

## MaximTrak Announces Steady Growth, Success with Web-Based F&I System; Launches 385 Dealers in First Six Months 2011

**Wayne, PA, July 19th, 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 that in the first half of 2011 it experienced unprecedented demand for its fully integrated [F&I Menu System](#), and launched 385 dealers. The company attributes its growth to current market conditions and the fact that dealers using its web-based F&I Menu System are routinely seeing results of more than \$200 additional profit per vehicle sold and a 35%-45% lift in service contract and GAP revenues.

"We're very excited by the results our dealers are seeing and the simultaneous increase in demand for our services," said Jim Maxim Jr., President of MaximTrak. "Dealers told us that what they really need is a process that truly impacts the customer experience at the dealership level, and enables them to replicate that experience on every single transaction. We have fulfilled that need with MaximTrak and provided an application that is fast, easy-to-use, and integrated into all of the mission critical applications on the sales floor."

"The key to the long term sustainability of our relationships is directly tied to the quality of our product and the support & services that we offer our distribution and dealer partners," Maxim added. The Company provides its clients with a variety of training resources including a three-day intensive F&I training school that equips managers with the skills they need to succeed and leverage the F&I Menu presentation process.

MaximTrak is a web-based platform designed to enhance the presentation of value-added aftermarket options to consumers and drive increases in F&I product sales and customer satisfaction ratings. MaximTrak integrates with all major DMS providers and the [RouteOne](#) credit submission portal eliminating the need for manual data entry into multiple systems which saves time and makes the application easier and more enjoyable for F&I Managers to use. The [MaximTrak Dashboards](#) reporting application automates the management of the department and provides dealers with real-time sales and performance statistics.

MaximTrak is connected with over 65 industry product administrators and recently launched a suite of digital products aimed at reducing paper transactions and streamlining the transaction process. Dealers are now able to e-Rate, e-Contract, e-Sign and e-Register all F&I

related contracts directly with administrators and insurance carriers, which has reduced errors in contracting, increased productivity and sales volume and greatly enhanced the quality of time consumers spend in the F&I Office.

A dealership can receive a no-cost price quote by contacting MaximTrak at 1-800-282-6304, or view further information at MaximTrak's website at: <http://www.maximtrak.com>

**[About MaximTrak Technologies:](#)**

MaximTrak is a leading provider of F&I Systems Technologies to the retail automotive, motorcycle and powersports industries. The Company designs, develops and deploys advanced technologies to enhance the customer buying experience and enables retailers with tools to manage and improve profitability and compliance within the finance and insurance department. . With over 25 years of experience servicing automotive dealers, MaximTrak works together with its clients and partners 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.