

MaximTrak Launches New Digital Platform for Providers & Administrators

Wayne, PA, August 15, 2011 -- MaximTrak Technologies, (<http://www.maximtrak.com>) a leading systems developer for the retail automotive, motorcycle and powersports finance and insurance industry (F & I), today announced the launch of e-TRAK, a new digital platform for Providers and Administrators. e-TRAK supplies F&I product providers with a turnkey solution for e-Rating, e-Contracting, e-Signature and e-Registration through the MaximTrak F&I Menu platform. e-TRAK has completed its sixth month of field operations with tens of thousands of contracts being executed and remitted to administrators and insurance carriers.

"We are excited about the newly enhanced e-TRAK digital platform that streamlines the sales and administration process both at the dealership level but also at the administrative and insurer levels as well" said Jim Maxim Jr., President of MaximTrak Technologies. "e-TRAK enables real-time business transactions at the consumer point of sale and gives Providers and Administrators the necessary tools to streamline their business, reduce paper transactions and administrative costs, accelerate cash flows and bring to life what the industry has been talking and dreaming about for the past five years."

The new platform streamlines the F&I process by enabling communications between the provider and the F&I Office in real-time. e-TRAK enables complete electronic contracting and eliminates the need for the dealership user to access multiple applications or have to re-enter critical deal data in order to complete the transaction. It is capable of delivering an integrated business process throughout the sales transaction that incorporates electronic product rating, e-contracting, e-signature and e-registration for every dealer in North America. MaximTrak also connects with providers and administrators through partner product exchanges such as F&I Admin Solutions (FIAS), Provider Exchange Network (PEN) and other industry participants.

Benefits to F&I providers include accurate rating with real-time updates, online forms distribution, online contract origination, electronic signature and online registration. The e-TRAK platform reduced errors in contracting; increases productivity and sales penetrations and greatly enhanced the quality of time consumers spend in the F&I Office. MaximTrak is currently handling thousands of electronic transactions per day and anticipates a rapid increase in volume due to the new platform.

"Our strategy is to open up our network to other providers and enable connectivity to all parties. We have a collaborative approach and our new platform not only offers product integration to MaximTrak directly but also through industry partnerships such as F&I Admin Solutions (FIAS) and the Provider Exchange Network (PEN), which is part of Open Dealer Exchange (ODE). We are expanding the range of companies we deal with in order to service our clients even better," Maxim commented.

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 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.

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.

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