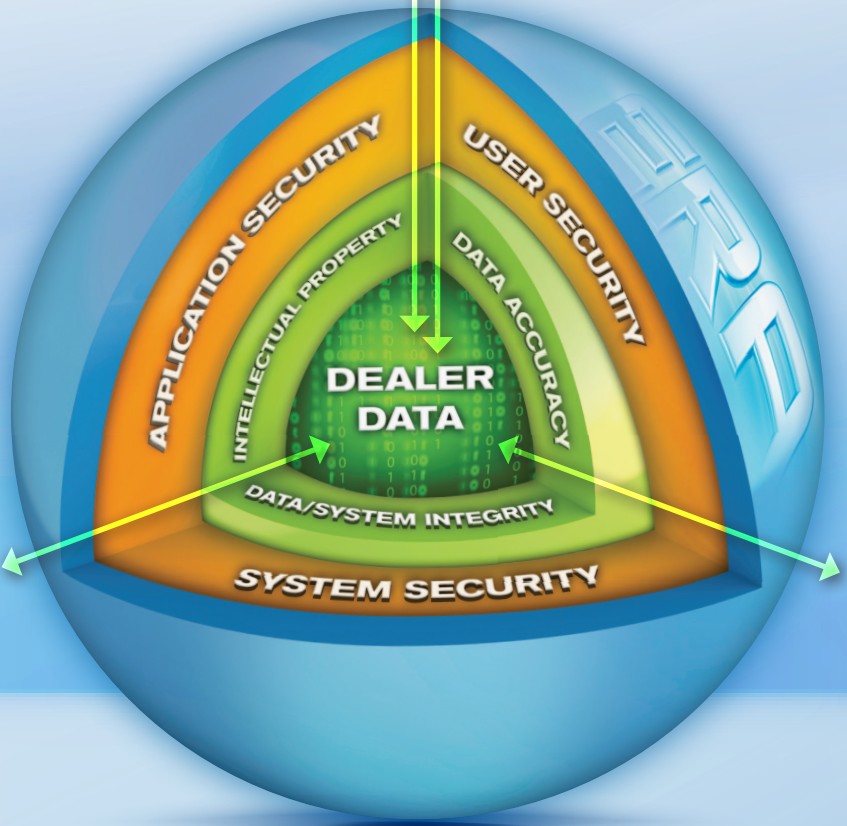
Reynolds Data Management Overview

Reynolds Franchise Interface (RFI)

Secure bi-directional OEM communications.

Reynolds Certified Interface (RCI)

A secure, encrypted interface for non-Reynolds software providers to have supported integration with ERA®.



ERA Core Reporting

Options to perform transactions with ERAccess and create management reports with Report Generator.

Automated Vehicle Inventory Download

Options to move vehicle data and/or pictures at the dealer's discretion.

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