



Automated Rates and Residuals Now Available Nationwide for Reynolds' Desking Solution

Seamless integration allows faster flow of information on one system

DAYTON, OHIO – January 25, 2009 – Reynolds and Reynolds announced today the nationwide availability of its new Automated Rates and Residuals software application, which can be added to Reynolds' Desking product for the ERA[®] dealership management system (DMS). Automated Rates and Residuals provides greater flexibility for automotive dealers, offering them a number of key business benefits all while staying within their ERA system.

Using a graphical user interface (GUI) that is fully integrated with the ERA system, Reynolds' Desking solution helps streamline the vehicle purchase negotiation process for dealerships and their customers. Automated Rates and Residuals helps dealerships conveniently access more detailed financing data that influences customer and lender acceptance of financing, as well as dealership profitability, consistently leading to a better buyer experience with better results for the dealership.

Automated Rates and Residuals automatically analyzes vehicle deals based on lender, vehicle, and credit score combinations. From there, payment scenarios can be ranked based on rates, money factors, residuals, and program parameters.

The seamless integration of Automated Rates and Residuals with Desking also can eliminate the need for manual analysis of complex lender rate sheets and residuals guidebooks, as well as the many issues that arise from using third-party tools, such as having to navigate between multiple systems, re-key data, and deal with mismatched payment amounts.

All of this can help the dealership save time, increase close ratios, and optimize profit opportunities.

“Real-time DMS application integration is critical for dealerships to save time with their customers and to operate more efficiently,” said Jon Strawsburg, vice president of Product Planning at Reynolds. “That’s exactly what we’re offering with Automated Rates and Residuals – a way for our dealers to improve the customer’s experience and make the best deals for the consumer and for their business – all at the same time. It’s one more way we deliver on our commitment to make business better for every dealership.”

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