

Reynolds Announces New GM Parts Integration Software for the ERA® and POWER Systems

Parts Availability and Parts Information Applications now Available

DAYTON, OHIO – January 19, 2009 – The Reynolds and Reynolds Company today announced General Motors (GM) has approved its Parts Availability and Parts Information integration software for GM dealers in the U.S. using the Reynolds ERA® and POWER dealership management systems (DMS). These two new enhancements allow parts department personnel to retrieve important GM Parts information directly from the DMS screens, eliminating the need to toggle between separate DMS and GM Parts Workbench screens.

“Reynolds is committed to continually enhancing our dealership management systems – and the integration to them – to help automotive retailers operate more efficiently and more profitably,” said Cathy Orrico, vice president of OEM Solutions for Reynolds. “The GM Parts Availability and Parts Information integration software is another example of how increased manufacturer integration with our systems can help GM dealerships improve the accuracy and productivity of their parts department employees, which, in turn, can improve the overall profitability of their dealership operations.”

GM Parts Information provides parts department personnel with the ability to view in the DMS information from the GM Parts Workbench screens, including parts pricing, supersession history, and special return criteria. GM Parts Availability allows parts personnel to view the availability of a specific part at the dealership’s local GM Parts Distribution Center (PDC) along with two additional PDCs, as well as displaying key ordering and shipping information such as stock availability, weight, and hazardous material indication.

GM Parts Availability and Parts Information integration can help dealers:

- Increase the productivity of parts personnel by reducing time spent switching between applications.
- Help ensure part number accuracy by providing the most current information from GM Parts.
- Increase customer satisfaction through quick answers to their parts inquiries.
- Help reduce the time service technicians wait for parts requests to be fulfilled.

For more information about the GM Parts Availability and Parts Information applications, contact the Reynolds Business Development Center at 877.528.6388.

About Reynolds

Reynolds and Reynolds is the automotive industry’s largest and most trusted provider of automobile dealership software, services, and forms to help dealerships improve business results. The company is headquartered in Dayton, Ohio, with major operations in Houston and College Station, Texas, and Celina, Ohio. (www.reyrey.com)

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