

Reynolds and Reynolds Announces Certification for GM Service Lead Management

*Reynolds Customers Using either Contact Management or Lead Management
Now can Manage GM Leads for New and Used Vehicles, as well as Parts and Service*

DAYTON, OHIO – December 11, 2008 – The Reynolds and Reynolds Company today announced certification for its ERA[®] Contact Management and Lead Management solutions for General Motors (GM) Lead Management, under the new GM “OneSource” lead distribution program that now includes parts and service lead information. As a Certified Lead Management & Integration Partner for the “OneSource” program, Reynolds is able to electronically receive, process, and manage GM leads for its Contact Management and Lead Management customers and report back to GM the status and disposition of those leads.

With Reynolds’ certification in the GM “OneSource” program, dealerships using either Contact Management or Lead Management will be able to receive more comprehensive information about consumers who are requesting information and their vehicles of interest, enabling dealerships to provide more detailed and personalized responses to consumers. Dealers will receive leads from the Internet for new and used vehicles, as well as for parts and service.

In addition, GM will be automatically provided with lead response data from either the dealer’s Contact Management or Lead Management systems to allow GM to monitor and manage the effectiveness of the overall program.

The GM “OneSource” lead distribution program is managed by SCI Ltd., who recently revised the Certified Lead Management & Integration Partner program for GM. Reynolds’ certification required rigorous testing and adherence to the STAR (Standards for Technology in Automotive Retail) Program from the Automotive Industry Action Group (AIAG). Reynolds is one of the largest companies participating in this GM program.

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)