



CarLocate.com Launches New Nationwide Car Search Portal; Making the Experience of Locating a Car Simpler, Easier, and More Effective

“Why you need a car is your business. Finding you one is ours.”

DAYTON, OHIO – Oct. 1, 2009 – CarLocate.com today announced the nationwide launch of its new and used vehicle search Web site designed to offer a better way for consumers to [find a car](#) they want to buy.

“We know that eight out of ten car buyers typically [shop online for a vehicle](#) before visiting a dealership,” said Nicole Case, general manager of CarLocate.com. “We built CarLocate.com from the ground up to optimize the search features on the site and to help consumers locate the car that best fits with what they want to buy. As a result, CarLocate.com can make the experience of locating a car simpler, easier, and more effective.”

CarLocate.com is designed to offer consumers:

- A clean, uncluttered design that’s easy to navigate;
- A single focus on finding the right car;
- More efficient vehicle search features to deliver results more closely tailored to what consumers want; and
- Easy-to-use tools to narrow searches across more than a dozen specific attributes – location, car model, engine type, price, miles per gallon – or search on several attributes simultaneously.

The CarLocate.com Difference

Cars found on CarLocate.com are loaded automatically from participating dealerships across the country that use a [Reynolds and Reynolds dealership management system](#) to operate their business. Reynolds long has been recognized in the market as a leading provider of software, services, and business forms to help dealerships better serve their customers.

“Since the 1920s, Reynolds has served the nation’s dealerships – from business forms to technology to the Web,” said Trey Hiers, vice president of Corporate Marketing at Reynolds and Reynolds. “We’re not just another media company or Internet start-up looking for a way to replace classified ads or clicks, like many of the car sites out there today. We know both automotive retailing and technology inside and out. Now, with CarLocate.com, we’re applying our knowledge directly to a key part of auto sales – the car-buying experience for consumers.”

Hiers also noted that the scope of dealerships served by Reynolds – from well-known dealership groups across the country to familiar local dealerships – gives CarLocate.com the opportunity to put an exceptionally large number of cars in front of consumers and more choices for finding the car most likely to match an individual consumer’s needs.

“We’ve seen a strong initial response from dealers to CarLocate.com, which is especially encouraging in this economy,” he said. “Already, nearly 3,500 dealerships have signed on to use the site.”

Case added: “We realize there are bigger names on the Web for automobile search sites. But, only CarLocate.com has the advantage of the Reynolds heritage of serving automobile dealerships and knowing what their customers want in buying a car. It’s that advantage that influences everything we do at CarLocate.com and the single-minded approach we’ve taken to helping you find a car.”

Northwood Auto Show

The nationwide launch of CarLocate.com coincides with the 46th annual [Northwood University International Auto Show](#), Oct. 2-4, where CarLocate.com is one of the featured booths. The show, which is billed as the largest outdoor auto show in North America, expects to draw some 50,000 visitors throughout the three-day event.

Connecting with CarLocate.com

CarLocate.com can also be found on:

- Facebook: <http://www.facebook.com/carlocate.com>
- Twitter: <http://www.twitter.com/carlocate>
- YouTube: <http://youtube.com/user/carlocate>
- www.carlocate.com or e-mail info@carlocate.com

#

About CarLocate.com

CarLocate.com combines the best in search technology with the best in site design to make the experience of locating and buying a car simpler, easier, and more effective. With CarLocate.com, anyone can quickly search new and used cars from thousands of dealerships, conveniently narrowing their search by a dozen criteria until they locate the car they want to buy. CarLocate.com is a part of The Reynolds and Reynolds Company.

About Reynolds and Reynolds

Reynolds and Reynolds was founded in 1866 as a business forms printer and began serving automotive dealerships in 1927. Today, Reynolds is recognized as a leading provider of automobile dealership software, services, and forms that help dealerships serve more customers more effectively. (www.reyrey.com)

Media Contact:

Tom Schwartz

Office 937-485-8109

Mobile 937-269-9569

Thomas_schwartz@reyrey.com