

Reynolds and Reynolds and BMW Group Canada Announce New Agreement; Reynolds Continues as Exclusive DMS Provider to Canadian BMW and MINI Retailers

DAYTON, OHIO – Feb. 14, 2010 – Reynolds and Reynolds announced today the company has extended its relationship with BMW Group Canada as the exclusive provider of dealership management systems (DMS) and related products and services to all BMW and MINI automotive retailers across Canada. Reynolds first entered into an exclusive agreement with BMW Canada in 2001. Currently, BMW Canada serves 40 BMW retailers and 26 MINI retailers across the country.

“The entire Reynolds Canada team is extremely proud of this relationship and the opportunities we have to contribute to the success of BMW in Canada,” said Alain Sabbah, vice president of Sales for Reynolds and Reynolds Canada. “Especially as the industry recovers from the recent downturn, we expect to build on this foundation as we continue to help BMW and MINI retailers in Canada serve their customers more effectively and profitably.”

Under the agreement, BMW Group Canada will continue to offer the Reynolds ERA[®] DMS exclusively to all its BMW and MINI retailers. BMW and MINI retailers also will have access to a dedicated, toll-free support number at the Reynolds Technical Assistance Center, a dedicated support team, and comprehensive reporting from the DMS of activity across the entire retail network.

Sabbah added that BMW Canada continues to lead as one of the most integrated OEM’s in Canada and has used the ERA system to create highly streamlined retailer-to-manufacturer communications in the Canadian market. “We’re pleased to have played a role with BMW in reaching this level of integration, which yields real benefits for BMW, their retailers, and BMW customers. We look forward to working with BMW to help sustain this leadership.”

Reynolds and Reynolds continues to be the only DMS provider in Canada with exclusive OEM partnerships.

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. In Canada, Reynolds is the dealership management system market leader and has operations in Mississauga, Ontario, and Montreal, Quebec. The company has operated continuously in the Canadian market for more than 45 years. Reynolds and Reynolds is headquartered in Dayton, Ohio, with other major U.S. operations in Houston and College Station, Texas, and Celina, Ohio. (www.reyrey.com)

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