



Internet Specials Simplified

Dealership-wide Solutions

Be First

In Brand Experience

IN VALUE

U.S.

Specials Management Service
for WebMakerX[®]

Drive traffic to your inventory pages, leads to your Internet department, and results to reach your sales goals for vehicles, parts, and service with Specials Management Service from the experts at Reynolds Web Solutions.

Set Yourself Apart

Specials pages are one of the top two pages visited on a dealer Web site. They communicate an additional point of value beyond the size and scope of your inventory, effectively distinguish you from the competition, and motivate consumers to act. Specials Management Service keeps your specials pages fresh and up-to-date with innovative designs and new specials posted on a regular basis.

Follow the Leader

ReynoldsWeb Solutions is the first specials management provider. As the leader in Interactive Automotive Marketing, our experienced Web strategists skillfully handle the details so you can focus on selling.

Get more out of your dealer Web site with our time-saving and professional Specials Management Service.

- Produce more leads using unique specials designs with multiple call-to-action buttons.
- Save valuable time with vehicle specials gathered and posted weekly, and parts and service specials gathered and posted monthly.
- Never have a blank specials page with default specials that post if no other specials are available.
- Have all links and lead forms working properly and all dealership contact information listed correctly. This information is critical to lead submission, so it is validated every month.

Let Specials Management Service reduce the frustration of keeping your online specials up-to-date and important content current, while increasing your online visibility to consumers. This cost-effective and measurable service will increase traffic to your Web site and help you sell more vehicles.

“We lean on Reynolds and their Specials Management solution to keep specials up-to-date, which is especially important for customers visiting our site for the first time. Since we partnered with Reynolds for our Specials Management Service, we have seen a 30.77% increase in leads.”

John Manes, General Sales Manager
Babylon Honda
West Babylon, NY

Specials Management Service
for WebMakerX®



[More Info](#) | [Contact Us](#) | [Pre-approved](#) | 866-849-3816

2007 BMW 3 Series 328i Sedan Automatic, Moonroof, and More!

Lease for: \$319 per month plus tax, for 24 months
Total Drive off \$3,823 includes tax and license. \$350 Security Deposit. 10,000 miles per year, 20 cents per mile thereafter.

1 at this Offer.
Vin #: Z80139

On approved credit credit through BMW Financial Services. For more information on this vehicle or any other vehicle here at Beverly Hills BMW, please contact Our Internet Department at 1-866-849-3816. All prices plus government fees and taxes, any dealer document preparation charge, any finance charge, and any emission testing charge. Offer expires 9/4/2007.



[More Info](#) | [Contact Us](#) | [Pre-approved](#) | 800-715-5242

2005 Honda Accord Hybrid Certified Pre-Owned, Automatic

\$21,991

VIN#: 000469

All prices plus government fees and taxes, any dealer document preparation charge, any finance charge, and any emission testing charge. Offer expires 8/10/2007.

Custom designed specials templates are used exclusively for Specials Management Service customers. These templates are designed to include links that encourage lead submissions or take customers to your Web site for more information.

For more information on Specials Management Service, please contact your Reynolds Account Manager, call 800.767.7879, or log on to reynoldswsolutions.com.

Reynolds
Web Solutions

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