

Reynolds Web Solutions Launches Mobile Marketing Solution to Help Dealerships Extend Their Reach with Consumers

Mobile Solution Enables Dealers to Offer Text Messaging and Mobile-friendly Web sites as Additional Ways Consumers Can Connect with the Dealership's Products and Services

DAYTON, OHIO – Oct. 30, 2009 – [Reynolds and Reynolds](#) today announced that Reynolds Web Solutions has launched a mobile marketing solution for dealerships using its [WebMakerX® Web sites](#). The mobile solution from [Reynolds Web Solutions](#) enables dealerships to incorporate mobile phones as a marketing channel. By integrating with the dealership's existing marketing efforts, mobile marketing provides another easy and cost-effective way for dealerships to extend the reach of their advertising to consumers.

"For the last ten years or so, dealers have been building their online presence through their Web sites to market to consumers sitting at home in front of their computers," said Trey Hiers, vice president of Corporate Marketing for Reynolds. "Now, as new mobile devices emerge that allow consumers to browse the Internet on their phone, consumers also will expect dealers to have mobile-friendly Web sites. We've introduced this innovative tool for mobile marketing to help dealers offer content rich, mobile-friendly Web sites and provide another way for dealers to connect with consumers on their time and in their preferred form of communication."

Dealers can choose from a number of options within Reynolds Web Solutions' mobile marketing solution:

- **Short Code Marketing** enables dealerships to establish marketing campaigns that invite consumers to send text messages to the dealership to receive more information about a specific product or service.
- **Mobile Re-direct** presents consumers using a "smartphone" with a mobile-friendly rendering of the dealership's Web site on their phone.
- **Send-2-Mobile** enables consumers to receive on their mobile phones specific vehicle information directly from inventory listings on the dealership's Web site.

With the mobile marketing solution, dealerships will be able to quickly and easily integrate mobile marketing campaigns into advertisements and promotions they may already be doing. As consumers request information from the dealership via the mobile solution, dealership personnel can receive instant alerts. Sales leads from mobile devices also can be integrated into the dealership's customer relationship management (CRM) tool.

Reynolds Web Solutions mobile marketing solution is powered by Gumiyo's mobile marketing platform.

"We're pleased that Reynolds Web Solutions has chosen the Gumiyo platform as the foundation for their mobile solution for dealerships," said Shuki Lehavi, president of Gumiyo. "Together, we can offer dealerships a way to easily extend their business into the mobile space, which can enhance and improve consumers' mobile experience with the dealer's business and lead to more sales."

[Representatives from Reynolds Web Solutions](#) will be on hand to demonstrate Reynolds' mobile marketing solutions at the Digital Dealer Conference scheduled for Nov. 1-3 in Nashville, Tenn.

Reynolds Web Solutions 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. (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)

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