform in the coming months.

According to Gartner Group analyst, Kurt Brenneman, “B2B exchanges such as the HF VIPS Web site have changed the way that businesses look at procuring products and communicating with counterparties. Enterprises creating B2B exchanges must evaluate potential vendors carefully, examining their technical architecture, domain functionality and expertise within that domain.”

The benchmark in Internet solutions for the financial services sector, NetChemistry built a complete vertical exchange to tie in data from Honda internal legacy systems and other service organizations to create a bullet-proof platform which allows approximately 1,000 franchised Honda/Acura dealers nationwide to purchase off-lease vehicles via the Web.

“We worked very closely with NetChemistry building the VIPS auto procurement platform. The challenge was to help Honda Finance remarket their off-lease vehicles sooner in the disposition process. To do this, we needed to gain access to the Honda Finance vehicle portfolio and expose available inventory to Honda dealers for purchase prior to shipment to auction. NetChemistry’s expertise in legacy-system integration and custom application development enabled us to fully integrate Honda’s existing systems for the transfer and sale of vehicles, providing us with a solution that reaches our goal,” stated Mark Jensen, CTO, ATC. “We will continue to utilize NetChemistry because they have proven their ability to meet and exceed our stated business requirements under often chaotic, and unpredictable timelines.”

Now, franchised dealers can access many thousands of off-lease vehicles annually — at the earliest point in the disposition cycle — 24-hours a day, 7-days a week. This translates to the potential for greater sales as dealers can go online and locate cars within blocks of their lot. In addition, doing so free of the high costs traditionally associated with purchasing off-lease vehicles at auction, dealers are saving up to 80 percent per transaction.

By providing these dealers with an online marketplace, American Honda Finance Corp., has implemented the most cost-effective method to market, track and purchase off-lease vehicles. Exceeding all sales expectations, the site has allowed American Honda Finance

to reduce customer, transactional and marketing support costs, racking up literally millions in operational savings.

“The Honda VIPS platform has truly set the standard for off-lease auto procurement via the Web. As we move into the next phase of the site supporting AutoTradeCenter.com, we will help them implement greater functionality and again raise the bar for the cost-effective transfer and sale of off-lease vehicles,” said Alfred Lutter, CEO, NetChemistry.

About AutoTradeCenter.com, Inc.

AutoTradeCenter.com is the leading Internet-based “business-to-business” automotive remarketing company. On its Web site, www.autotradecenter.com, the company markets its services to its national dealer base, leasing and rental companies and banks and financial institutions across the U.S. who can use the site’s many features for more efficient buying, selling and trading of used vehicles.

For more information on AutoTradeCenter.com, Inc., please visit www.autotradecenter.com.

About NetChemistry

NetChemistry is an Internet solution and software provider for the Financial and Health Services industry whose systems have handled billions of dollars in transactions. Combining vertical expertise with their Core Product Suite, NetChemistry specializes in Web-based information enrollment, distribution and tracking systems comprised of secure, scalable software modules that can be rapidly customized to fit the different parameters of each clients offering. The modules are designed to improve customer relationships resulting in efficiency, convenience and reduced liability.

In addition to software development, NetChemistry has a comprehensive understanding of design architecture, systems integration and provides a complete hosting solution at the tier one SBC facility in Southern California. For more information on NetChemistry or its services, contact NetChemistry at 4600 Campus Drive, Suite 201A, Newport Beach, Calif., 92660; phone: (949) 399-5380; or visit www.netchemistry.com.

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