

Reynolds Announces e-autobusiness as a Certified Interface Vendor

DAYTON, OHIO – December 6, 2007 – The Reynolds and Reynolds Company, a leading provider of software and services to automotive retailers, today announced the addition of e-autobusiness, LLC as a Reynolds Certified Interface (RCI) vendor for the ERA[®] Dealership Management System (DMS). As an RCI vendor, e-autobusiness and its customers benefit from a highly efficient and seamless exchange of information in a secure interface that is fully supported by Reynolds and e-autobusiness.

Headquartered in Charlotte, N.C., e-autobusiness provides Customer Relationship Management (CRM) solutions for automotive retailers nationwide for every profit center in the dealership. RCI certification is an important addition for e-autobusiness as they strive to provide quality service for their customers.

“Having a certified two-way connection to the Reynolds DMS will undoubtedly be more reliable for our customers,” explains Christian Thornton, managing director of e-autobusiness. “The experience our customers have with our company relies on that connection, and those customer relationships are too valuable for us not to invest in a solid interface.”

The Reynolds RCI program was established to provide real data security and efficient data accessibility for dealers working with third-party vendors. Through a structured certification process, RCI vendors establish specific interfaces with Reynolds’ DMS systems that are consistently reliable, prevent damage to the dealer’s DMS, and help keep dealers compliant with legal security 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 do business with RCI vendors have total control over the information that third parties are permitted to use, keeping valuable data safe and secure.

“We know just how important data security is to the consumer,” says Trey Hiers, vice president of Corporate Marketing at Reynolds and Reynolds. “In a recent Tablus study (August 2007, Data Loss and Consumer Brand Impact Survey) ninety-six percent of consumers surveyed said that a company’s highest priority should be protecting customers from data breaches. With the addition of e-autobusiness to our already stellar group of RCI vendors, we are helping dealers achieve that level of trust with their customers, leading to immeasurable brand value for the dealer.”

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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