

Reynolds' Contact Management Solution Approved for Mazda Dealer Choice Program

Mazda Dealers Now Can Quickly and Easily Integrate Sales Leads into Their Reynolds CRM System from Mazda's Online Marketing Sources

DAYTON, OHIO – May 18, 2009 – The Reynolds and Reynolds Company today announced its [Contact Management](#) and [Lead Management](#) solutions have been approved by [Mazda North American Operations](#) (Mazda) for lead disposition in the Mazda Dealer Choice Program. As a result, Mazda dealerships using either Contact Management or Lead Management from Reynolds are able to seamlessly receive Internet sales leads directly from Mazda's online marketing sources. As dealers record the actions taken on those leads, the lead status also will be automatically sent back to Mazda.

"Consumers shopping for a new vehicle online are increasingly using manufacturers' Web sites to gather information prior to their purchase," said Cathy Orrico, vice president of OEM Solutions at Reynolds. "By enhancing Contact Management and Lead Management to automatically receive sales leads from Mazda, Reynolds is making it easier for dealers to gain new sales prospect information. We also have eliminated the need for dealers to manually re-key data, which means they can act more quickly on those leads and focus more completely on responding to consumers."

Through the Dealer Choice Program, Mazda dealerships using Contact Management or Lead Management now are able to:

- Obtain sales leads directly from Mazda's Internet and online sources.
- Integrate Internet leads into their daily prospect and follow-up processes.
- Respond more consistently to consumers' Internet requests for vehicle information.
- Eliminate the need for manual processes to report lead status information back to the manufacturer.

In addition, Mazda benefits by receiving more timely lead response information from dealerships, which can enable Mazda to better monitor and manage its overall digital marketing strategy.

"With Reynolds' lead disposition, our Mazda Dealer Choice Program continues to advance and refine its digital marketing initiatives," said Jim DiMarzio, chief information officer of Mazda North American Operations. "The ability for our dealers to direct all of their leads into a single tool and be able to quickly respond to consumer sales leads is critical to staying competitive. As a result, Mazda North America is able to help its dealers better manage their sales leads and enhance the buying experience of every customer."

Contact Management for the [ERA® dealership management system \(DMS\)](#) is one of the most comprehensive and widely used customer relationship management (CRM) tools for dealerships. Currently, more than 3,500 dealerships rely on the solution to strengthen customer relationships and maximize dealership 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 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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