

Reynolds Recognized by Dealers as Offering “Highest Rated” Dealership Management System

ERA® from Reynolds Wins Top Honor in DMS Category

DAYTON, OHIO – Feb. 13, 2010 – The Reynolds and Reynolds Company announced that the ERA® dealership management system (DMS) earned the top honor as the highest rated DMS in the 2009 DrivingSales Vendor Ratings Awards. The award was presented to Reynolds during the 2010 NADA Convention.

The DrivingSales Vendor Rating Awards measure satisfaction with DMS vendors by allowing dealers to rate and review their vendors online at DrivingSales.com. DrivingSales is the auto industry’s leading social media platform and largest online community. The Driving Sales Vendor Ratings Awards reflect the votes of thousands of dealership personnel who are part of the DrivingSales online community.

“We are proud to present this award to Reynolds and Reynolds, which has achieved a standard of excellence that is clearly resonating with dealers,” said DrivingSales CEO and Founder Jared Hamilton. “This year’s award winners have won recognition in one of the most challenging years on record for our industry. We salute them for their ongoing commitment to provide value to their dealer clients.”

On the same day that Reynolds received the “Highest Rated” DMS award from DrivingSales, the company introduced ERA-IGNITE, which is leading the next generation of automotive retail management systems. ERA-IGNITE features an advanced graphical user interface and underlying architecture that further helps dealerships improve productivity and profitability.

About DrivingSales Vendor Ratings and Awards

DrivingSales Vendor Ratings are the industry’s first and only neutral, comprehensive vendor rating forum, featuring real-time peer reviews and honest competitor comparisons – searchable by category, company or rating. The Vendor Ratings are one of the most popular features of DrivingSales.Com, which is the auto industry’s leading social media platform and largest online community. For the awards, dealers are asked to rate their vendors on a 1 – 5 star scale, including whether they would recommend the vendor product to colleagues and why. All survey-takers are verified to ensure they are actual dealerships employees.

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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