

Reynolds Announces Recent OEM Integration Initiatives

DAYTON, OHIO – August 9, 2007 – The Reynolds and Reynolds Company, a leading provider of software and services to automotive retailers, today announced two recent integration initiatives designed to directly link dealers to OEMs through the Reynolds Franchise Interface (RFI). The GM Vehicle Information System (VIS) and Chrysler Automatic Replenishment Ordering (ARO) system are fully integrated connection points that allow an effortless transfer of valuable service, parts and vehicle data into and out of the Reynolds ERA[®] and POWER dealership management systems (DMS).

GM VIS provides a wealth of manufacturer vehicle information to the dealer including service contracts, open campaigns and recalls, service history and warranty information all from GM's host database. The open interface between GM VIS and Reynolds' DMS allows service advisors to automatically run the GM VIS Inquiry in the background when a service appointment is being made or during reception (or both) and completely removes the manual process. Over 800 dealerships participate in the Reynolds GM VIS program. Having this kind of information at their fingertips in near real time improves the consistency of repair orders and maximizes technician time, increasing profitability.

The Chrysler ARO system connects dealership parts inventories to the Chrysler parts ordering system, creating a completely automated parts supply process. Through Reynolds' integration with the ARO system, parts levels and usage are assessed daily and automatically replenished according to each dealership's history of sales. The system enables dealers to better manage their inventory, keeping it aligned with demand and vastly improving the customer experience.

Reynolds has been working with OEMs for over 35 years to guarantee this kind of reliable and efficient data exchange. Through Reynolds Franchise Interface (RFI) services these trusted relationships continue. Through RFI, Reynolds provides extensive points of integration with more than 40 OEM franchises and reaffirms to dealers that in each interface theirs and their customer's data is protected and meets OEM requirements.

"Both of these initiatives underscore Reynolds' history of prioritizing full OEM integration with our DMS systems," explains Bob Schaefer, director of Data Services at Reynolds. "We realize the importance of reliable, efficient and secure communication between dealers and OEMs, and RFI reflects our commitment to improving that communication with secure data transfer options that keep the safety of the information as well as its accessibility our primary concerns."

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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