

## Reynolds' Contact Management Approved for the Audi Lead Disposition Program

**DAYTON, OHIO – December 23, 2008** – The Reynolds and Reynolds Company today announced that its ERA® Contact Management and Lead Management solutions have both been approved for the Audi Lead Disposition Program. Now, Audi dealerships using either Contact Management or Lead Management from Reynolds are able to seamlessly receive Internet sales leads directly from Audi's online marketing sources. As dealers record the actions taken on those leads, their status also will be automatically sent to Audi.

"As manufacturers and their dealers continue to shift marketing efforts to online sources and away from newspaper advertising, the ability to receive Internet sales leads becomes even more critical," said Jon Strawsburg, vice president of Product Planning for Reynolds. "By participating in the Audi Lead Management Program, Reynolds is helping Audi dealers more effectively receive and respond to Internet leads from their manufacturer."

Audi dealerships using Contact Management or Lead Management are now able to:

- Obtain Internet leads directly from the manufacturer.
- Integrate Internet leads into their daily prospect and follow-up processes.
- Respond more consistently to consumers' Internet requests for vehicle information.
- Eliminate the need for manual processes to report lead status information back to the manufacturer.

"One of the main goals of the Audi Lead Disposition Program is to help dealers in our network better measure their marketing dollars and the effectiveness of their online sales process," said Marcel Aslund, department manager for Online/CRM/Collateral, Audi Marketing. "We're pleased that Reynolds has enhanced their solutions so dealers can more easily receive and manage leads from our digital marketing sources."

Moreover, by receiving more timely lead status information from dealerships, Audi is in a better position to monitor and manage its overall digital marketing strategy.

Contact Management from Reynolds is one of the most comprehensive and widely-used customer relationship management (CRM) tools for dealerships. Currently, more than 3,500 dealerships rely on the solution to strengthen customer relations and maximize dealership profitability.

### 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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