

**Pressrelease
2000**

March 16,

Mandator develops CRM for Bilguiden

Mandator has developed an integrated CRM system (Customer Relationship Management) for Bilguiden Skandinavia. The order amounts to 1,6 million NOK.

“We have made a more standardized solution, which means stronger focus on sale and evaluation instead of administration. The system is one of the first larger solutions made in Microsoft Office 2000”, says Sverre Hurum, MD of Mandator Norway.

The new CRM system consists of salesupport, a client database, tools for evaluation and planning of sales campaigns etc. Bilguiden Skandivavia consists of Bilguiden Norway, Bilguiden Sweden and Bilguiden Denmark, and the system will be implemented in all countries.

“With this new solution we have got a system where all processes in the business are supported electronically”, says Dag Straumsheim, Head of Finance, Bilguiden.



MANDATOR AB (PUBL)
KUNGSGATAN 60, 1 TR
BOX 305
101 26 STOCKHOLM
TEL 08-402 31 00
FAX 08-402 31 31
EMAIL mandator@mandator.se
ORG NR 556216-0357
SÄTE STOCKHOLM

***Bilguiden Skandinavia AS** is together with its sister companies in Norway, Sweden and Denmark Scandinavia's largest car dealer over the internet.*

For further information, please contact:

Hans Peter Olsen, Customer Contact, Mandator Norway

Tel: +47 22 15 02 50, mobile +47 915 96 338

Sverre Hurum, MD Mandator Norway

Tel +47 22 15 02 50, mobile +47 913 50 047

Dag Straumsheim, Head of Finance, Bilguiden Skandinavia AS

Tel. +47 23 12 16 20, mobile +47 970 22 414