

Web Enterprise Support Group at Reynolds Celebrates Milestone: Ten Years of Serving the Internet Needs of OEMs and Large Dealer Groups

DAYTON, OHIO – Feb. 2, 2010 – Reynolds and Reynolds reached another milestone recently with its Web Solutions business: Ten years of serving the unique Web needs of OEMs and large dealer groups through a dedicated Enterprise Support team.

“Reynolds enjoys an 80-year history in serving automotive dealerships,” said Trey Hiers, vice president of Corporate Marketing at Reynolds. “Along the way, we’ve built a lot of knowledge and understanding about the unique needs of dealerships – especially the larger dealer groups and OEMs. When it came to the Web, we understood early on that enterprise customers would be best served by a dedicated group with a single focus on their needs. Ten years later, our Web Enterprise Support group continues to lead the way in partnering with our largest customers to help them grow and to gain the best business advantage from their Web sites.”

Each enterprise customer works one-on-one with a designated Reynolds support professional focused on helping the customer reach their business goals through the Web.

- Enterprise Support professionals also regularly review customer sites to assist with OEM compliance and to identify areas for improvement that will support the customer’s Web strategy.
- Reynolds support professionals conduct routine checks of online inventory for enterprise customers and often will conduct mystery Web shopping to measure the effectiveness of a dealership’s processes for responding to leads submitted through the Web.
- Additionally, the Enterprise Support team has built a number of tools and reports that provide large dealer groups with ready access to essential information and Web statistics for all of their sites.

“All in all,” Hiers concluded, “we have built our Web capability on a decade of focused support for our enterprise customers and on a legacy of know-how in serving automotive dealerships. As our customers look for advantages in 2010, we believe the Web is a good place to focus.”

Reynolds Web Solutions offers comprehensive Web solutions, including site design, search engine marketing and optimization, inventory management, and training – all aimed at helping dealerships gain the best business benefit from their Web presence.

(www.reynoldswsolutions.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)

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