



Sell Parts Anytime, Anywhere

Parts and Services Solutions

Be First

in Brand Experience
IN VALUE

U.S.

**Parts and Accessories Portal
for WebMakerX[®]**

Multiply your parts and accessories sales by operating an online storefront with Reynolds' Parts and Accessories Portal.

A Competitive Advantage

Selling parts and accessories online expands your market, increases your revenue, and keeps your inventory from growing stale on the shelf. Reynolds will design and maintain a customer interface for you, either directly on your existing Web site or on a new site to help you grow your business. Packages are available that help you:

- Enable customers to easily search for parts based on eight search options—year, make, model, mechanical part, body part, part number, keyword, or saved vehicle.
- Use shopping cart technology to simplify your customers' shopping experience with easy online shopping, ordering, and payment.
- Track your shipments and manage returns.
- Enable customers to create an online account for one-click shopping, saving searches, checking order status, and managing account information.
- Create catalogs and dealership-branded packages.

Parts and Accessories Portal for WebMakerX®

Expand Your Market

For most dealerships, parts counter sales are typically limited to just the local market. But there are potential customers for your parts and accessories all over the world. Parts and Accessories Portal allows you to capture online wholesale and retail sales from customers in every market by letting your Web site do the selling for you.

Let Parts and Accessories Portal successfully manage a vast selling opportunity designed entirely with you in mind. Grow your business to the next level, nationally or even internationally.

General Status:		Order Information:	
Total Visits	98,572	Unique Orders Started	707
Unique Visitors	7,830	Orders Created	69
Average Page Views Per Visitor	13	Orders Conversion Rate	9.76%
Catalog Page Views:		Top 10 Referrals:	
Mechanical Catalog	31,447	trademotoin1.rtk.com	10,178
Collision Catalog	29,151	www.google.com	2,527
Acura Accessories	414	search.yahoo.com	727
Ford Accessories	924	aisearch.aol.com	201
Honda Accessories	1,377	search.ebay.com	125
Lincoln Accessories	514	www.ask.com	121
Mercedes-Benz Accessories	363	www.bizrate.com	120
Mercury Accessories	136	www.trademotion.com	100
Nissan Accessories	776	shopping.yahoo.com	94
Custom Page's Page Views:		motors.search.ebay.com	71

Monitor important metrics of your online parts store in real time using the powerful dashboard reporting tool.

**For more information
on Parts and Accessories
Portal, please contact your
Reynolds Account Manager,
call 800.767.7879,
or log on to
reynoldswesolutions.com.**

Reynolds
Web Solutions

 **Reynolds
& Reynolds®**
MAKING **BUSINESS** BETTER.