

## George Hight Attends Premier Automobile Show With Audev And Schleupen AG

Photo 1: Goos Van Brakel with Audev (far right) demonstrates Car IT DMS, running on BBJ, to Automechanika attendees.



During the second quarter of 2002, BASIS CEO George Hight attended Automechanika, one of Europe's premier auto shows, in Frankfurt, Germany. At Automechanika, Audev International and Schleupen AG, two of BASIS's partners, formally launched their latest auto dealer management solution (DMS) for the German market. For those unfamiliar with these partners, Audev offers complete DMS and customer relationship management (CRM) solutions for auto dealers, and Schleupen has a highly regarded German financial package. By integrating these two applications, this new joint venture is positioned to provide the German auto dealer market with a solution based on the latest technology from BASIS. Both packages are currently available in Visual PRO/5®.

Audev recently migrated its Car IT DMS application to BBJ® and demonstrated it at Automechanika. BBJ enables the Car IT DMS solution to run in a web browser or a thin client. Audev is targeting the first quarter of 2003 to begin installation of a BBJ-based version Car IT for those Customers who require the extensibility of Java. Prospective

Customers were very receptive to Audev and

Photo 2: Gerard Siebes with Audev (far left) and Ronald Van Der Vlist with Aucon (far right) meet with prospective Customers at Automechanika.

Schleupen's demonstrations. General consensus was that the functionality of the two companies' products, combined with BASIS technology, met or exceeded the competition's products and offered a clear and progressive technology path. Both Audev General Manager Jos Schrier and Schleupen Sales Manager Klaus Hastreiter, who also attended Automechanika, were excited about the reception their products received at the show. BASIS looks forward to building on this excitement as we move forward with helping them launch the first BBJ-based auto dealer solution in Germany.

