

Reynolds Confirms Commitment to Real Data Accessibility

DAYTON, OHIO – August 22, 2007 – The Reynolds and Reynolds Company, a leading provider of software and services to automotive retailers, today reaffirmed its position on data security and access. “Accessibility in the real world means ensuring the freedom of dealers to share their data as they wish and accepting the responsibility of keeping that data secure,” states Trey Hiers, vice president of Corporate Marketing at Reynolds and Reynolds. “No dealership management system (DMS) provider can be too cavalier in promoting open accessibility without also guaranteeing appropriate security. The risk is too great and the consequences too severe.”

Reynolds is committed to helping its customers accelerate their businesses with a real solution for sharing data with third parties. Through Reynolds Certified Interface (RCI) and Reynolds Franchise Interface (RFI), dealers benefit from fully supported third-party and OEM interfaces that provide a monitored, reliable and efficient platform for the exchange of data. For dealers, RCI and RFI mean less complication, less risk to their DMS, and, ultimately, less risk to the consumer. For RCI vendors, the program offers the opportunity to better serve customers through an interface that is reliable and secure. RCI vendors benefit from technical assistance and software updates from Reynolds, which keep their business uninterrupted when upgrades and enhancements are made in the DMS.

Rome Technologies is the oldest and largest provider of turnkey collision shop management solutions in the United States, and an RCI certified vendor for both the ERA and POWER dealership management systems. As a long-time partner, Rome Technologies recognizes the value of the RCI program. “The interface we established with Reynolds fills a unique need in the marketplace. We offer a body shop solution that is not available in any DMS application. An interface was necessary and Reynolds did their homework to choose a partner that is the best of the best,” explains Scott Rome, President of Rome Technologies. “This joint project empowers auto retailers with an arsenal of data management tools equal to that of independent collision repair shops. We’re proud to have brought our CompleteShop program into the auto retailing environment through Reynolds’ industry-leading ERA and POWER systems.” Quality interfaces like this reinforce the dealer’s control over access in a secure environment.

“Reynolds has more than three decades of experience building secure points of integration with OEMs and third parties,” says Bob Schaefer, director of Data Services at Reynolds and Reynolds. “We are simplifying the process as much as possible and listening to what our customers have told us is important to them – the ability to easily interact with third party companies that provide valuable services and insight, while not worrying about what that interaction may do to their DMS or how it might compromise their sensitive data.” To that end, Reynolds has been and will continue to invest in protecting the dealers that use the ERA and POWER dealership management systems.

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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