

## Dealerships Are Using Interactive Web Site Features from Reynolds to Increase Consumer Engagement and Lead Submissions

*Interactive Features Allow Consumers to Customize and Personalize Their Use of a Dealer's Web site*

**DAYTON, OHIO – Sept. 23, 2009** – Dealers who add consumer interactive features from Reynolds Web Solutions to their [dealership Web sites](#) consistently record an increase in consumers who return to their sites and who make requests for vehicle information. These features, which include Interactive Web Page Designs and Interactive Vehicle Inventory displays, also are additions proven to keep consumers on the site longer and to increase engagement with the site's content.

"Most of us who visit any Web site today both want and expect a personalized online experience," said Trey Hiers, vice president, Corporate Marketing, for Reynolds. "That expectation holds true for a dealership's Web site, too. We developed our Consumer Interactive Inventory and Design display innovations with that in mind. As a result, we've designed our interactive features so that dealerships are able to easily provide consumers with customization options, leading to a better experience for consumers and translating into measurable business results for dealers."

Hiers went on to say that dealerships that incorporate interactive features on their Web site can experience an increase of more than 45 percent in visitors returning to the site and an increase of more than 35 percent in lead submissions.

"It's a significant difference using consumer interactive features on the site," Hiers said.

By adding interactive features to their Web site, dealerships can offer consumers the ability to:

- Choose from a number of different layouts to browse vehicles in a way that is most appealing to them.
- Change the image of the car displayed on the main page of the dealer's site to that of a model they are considering for purchase, already own, or simply happen to like.
- Select a lifestyle-based site theme that appeals to their everyday interests.
- Select a custom background for the dealer's Web site.

Both [Consumer Interactive Designs](#) and [Consumer Interactive Inventory](#) allow consumers to save their customizations so that the dealer's Web site appears with their preferences each time they visit online.

Reynolds Web Solutions from [Reynolds and Reynolds](#) offers dealerships Web site design, search engine marketing and optimization, inventory management, and Internet marketing and sales training – all aimed at helping dealerships gain the best business benefit from their Web presence. Reynolds Web Solutions continues to add new features and offerings for use with its WebMakerX<sup>®</sup> Web sites, including the [Service Portal](#) and [Search Engine Ad Management](#). ([www.reynoldswebsolutions.com](http://www.reynoldswebsolutions.com))

### **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](http://www.reyrey.com))

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