

Digital Web Experts from Reynolds and Reynolds to Speak at Digital Dealer Conference

Reynolds Web leaders to offer tips to help dealerships realize greater benefits from their Web presence, including better lead generation and increased market share

DAYTON, OHIO – Oct. 13, 2009 – The Reynolds and Reynolds Company today announced that several members of the leadership team for Reynolds Web Solutions will deliver Web analysis and customer relationship management talks at the [7th Digital Dealer Conference and Exposition](#) to be held Nov. 1 – 3 in Nashville, Tenn.

- **Al Carl** and **Heather Hansson**, both with [Reynolds Web Solutions](#), will lead a discussion on how dealers can use Web analytics to improve their Web marketing efforts and realize the full potential of their Web sites. Carl is a top 5-rated returning speaker from Digital Dealer's April 2009 conference.
- In addition, Reynolds Web Solutions' **Josh Muller** will lead a workshop on differentiating your dealership with Web 2.0 interactive features.
- **Matt Clark**, an e-Business consultant with [Reynolds Consulting Services](#), will lead a session on building stronger customer relationships through the Internet.

"In today's economic climate and rapidly changing marketplace, dealers are realizing the impact that the Internet can have on the success of their business – from finding new customers, to building stronger relationships with current customers, to reducing expenses in their dealership," said Nicole Case, director of Reynolds Web Solutions. "I expect the presentations at the Conference will help dealers gain better insight into how they can harness the Web to improve business and attract more customer leads so that when the economy turns, they are in the best position to seize opportunities and find success."

[Reynolds Web Solutions](#) offers dealerships Web site design, search engine marketing and optimization, inventory management, and Internet marketing and sales training to help dealerships gain the best business benefit from their Web presence. Reynolds Consulting Services, one of the most comprehensive and thorough consulting practices in the automotive industry, offers a fresh perspective on common challenges encountered in the dealership.

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)

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