

## Reynolds Unveils New Solutions at 2009 NADA Convention To Help Dealerships Improve Operational Effectiveness and Profitability

*New and Enhanced Solutions Designed to Deliver Improved Business Results for Dealerships*

**DAYTON, OHIO – January 25, 2009** – The Reynolds and Reynolds Company, a leading provider of software and services to automotive retailers, recently unveiled a number of its newest solutions at the 2009 National Automobile Dealers Association (NADA) Convention in New Orleans, La. The new solutions included applications and services for the Reynolds ERA® and POWER dealership management systems (DMS), as well as several new products that work with any DMS. The latest generation of products and services from Reynolds is aimed at helping dealerships improve operating effectiveness and profitability, and reach more customers, more consistently, with better results.

“As our new applications help demonstrate, Reynolds truly is hitting its stride in software development,” said Trey Hiers, vice president, Corporate Marketing, at Reynolds. “We’re seeing our development expertise deliver a steady stream of new solutions – and enhancements to our current solutions – aimed at improving dealership operations and profits. Our focus at Reynolds always has been to help dealerships make their business better – day after day, month after month, year after year. That’s never been more important than it is today in the current economic and industry crisis.”

Below are key products featured at the NADA Convention:

- **Search Engine Ad Management**, a new service to help dealers allocate – and track – their online search engine advertising dollars in the most efficient manner possible.
- The new **ERA General Manager Exception Reporting** solution that enables dealership management to monitor more than 60 critical business “exceptions” in their operations and quickly move to resolve potential problems and profit leaks.
- A new **Automated Rates and Residuals** application now available nationwide for dealerships using the ERA Desking solution. Automated Rates and Residuals gives dealerships the ability to better analyze vehicle deals and payment scenarios based on a number of factors that influence customer acceptance of financing and dealership profitability.
- **Reynolds Integrated Telephone System**, a fully-managed telephony solution specifically designed for the automotive retail market. Reynolds Integrated Telephone System integrates with the Reynolds ERA and Contact Management solutions and brings together the dealership’s voice and data networks to help dealerships increase productivity and improve customer satisfaction.
- The new **AutoCheck® Plus** solution for ERA, which helps dealerships effectively and efficiently meet consumers’ demand for vehicle history information prior to their purchasing a used vehicle.
- **Computer Assisted Instruction** for ERA, which enables dealership personnel to more quickly and systematically gain the most business and productivity benefits from the DMS.
- For **POWER Workstation**, Reynolds demonstrated enhancements that include Used Vehicle Management, new Service Pricing Guide data and maintenance methods, CRM capabilities for the service department, and at-a-glance dashboard functionality for the Management Accounting home page.

“NADA always is an exciting time and a showcase for what’s new from a lot of companies,” Hiers concluded. “The difference in Reynolds’ applications is that we can demonstrate an impressive Return on Investment to our customers. And that’s something that interests every automotive retailer.”

For more information about Reynolds and its solutions and services for automotive retailers, visit [www.reyrey.com](http://www.reyrey.com).

**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](http://www.reyrey.com))

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