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## RouteOne & MaximTrak Announces Integration Partnership

*Farmington Hills, Michigan, October 9, 2006* - RouteOne LLC and Maxim Automotive Products LLC, announced today that they have partnered in an effort to provide RouteOne and Maxim's shared dealership customers a fully integrated F&I Menu System in order to drive profits, aid compliance, and increase efficiency within the finance department.

MaximTrak is currently the only independent F&I Menu System that integrates with both RouteOne and major DMS providers; thereby eliminating the need for data entry into multiple systems. The partnership enables proper data flow within the dealership, which saves business managers a significant amount of time on each transaction.

"Dealers told us that they needed a process that would truly impact the customer experience at their dealerships and that they needed to be able to replicate that experience on every transaction" said Jim Maxim, President of Maxim Automotive. "Furthermore, dealers needed an application that was fast, easy-to-use, and one that was integrated into all of the mission critical applications on the sales floor."

With MaximTrak, F&I Managers have a quick and easy way to manage their F&I Department. MaximTrak generates and retains all of the F&I Menus, Customer Applications, Credit Reports, and Management Reports within MaximTrak, making it a central library for the Business Office.

Using MaximTrak, F&I Managers can pull a deal from their DMS and create an F&I Menu and customer application simultaneously. They can then use the RouteOne integration to export the application to RouteOne, which enables users to submit the application to RouteOne's industry leading finance source network. This process and powerful integration saves time and creates a better workflow for users on each transaction.

"The partnership with Maxim Automotive offers RouteOne's dealership customers another choice for crucial technology that positively impacts their Finance Departments. The MaximTrak system helps address important compliance and customer service hurdles while creating a sustainable process within the dealership to increase profitability. We're very excited about this integration."

### **About RouteOne**

Established in April, 2002, RouteOne LLC is a joint venture formed by DaimlerChrysler Financial Services, Ford Motor Credit Company, GMAC, and Toyota Financial Services to deliver vastly improved efficiencies in the credit application process for automobile dealers, their customers and participating finance institutions. The joint venture is developing a web-based system that will enable dealers and all their finance sources, including banks and other financial institutions, to manage the credit application and consumer financing process online. More information is available at [www.routeone.com](http://www.routeone.com).

### **About Maxim Automotive**

MaximTrak, a division of Maxim Automotive Products LLC, designs, develops and deploys advanced technologies to help automotive retailers manage and improve profitability and compliance within sales and finance departments. With over 25 years of experience servicing automotive dealers, Maxim Automotive works together with dealers to establish a better vehicle delivery process by utilizing technology to create a lasting and repeatable customer experience that results in higher profits and increased customer satisfaction. More information is available at [www.maximtrak.com](http://www.maximtrak.com).