

Reynolds' New AutoCheck® Plus Solution Helps Dealerships Meet Consumer Need for Used Vehicle History Information

AutoCheck Plus Provides Vehicle History Report Information From Within the ERA DMS

DAYTON, OHIO – January 25, 2009 – The Reynolds and Reynolds Company today announced continued early success with its new AutoCheck® Plus solution for the ERA® dealership management system (DMS). AutoCheck Plus, which was introduced in late 2008, is helping automotive retailers effectively and efficiently meet consumers' demand for vehicle history information prior to their purchasing a used vehicle. Vehicle history reports have proven to be an important tool in helping provide consumers with the information they need to feel more comfortable with their buying decision and their satisfaction with their purchase experience with the dealership.

AutoCheck Plus provides dealerships with seamless integration between the Reynolds ERA DMS and AutoCheck® vehicle history reports from Experian Automotive. The vehicle history reports are available from a number of ERA screens and dealers may choose to share this information with consumers directly from the DMS screens or in printed reports. In addition, AutoCheck Plus can be added to a dealer's Web site for direct consumer access.

"The AutoCheck Plus solution has become an important part of our used vehicle sales operation," said Brian Seufert, business development director for Blossom Chevrolet Inc. in Indianapolis, Ind. "Because we've opted to display a link to the AutoCheck Plus information alongside our used vehicle inventory on our Web site, potential customers have direct access to vehicle history report information when researching online. This has helped increase our credibility with potential customers and their willingness to contact our dealership for more information about a vehicle."

Seufert continued, "Our sales team also likes that the AutoCheck Plus information is readily available to them for any vehicle in our inventory without them having to re-key information or switch to another system. This makes it easier to share vehicle history information with customers in the showroom, which can also lead to increased credibility for our dealership and satisfaction for our customers."

AutoCheck Plus allows dealerships and consumers to review valuable information on a vehicle's history, including possible undisclosed or unknown problems such as title brand records, prior accident history, or odometer issues – all of which can influence an automobile's safety and resale value. AutoCheck Plus reports also include the industry's only vehicle history score, the AutoCheck ScoreSM, which provides a quick and easy way to understand a vehicle's past and compare it to similar vehicles. This unique feature can lower the risk of buying and selling a vehicle with undetected problems and further increase confidence among consumers.

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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