

Reynolds Adds to List of Vehicle Data Transfer Partners

Service enables dealerships to provide accurate vehicle inventory data online

DAYTON, OHIO – June 29, 2007 – The Reynolds and Reynolds Company, a leading provider of software and services to automotive retailers, today announced a number of newly approved Vehicle Data Transfer (VDT) partners for the POWER dealership management system (DMS). The new vendors include Dealer Specialties, AutoRevolution, CarSpot.com, CarTHINK, and WebCity Press. Vehicle Data Transfer software enables dealerships to transmit new and used car inventory automatically from POWER to their vendor of choice to keep online inventories up to date accurately and efficiently. An out-of-date online inventory is one of the top complaints from consumers accessing vehicle information on the Web.

With the addition of these newly approved vendors, Reynolds POWER customers now can choose from nearly 50 Vehicle Data Transfer partners, many of whom also supply dealership inventory data to a variety of popular automobile Web search sites and other heavily visited automotive retail portal sites.

“We continue to partner with additional Vehicle Data Transfer vendors to provide greater automation for dealerships using the POWER software from Reynolds and the web services of these vendors,” said Tony Fowler, vice president of New Product Design for Reynolds. “The addition of such strong partners for vehicle data transfer is one more demonstration that Reynolds continues to lead with the most innovative, advanced capability of any DMS software. We recognize how important it can be at times for dealers to transfer their data to third parties. This is another example of how we support the dealer in secure, monitored data transfer.”

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)

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