

## Reynolds Achieves Triple Platinum Status in 2007 Dealers' Choice Awards

*Company Recognized for Excellence for Third Consecutive Year*

DAYTON, OHIO – April 11, 2007 – Reynolds and Reynolds announced today that it has been named the recipient of two Platinum Awards in the 2007 Dealers' Choice Awards from Auto Dealer Monthly. Reynolds received one award for achievement in the Customer Relationship Management category; the company garnered a second award in the Data Management System category, which includes dealership management systems. By winning Platinum Awards for three consecutive years, Reynolds is the only company to achieve Triple Platinum status in both categories.

This is the third year Auto Dealer Monthly has recognized the most highly regarded vendors and suppliers in the retail automotive industry. The awards are based on voting by dealers and dealership personnel who rate the performance of products or services, the customer support and service from the provider, and the overall value compared to cost to the dealership.

"The awards are particularly meaningful because those who use the systems every day determine the outcome," said Dan Agan, executive vice president for Reynolds. "These awards also complement the customer satisfaction and dealership research Reynolds has conducted in the past year, affirming that dealers trust the Reynolds brand and expect more from it. Our selection in the Dealers' Choice Awards is another proof point in how we earn that trust: Delivering premier software applications supported by superior customer service to help dealers increase sales, customer retention, and profitability."

### **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 maximize sales and profits and 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))

### **About Auto Dealer Monthly**

*Auto Dealer Monthly* is published for more than 35,000 subscribers nationwide and is the day-to-day resource for automotive dealerships of all sizes. This is the third year for the Dealers' Choice Awards. The complete list of winners and information on how the survey was conducted can be found at the publication's Web site. <http://www.AutoDealerMonthly.com>.

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