



Key appointment drives growth for Auto Data Solutions.

Auto Data Solutions is gearing up for growth with the appointment of Mark Bassford as product and innovation director. He will lead the company strategy in supporting automotive companies to use data and technology more effectively in a period of rapid change for the industry.

Mark was formerly the head of strategic partnerships at cap hpi, where he worked with major automotive organisations ranging from large dealer groups to auction companies and data providers, to develop data partnerships and integrations.

The appointment comes as Auto Data Solutions announces a major new partnership with Autovia, the international media group, whose brands include Auto Express, Car Throttle, Carbuyer, Driver Power, evo, Octane, Vantage, Driving Electric and BuyaCar.

Autovia integrates market-leading expert content with eCommerce to connect the industry with an automotive buying audience.

The new data strategy partnership will see Auto Data Solutions develop new ways to use the wealth of data within Autovia to create consumer and trade facing tools.

Commenting on the partnership, John Webb, managing director of demand generation at Autovia, said: "The team at Auto Data Solutions impressed us with their domain expertise in the automotive sector. They bring a huge amount of experience in using data to solve customers' problems and create cross-industry partnerships. Both teams share a passion for moving the industry forward."

The automotive industry is undergoing a digital transformation and is increasingly reliant on data and technology for everyday operations and realising efficiencies. Auto Data Solutions provides consultancy services and access to the latest technology worldwide and is developing its own technology.

Mark Bassford said: "I join Auto Data Solutions at an exciting time in its development. The digital transformation agenda has never been more important to the industry, and we bring unrivalled experience and expertise to help companies navigate the changes. Our work with

Autovia, a global leading brand, shows the value of putting innovation at the heart of a business."

Ends

Notes to editors:

The senior team at Auto Data Solutions includes Mark Bassford, product and innovation director, Amanda Morgan, commercial director and Jon Sheard, operations director.

In an industry heavily reliant on accurate, reliable data, systems and solutions, Auto Data Solutions can offer the benefit of its vast experience and depth of knowledge. With over 70 years combined experience, it has an enviable network of contacts across the industry, from dealerships and traders, to leasing and rental companies, to data and system providers.

For more information, visit: <https://autodatasolutions.co.uk/>

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