

Reynolds Continues to Extend Its Web Capabilities to Help Dealerships Maximize Their Online Presence with Consumers

*Reynolds Web Solutions Delivered Important New Capabilities and Features in 2009
for its WebMakerX® 2.0 Platform*

DAYTON, Ohio – Feb. 10, 2010 – [Reynolds and Reynolds](#) continues to extend its capabilities to help dealerships successfully establish, maintain, and expand their online presence with consumers. The company cited a number of new services and product enhancements released in 2009 to the [Reynolds Web Solutions](#) WebMakerX® 2.0 platform as examples of its Web development skill and continued progress in offering innovative Web solutions to dealers.

“In 2009, we added a significant focus to developing and delivering new and innovative Web offerings to dealerships,” said Trey Hiers, vice president of Corporate Marketing for Reynolds. “With that focus, we have been able to increase the breadth and depth of the WebMakerX 2.0 solution. These new product offerings have made a clear difference in helping dealerships increase their online presence, connect more completely with consumers, and manage their marketing dollars more effectively.”

Among the new solutions offered by Reynolds Web Solutions in 2009:

- [Mobile for WebMakerX 2.0](#) enables dealers to incorporate mobile phones as a marketing channel. By integrating this channel into their existing marketing efforts, mobile marketing provides another easy and cost-effective way for dealerships to extend the reach of their advertising to consumers.
- [Service Portal](#) helps dealerships create a more accessible and convenient way for consumers to interact with the dealership and for the dealership to increase the efficiency of its daily service operations. The Service Portal consists of three features: [Online Service Reservations](#), [Service Repair Status](#), and [Owner Circle](#).
- [Interactive Web Site and Vehicle Inventory Displays](#) provide consumers with the ability to customize the dealership’s Web site to their preferences, which has been shown to help increase the number of consumers who return to a dealership’s Web site and the number of sales leads that are generated from the dealer’s site.
- [Search Engine Ad Management](#) helps dealers allocate and track their online search engine advertising dollars in the most efficient manner possible.

Reynolds Web Solutions also has made a number of enhancements to the [WebMakerX 2.0](#) administrative tool to enable dealerships to update their sites more conveniently and efficiently.

“Now more than ever, dealers are facing unprecedented challenges – as well as unparalleled opportunities – in attracting and retaining customers,” Hiers concluded. “That’s why in 2010 Reynolds Web Solutions will continue its focus on developing and delivering new and innovative Web products, as well as leveraging integration capabilities between the DMS and Web, so we can provide the most complete set of online tools to help dealers connect with more consumers, generate more sales, and increase customer loyalty.”

Reynolds Web Solutions offers dealerships Web site design, search engine marketing and optimization, inventory management, and Internet marketing and sales training – all aimed at helping dealerships gain the best business benefit from their Web presence. Connect with Reynolds Web Solutions on the

Web: <http://reynoldswebsolutions.com> | **Facebook:** <http://facebook.com/ReynoldsWebSolutions> |
Twitter: <http://twitter.com/reynoldswebsols>.

About Reynolds

Reynolds and Reynolds is the automotive industry's leading 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