

Reynolds Announces AutoBase Inc. as a Reynolds Certified Interface (RCI) Vendor

DAYTON, OHIO – September 17, 2007 – The Reynolds and Reynolds Company, a leading provider of software and services to automotive retailers, announced today the addition of AutoBase Inc. as a Reynolds Certified Interface (RCI) vendor for the POWER dealership management system (DMS). AutoBase joins the RCI program as a Vehicle Data Transfer (VDT) partner. Vehicle Data Transfer enables dealerships to transmit new and used car inventory data automatically from POWER to their third-party vendor of choice to keep online inventories up-to-date.

AutoBase Inc., based in Plymouth, Minnesota, provides full service data collection and distribution. In addition to online inventory updating services, it offers high quality digital photos, custom window labels, compliant buyers' guides, data distribution, easy-to-use Dealer back-end reporting and pricing tools, plus more. "The service we provide for dealers depends on our ability to easily and consistently extract data from the DMS," explains Steve Johnston, CEO of AutoBase. As an RCI partner, AutoBase is able to access the current inventory report from the dealer's POWER DMS so it can cleanse the data and then update pricing and online inventories. "The dealer can rest assured knowing that the interface is authorized and fully supported by Reynolds and AutoBase," adds Johnston. "This certification gives us the access and reliability we need to best serve our customers."

The Reynolds RCI program balances the need for data security and efficient data accessibility. Reynolds works closely with RCI vendors to ensure that their selected interfaces with Reynolds' DMS systems are consistently reliable, preventing damage to the system and keeping them compliant with legal security and OEM requirements. Reynolds supports RCI vendors with technical assistance and enhancement updates to provide a steady flow of information, regardless of the changes that are implemented in Reynolds' DMS systems. Dealers who choose to do business with RCI vendors benefit from increased control over the specific information third parties are permitted to use, assisting in keeping the dealer's valuable data safe and secure.

"Reynolds is always looking to provide the level of secure data transfer that our customers need and expect," says Trey Hiers, vice president of Corporate Marketing at Reynolds and Reynolds. "We know that one of the top complaints of consumers searching for vehicle information on the Internet is an out-of-date online inventory. AutoBase, as a new RCI vendor, provides another tool to help dealers provide the level of service that will bring long-term consumer loyalty and growth to their business."

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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