

## Reynolds and Reynolds Receives STAR 2006 DTS Implementation Award

*Reynolds POWER Solution Leads All Other Dealership Management Systems in Implementing Technology Standards*

DAYTON, Ohio, January 4, 2007 -- The Reynolds and Reynolds Company, a leading provider of software and services to the automotive retailing industry, announced today that the Standards for Technology in Automotive Retail (STAR) organization has presented the 2006 Implementation Award to the Reynolds POWER system team. The POWER solution led all other dealership management systems in total implementations of STAR Data Transfer Specifications (DTS) for 2006.

The STAR organization, which was formed in 2001, is the Information Technology (IT) standards body for the retail automotive industry. Reynolds has been an active member since 2001. One objective of STAR is to use voluntary IT standards to reduce the time and effort required to support information technology in dealerships. STAR DTS are voluntary standards for dealer communications systems (DCS).

“The STAR organization congratulates the POWER team as the recipient of the 2006 STAR Implementation Award, which is given to them based on the adoption of more STAR DTS standards in 2006 than any other system provider in the retail auto industry,” said Eric Purdum, STAR Chairman and BMW Group Retail and Customer Communications Manager.

“The POWER DMS team is honored to receive the STAR 2006 DTS Implementation Award,” said Michael Creagh, Vice President of Manufacturer Integration for Reynolds. “Reynolds’ commitment to the STAR organization and the adoption of STAR standards is another example of how we continually strive to enhance our systems to benefit our customers and assure them we support industry standards.”

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### **About Standards for Technology in Automotive Retail (STAR)**

The Standards for Technology in Automotive Retail (STAR) organization is the Information Technology (IT) standards body for the retail automotive industry. The goal of STAR is to use voluntary IT standards as a catalyst to fulfill the business information needs of dealers and manufacturers, thus reducing the time and effort previously required supporting this activity. Its members include Dealers, Manufacturers and Retail System Providers (RSPs). To learn more about STAR or membership, visit the STAR website at [www.starstandard.org](http://www.starstandard.org).