

## **MaximTrak Technologies Completes Launch as Exclusive F&I Menu Provider for Top American Motorcycle Manufacturer**

**Wayne, PA, May 2, 2011** -- [MaximTrak Technologies](http://www.maximtrak.com), (<http://www.maximtrak.com>) a leading systems developer for the retail automotive, motorcycle and powersports finance and insurance industry (F & I), today announced it has completed the launch of its F&I Menu, Reporting and E-Contracting platforms with one of America's largest and most well recognized motorcycle manufacturers and financing companies. MaximTrak was selected as the exclusive F&I software provider to help maintain and grow the Company's entire network of motorcycle dealerships throughout the USA and Canada.

The web based platform is designed to enhance the presentation of value added aftermarket options to consumers thereby increasing sales and profitability. Coupled with its reporting and executive dashboards applications, MaximTrak provides the Company and dealer body with real-time statistics and management information. MaximTrak has private labeled the product suite for the Company, and has seamlessly integrated the application with the multiple homegrown systems including Dealer Management Systems (DMS), Loan Originations Systems (LOS), and a slew of third-party administrative systems necessary to support the Company's operations and enhance the user experience. MaximTrak leverages single sign-on technologies so that dealer users can access the Menu platform via one Company portal.

MaximTrak has enabled [electronic signature capture and e-contracting](#) for the Financial Services entity which maintains a direct lender-to-consumer business model with its customers and dealers. MaximTrak's e-contracting platform has eliminated paper and significantly streamlined the F&I process for dealership customers nationwide. Dealers are now able to electronically register all F&I related contracts directly with insurance carriers. The system has reduced errors in contracting, increased productivity and sales volume and greatly enhanced the quality of time consumers spend in the F&I Office.

"MaximTrak is extremely proud to be working with such a world recognized icon and valued brand name. This partnership establishes our presence as the leader in sales and F&I related technologies in the motorcycle industry, and reaffirms our reputation as a world-class leading developer of innovative technologies for the automotive retail world," said Jim Maxim Jr., President of MaximTrak.

For more information on MaximTrak call 1-800-282-6308.

About [MaximTrak](#)

MaximTrak Technologies is the leading provider of F&I Systems Technologies to the retail automotive industry. The Company designs, develops and deploys advanced technologies to enhance the customer buying experience and help automotive retailers manage and improve profitability and compliance within the finance and insurance department. MaximTrak continues to drive real-time contract rating, printing and the electronic submission of insurance and waiver contracts through its technology platform.