

**ERA**

**U.S.**

MAKING  
**BUSINESS**  
BETTER.



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**Versatile Design.  
Spirited Performance.  
Legendary Comfort.**

The **ERA System**

# ERA XT and ERA XTD

## **Reynolds Dealership Engines are meticulously designed to make your business more efficient and more profitable.**

The versatility of ERA offers industry-proven standard equipment to confidently manage dealership operations, with optional accessories to make the experience truly your own. A management reporting dashboard system provides a driving experience like no other. And when it comes to service and support, relax in the legendary comfort of Reynolds' best-in-class care.

Whether you choose ERA XT, the in-house server solution, or our ERA XTD, the hosted solution, we offer choices to best fit your dealership needs.

## **Versatile Design.**

The standard equipment within ERA is second to none. Built on a single name file, this system delivers insight into your business and into customer value so you can make informed decisions and grow profitably. From here, you can customize your programs throughout the dealership with Reynolds' extensive choice of accessories, or by integrating secure third-party solutions.

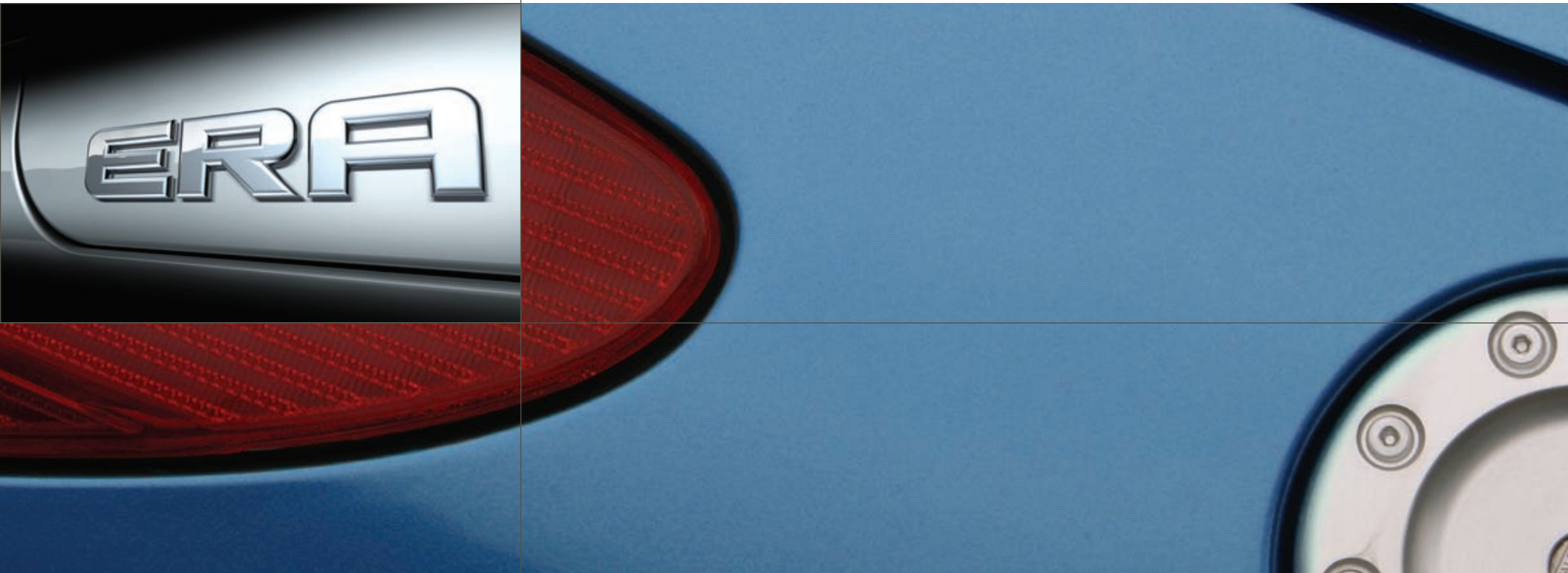
## **Spirited Performance.**

New capabilities and solutions put you in command of unprecedented potential. Navigate the road with ease via dynamic applications to build CRM programs, more effectively manage inventories, and improve data integrity and security. ERA offers proven return on your investment and the ability for you to focus on the road ahead.

## **Legendary Comfort.**

Reynolds sets the benchmark for service and support. So not only can you expect the highest levels of knowledge and response, you have the option of additional services that offer a whole new level of comfort. With ERA XTD, you can sit back and relax with fully hosted services to manage hardware, software, and networking for you. You'll enjoy a whole new level of business continuance as your data travels to and from your dealership from a proactively monitored hosting center over secure, reliable highways.

**ERA XT and ERA XTD. A realm of possibilities,  
in an exceptionally easy-to-use system. You'll  
wonder how you ever managed without it.**



# Pure Excitement.

## Take control of the road with a clear view of your business.

ERA gives dealership management near real-time intelligence with streamlined ease. Onscreen Financial Statements provide a clear perspective by using on-demand analytics. Drill into your trial balance or account detail to better manage Financial Statements from any OEM. You'll be impressed by the experience! It's one powerful engine that's guaranteed to excite!

As an optional application, Advanced Reporting 2.0 transforms raw data into smart decisions. Access a consolidated General Ledger, build departmental DOCs, and use at-a-glance dashboards to better manage your dealership's performance. Build and run reports that fit your business. Manage deal status, inventory, sales, trends, service operations, and gross profit—wherever you need to go, ERA will take you there.



“Reynolds Onscreen Financial Statements is easy to use. It is a powerful tool that has greatly assisted us in our month-end close process. Before, I would have had to print the statement, make corrections, print the statement, make corrections, repeating as many times as necessary. Now, I just click and go. If I find any errors, it is so much quicker to fix because it is all visible for me onscreen.”

**Laurie Haedtler, Office Manager**  
Oak Lawn Toyota, Oak Lawn, IL

The screenshot displays a financial statement for GM. The interface includes a header with the GM logo and a table with columns for various financial metrics. The table is color-coded with green and red headers. The data rows show various line items with their respective values.



“Advanced Reporting software is absolutely amazing! It has made our managers’ jobs easier by giving them real-time information to make better business decisions. Advanced Reporting is so easy to use. It is so intuitive and information is much easier to find. It makes the task of building reports a breeze. The departmental DOCs with quick drill down capability are so powerful. We have increased efficiency in all departments. My managers love it.”

**Larry Thomas, Systems Director**  
Lexus of Tulsa, Tulsa, OK

The screenshot shows a 'Daily Operating Control' report in the Advanced Reporting software. The report includes a table with columns for Department, DOC, and various financial metrics. Below the table, there are sections for 'New Vehicle Cost' and 'Daily Operating Control' with their respective data tables. The interface is clean and professional, with a navigation menu on the left.

# Smooth Handling.

# Distinctive Styling.

**ERA redefines how a DMS delivers CRM and fuels performance in Sales and F&I to maximize customer satisfaction and dealership profitability.**

Using a single name file, the unique standard equipment in ERA simplifies the way each customer's information is captured and available across your business for informed decision making. And a single calculation engine drives matching payments across ERA applications.

- Help ensure professionalism and increase the speed of serving your customers while managing compliance.
- Handle F&I operations with a comprehensive financing tool and 24/7 on-demand access to current F&I forms and services.
- Gain a quick and comprehensive picture of your customer's credit history with tools from CreditMaster® that help you evaluate credit and risk.

Reynolds' optional equipment for Sales and F&I provides tools to help you maximize the value of every transaction while making the right impression.

- Grow vehicle sales revenue by increasing relevant traffic to your Web site and generating more qualified leads with WebMakerX®—designed to integrate with your DMS regardless of provider.
- Eliminate the need to work with multiple, non-integrated solutions to accomplish your CRM goals through Contact Management—a single, comprehensive solution with proven return on investment that drives efficiency into the sales process.
- Shorten customer buying cycles, attract desirable trades, and increase your gross profits with Equity Calculator.
- Quickly and accurately calculate and present finance, lease, and cash payment options with Desking.



- Access multiple book sources instantly using Vehicle BookOut in Desking. View Black Book®, Kelley Blue Book®, and/or NADA Official Used Car Guide® on one screen side-by-side. Determine the market value for your entire pre-owned inventory with a few clicks.
- Increase back-end gross profit, manage compliance, and improve your customer's transaction with F&I Menus.
- Focus more on servicing customers and less on handling paperwork with F&I eForms—laser printing, on-screen forms disclosure, and electronic signature capture.
- Automate vehicle reconciliation for complete accountability of your inventory from the time the vehicle arrives to the completion of the sale with Vehicle Bar Code.

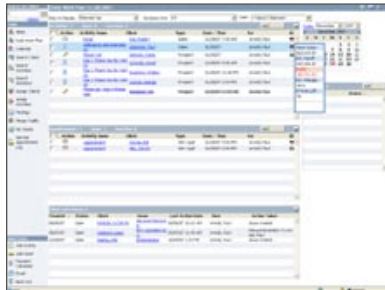
# SALES and F&I

## SOLUTIONS

### Spirited Performance.



Dealerships switching to WebMakerX from another Web site provider average a 41% increase in lead conversion.



Dealerships using Contact Management average a 4% increase in Units Sold, a 3% increase in Gross Profit per Unit, and a 10% increase in Total Service Revenue. To an average dealership this could mean an incremental \$300,000 gross profit.



Dealerships using F&I Menus average a 44% increase in back-end gross profit per deal.

CREDITMASTER® ACCESS	<input checked="" type="checkbox"/>
F&I MANAGEMENT AND FORMS LIBRARY	<input checked="" type="checkbox"/>
VEHICLE INVENTORY MANAGEMENT	<input checked="" type="checkbox"/>
BDC IMPLEMENTATION CONSULTING	<input type="checkbox"/>
CALL TRACKING	<input type="checkbox"/>
COMPUTERIZED VEHICLE REGISTRATION (CVR) INTEGRATION	<input type="checkbox"/>
CONTACT MANAGEMENT	<input type="checkbox"/>
DEALERTRACK® DEALTRANSFER AND EContracting INTEGRATION	<input type="checkbox"/>
DESKING	<input type="checkbox"/>
DRIVER'S LICENSE SCAN	<input type="checkbox"/>
EQUITY CALCULATOR	<input type="checkbox"/>
F&I eFORMS	<input type="checkbox"/>
F&I MENUS	<input type="checkbox"/>
POWER INFORMATION NETWORK (PIN) REPORTS	<input type="checkbox"/>
ROUTEONE® ONLINE CREDIT APPLICATIONS INTEGRATION	<input type="checkbox"/>
SHOWROOM MANAGEMENT CONSULTING PACKAGE	<input type="checkbox"/>
VEHICLE BAR CODE	<input type="checkbox"/>
VEHICLE BOOKOUT	<input type="checkbox"/>
VEHICLE SPECIFICATIONS & STANDARDIZATION	<input type="checkbox"/>
VOICE OF THE DEALER POWERED BY CALLCOMMAND®	<input type="checkbox"/>
WEBMAKERX®	<input type="checkbox"/>

Standard ERA XT/XTD Equipment  
 Optional ERA XT/XTD Equipment

# Precision Tuning.



**ERA accelerates your dealership's profit potential in parts and service by plugging profit leaks, increasing revenue-generating recommended services, and improving productivity.**

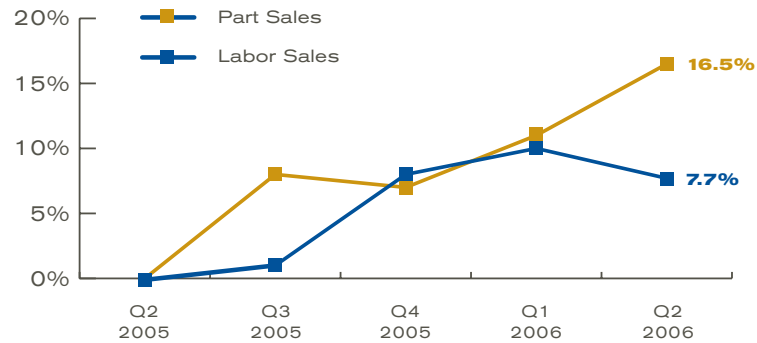
Rich standard equipment helps you:

- Boost profits by identifying upsell opportunities.
- Measure technician and shop productivity.
- Increase billing accuracy.
- Manage service appointments and improve customer satisfaction by minimizing wait time and reducing overbooking.
- Manage optimum inventories.
- Generate purchase orders and control purchase receipt to protect cash flow.
- Leverage vehicle and customer history.
- Automate manual rental and billing processes with Enterprise Rent-A-Car ARMS® integration.

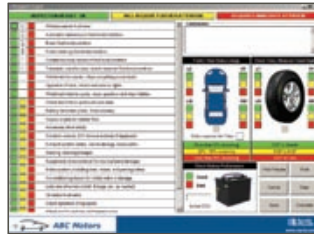
Reynolds dealership accessories for parts and service help you build your operations and customer retention programs to reflect your business goals.

- Greet customers immediately, uncover more services based on the customer's needs, and help ensure a consistent write-up process with every advisor by using Service Sales Kit.
- Provide service estimates to your customers that exactly match the final invoice with Service Price Guides. This helps to build trust with customers and reduce policy discounts.
- Profitably compete with mass merchandisers, meet on-time guarantees, and automatically separate financial information on quick service business for each OEM, with One-Step Service.
- Complete more service jobs in less time by eliminating time-consuming steps in the vehicle repair process with Technician Dispatching for effective shop loading, smart dispatching, and managing repair status.
- Check-in parts and complete physical and perpetual inventories in half the time for faster availability and greater accuracy with Parts Barcoding Inventory Management.
- Increase your effective labor rate, revenue, and upsell opportunities with automatic point-of-sale and one-to-one print marketing campaigns with IntelliPath®.

## Spirited Performance.



Dealerships that use Service Sales Kit increase their part sales by 16.5% and their labor sales by 7.7% year over year.  
2006 Reynolds Market Research Study



“With Service Sales Kit...our customer satisfaction went up 7%. Even more impressive than that are our increases in revenue through service:

- 20.99% increase in labor sales,
- 7.16% increase in parts sales,
- 23.4% increase in technician hours.”

**Fran Cox, CFO**

**Bill Fox, Fixed Operations Director**

*Apple Tree Honda, Fletcher, NC*

# FIXED OPERATIONS SOLUTIONS

ENTERPRISE RENT-A-CAR ARMS® INTEGRATION	<input checked="" type="checkbox"/>
PARTS INVENTORY	<input checked="" type="checkbox"/>
PARTS INVOICING	<input checked="" type="checkbox"/>
PURCHASE ORDERS	<input checked="" type="checkbox"/>
SERVICE INVOICING	<input checked="" type="checkbox"/>
SERVICE MERCHANDISING	<input checked="" type="checkbox"/>
ELECTRONIC PARTS CATALOG	<input type="checkbox"/>
FACTORY PARTS MASTERS	<input type="checkbox"/>
FIXED OPS OPTIMIZATION CHECK (CONSULTING)	<input type="checkbox"/>
INTELLIPATH®	<input type="checkbox"/>
LABOR TIME GUIDES	<input type="checkbox"/>
ONE-STEP SERVICE	<input type="checkbox"/>
PARTS BARCODING INVENTORY MANAGEMENT	<input type="checkbox"/>
PARTS BARCODING POINT OF SALE	<input type="checkbox"/>
SERVICE PRICE GUIDES	<input type="checkbox"/>
SERVICE PRICE GUIDES MAINTENANCE MENUS	<input type="checkbox"/>
SERVICE SALES KIT	<input type="checkbox"/>
TECHNICIAN DISPATCHING	<input type="checkbox"/>

Standard ERA XT/XTD Equipment  
 Optional ERA XT/XTD Equipment

# Unsurpassed Reliability.

**ERA enables your Business Office to manage daily operations with ease and reliability.**

Rich standard equipment helps you:

- Constantly monitor cash balances to help make sure daily expenses are covered.
- Spot trends using historical data, and use the knowledge to intelligently guide strategic and financial direction.
- View centralized customer, employee, and vendor data in a single glance.
- Automate manual processes to save valuable time and maximize employee efficiency.

Reynolds dealership accessories for the Business Office help you streamline operations so productivity soars and costs plummet.

- Easily allocate expenses across multiple dealerships.
- Put more money in your pocket sooner by communicating sales and warranty claims faster to your OEM.
- Automate timekeeping, payroll deposits, and wage reporting to improve accuracy and timeliness.
- Strategically manage and easily navigate all of your vital employee-related information with Human Resource Management.
- Reduce employee turnover rates and increase productivity by hiring the right people at your dealership with TestFirst Hiring.
- Make document storage and retrieval more efficient, secure, and less costly with Electronic Document Management.



**Reynolds dealership accessories help you streamline operations so productivity soars and costs plummet.**

**Reduce risk, reduce maintenance time, and reduce future hardware investments.**

# Cruise Control.

With ERA XTD, you can sit back and relax with your technology in cruise control. You'll enjoy better control over the safety and security of your data because ERA XTD takes the worries out of keeping data live, backed-up, and stored in your dealership. "On-Demand" hosting services offer managed hardware, software, and networking. Reduce risk, reduce maintenance time, and reduce future hardware investments.

## BUSINESS & EMPLOYEE

### MANAGEMENT SOLUTIONS

1099 TRACKING AND REPORTING	<input checked="" type="checkbox"/>
8300 TRACKING AND REPORTING	<input checked="" type="checkbox"/>
ACCOUNTING/CENTRALIZED ACCOUNTING	<input checked="" type="checkbox"/>
ACCOUNTS PAYABLE	<input checked="" type="checkbox"/>
ACCOUNTS RECEIVABLE	<input checked="" type="checkbox"/>
CASH RECEIPTS	<input checked="" type="checkbox"/>
PAYROLL	<input checked="" type="checkbox"/>
ONSCREEN FINANCIAL STATEMENTS	<input checked="" type="checkbox"/>
ADVANCED REPORTING 2.0	<input type="checkbox"/>
DCS (FACTORY COMMUNICATIONS)	<input type="checkbox"/>
DIRECT DEPOSIT	<input type="checkbox"/>
ELECTRONIC DOCUMENT MANAGEMENT	<input type="checkbox"/>
ELECTRONIC WAGE REPORTING	<input type="checkbox"/>
FINANCIAL STATEMENT SERVICES	<input type="checkbox"/>
HUMAN RESOURCE MANAGEMENT	<input type="checkbox"/>
KODATA SOLUTIONS	<input type="checkbox"/>
INTERCOMPANY ENTRIES (ICE)	<input type="checkbox"/>
TESTFIRST HIRING	<input type="checkbox"/>
TIMEKEEPING	<input type="checkbox"/>
VARIABLE OPTIMIZATION CHECK (CONSULTING)	<input type="checkbox"/>

Standard ERA XT/XTD Equipment  
 Optional ERA XT/XTD Equipment

# Reynolds Dealership Services.

Reynolds sets the benchmark for service and support. Expect the highest levels of knowledge and response because our routine maintenance is proven best-in-class. Scheduled maintenance keeps your engine running smoothly. Choose from industry-leading consulting and training services, like virtual, hands-on, live training over the Web via ERA 'Net Interactive classes or one-to-one training via the Distance Learning Center. No matter what your destination, we'll get you there in record time.

## Routine Maintenance

Reynolds University (RU) Online offers hundreds of classes for both new employees and seasoned veterans. ERA 'Net Interactive Training helps new employees become productive, while ERA 'Net Enhancement Seminars increase experienced employees' system utilization and knowledge. RU Online also offers an ERA Dealer Overview class – providing dealers an understanding of system processes and management reports to make better informed business decisions.

There's so much beyond the horizon. Improve gross profits, closing ratios, and hours per RO. Increase service traffic and employee productivity. What road do you want to travel?

- Generate as much as \$30,000 in added recall and campaign work—or save \$26,000 in sales commission over-payments in just one year with an ERA Optimization Check.
- Achieve 95% parts ordering accuracy by maximizing processes through Parts Performance Management Consulting.
- Decrease customer wait time in the service lane by up to 20% with Fixed Operations Consulting.
- Improve closing ratios and sales with Business Development Implementation Services. See a 15% increase in used car sales or a 10% increase in repair orders with a \$17 average increase per RO. Or, the Reynolds Virtual Customer Care Center can do the work for you as your dealership's Business Development Center.

- Increase customer vehicle repurchases or lease renewals by 10-20% with an Owner Loyalty Event.
- Put your customers at ease in the sales process and sell more cars using Reynolds Desk Management Consulting.
- Jump-start Internet sales, appointment ratios and shows, and post-demo write-ups with eBusiness and CRM Consulting.
- Increase marketing effectiveness, better comply with rising regulatory requirements, increase CSI, and reduce unneeded costs with Name File Services.

"In the first 4 months of 2007, the BDC has contributed more than \$448,000 in new and used car gross and F&I. This department has achieved an 11% closing ratio to all contacts. It averages better than a 70% appointment kept ratio and more than a 50% ratio of sales to kept appointments. By all measure, the BDC has helped us retain our existing customers, conquest new phone and Internet buyers, while providing a pleasant and consistent buying experience for our customers. The rapid growth and success of the BDC is attributed to our excellent employees, as well as the business plan and Reynolds Consulting Services."

**Lawrence S. Searcy, Jr., Operations Manager and General Counsel**

*Walker Automotive, Alexandria, LA*

### **Scheduled Maintenance**

Always within reach, RU Online is your roadmap to better performance, with hundreds of classes and personalized training plans for your employees.

Service doesn't stop there. Online Support is always available and covers 15,000 topics of information. If you have a non-critical service request, you can go online to submit a Service Event Ticket. Or, if you prefer, our best-in-class Technical Assistance Center provides the highest levels of service and response to your call in the industry.

What's new is added service from Reynolds Field Engineers. Each field engineer is equipped with vans stocked with hardware-related parts, and better communications tools for faster response and parts ordering to speed-up problem resolution.

### **Finance Options**

Reyna Capital Corporation puts you on a care-free journey of system ownership. Whether you are financing a system purchase today, or adding new solutions to an existing Reyna lease, you'll enjoy fixed interest rates and level monthly payments for the entire lease term, with less cash outlay at the time of the transaction. With Reyna, you can:

- Reduce your down payment when compared with traditional bank financing. Banks typically require a 10-20% down payment for equipment purchases. Reyna requires only two payments in advance. This option frees up cash for other areas of your business.
- Reduce up-front incidental costs, such as sales tax or installation charges, by including them as part of your lease vs. up-front out of pocket costs.

**Versatile Design.  
Spirited Performance.  
Legendary Comfort. It's  
your business, and your  
choice.**

- Lower monthly payments—with a Reyna lease, you pay only for the use of the equipment. At the end of your lease term, you can exercise the purchase option, upgrade to a new solution, or return the equipment.
- Protect yourself—insurance coverage is included as part of your lease and is for full replacement with only a \$1,000 deductible.
- Simplify tax planning—Reyna retains equipment ownership, so in many cases, payments may be deducted as a cost of doing business, reducing your tax liability. Please consult your tax professional.

MAKING  
**BUSINESS**  
BETTER.

For more information, contact your Reynolds  
Account Manager or call 800.767.7879.

[WWW.REYREY.COM](http://WWW.REYREY.COM)



MAKING **BUSINESS** BETTER.