

## **Reynolds and Reynolds Introduces F&I eForms for the POWER Dealership Management System**

*Laser F&I eForms Printing is the Latest Enhancement for the POWER DMS from Reynolds to Increase Effectiveness of the Finance Office and Improve Customer Satisfaction with the Dealership*

**DAYTON, Ohio – Feb. 13, 2010** – The Reynolds and Reynolds Company today announced the availability of F&I eForms for the POWER dealership management system (DMS). F&I eForms enables the dealership to print vehicle sale documents quickly and efficiently on plain paper from a laser printer, rather than using pre-printed forms and a traditional impact printer.

With F&I eForms, dealerships can automatically merge deal data into laser-printed finance contracts, insurance applications, state forms, and aftermarket agreements. Printing F&I forms on plain paper from a laser printer can eliminate alignment issues associated with impact printing and reduce the dealership's pre-printed forms inventory. F&I eForms is a proven tool to make the forms preparation process faster and easier, resulting in a more pleasant customer experience.

"Customers who purchase a vehicle from a dealership typically spend 25 percent of their time in the finance office finalizing their purchase and the related paperwork," said Jon Strawsburg, vice president of Product Planning for Reynolds. "F&I eForms streamlines the forms preparation process and reduces common forms errors that can lead to reprinting forms and more time spent in the F&I office. By developing F&I eForms for the POWER DMS, we're helping our customers spend less time on paperwork and more time serving their customers. This creates a more productive sales experience."

Reynolds also has enhanced F&I Menu Selling for POWER, which offers dealerships a proven, consistent method for presenting finance and insurance products to their customers. The easy-to-understand format of Menu Selling helps dealerships clearly and effectively explain available F&I products to their customers, which consistently leads to increased sales in F&I.

"We remain focused on helping dealerships improve the overall effectiveness and profitability of their businesses," said Strawsburg. "F&I eForms and F&I Menu Selling for the POWER DMS are two important products in helping dealerships better manage the time customers spend in the finance office, which can lead to an increase in finance products sold for dealerships and improve the purchase experience for consumers."

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

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