

Reynolds Displays General Manager Exception Reporting for ERA® at NADA Show

ERA General Manager Exception Reporting Enables Dealership Management to Better Monitor Key Performance Metrics to Improve Business Results

DAYTON, OHIO – January 25, 2009 – The Reynolds and Reynolds Company, a leading provider of software, services, and document solutions for automotive retailers, introduced its new General Manager Exception Reporting solution for the ERA® dealership management system (DMS) during the 2009 National Automobile Dealers Association (NADA) Convention in New Orleans, La. This tool enables dealership management to monitor more than 60 critical business “exceptions” in their operations. Exceptions include those performance metrics that fall outside acceptable levels for the dealership. ERA General Manager Exception Reporting helps dealership decision-makers save time sifting through and analyzing data in the DMS so they can move more swiftly to resolve potential problems and profit leaks.

“Dealership managers consistently have told us that they need better ways to review the data in their DMS to more promptly identify areas in their business that are not performing at optimum levels,” said Jon Strawsburg, vice president of Product Planning for Reynolds. “ERA General Manager Exception Reporting allows them to significantly reduce the time they spend analyzing DMS data and helps enable them to view more useful and relevant information to make more timely decisions about critical factors impacting their operations.”

Exception reports are available for a number of dealership departments, including Accounting, Sales, F&I, Parts, and Service. Additionally, a summary report spanning multiple dealership areas provides a broad view into the dealership’s business.

A key feature of the solution is the ability for dealership management to define their preferences and establish guidelines and variance levels for the reported business exceptions. This allows them to tailor the solution to their needs and identify the key metrics they believe help their dealership achieve better business results.

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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Media Contact:

Thomas Schwartz

937.485.8109 (office)

937.269.9569 (mobile)

Thomas_Schwartz@reyrey.com