

## **MaximTrak Certified for Integration with Reynolds and Reynolds ERA® Dealer Management System**

Wayne, PA, August 13, 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 it has been certified for integration with the Reynolds and Reynolds ERA® Dealer Management System (DMS) through the Reynolds Certified Interface (RCI) Program. The certification allows MaximTrak to retrieve data from a dealer's Reynolds ERA DMS using standard data interfaces developed as part of the RCI Program. These interfaces help ensure dealer information security, privacy, confidentiality, integrity, and supportability.

Michael Brown, Chief Operating Officer for the Staluppi Autogroup, a Wards Top 10 Mega Dealer Group out of Long Island, NY stated today that "We are very happy to see MaximTrak and Reynolds complete the certified interface, which we will use in our dealerships operations. The speed of performance and the broad range of enhancements including security, stability and control that an RCI interface offers our group of dealerships are significant. Our F&I Departments run on MaximTrak and the Reynolds ERA® DMS, so we are excited to see our primary partners work together on this integration."

"DMS Integration is of primary importance to dealers because it eliminates double entry of data and saves the F&I Manager time on each transaction while reducing errors. The customer impact is less wait time at the point-of-sale which has dramatic implications on Customer Satisfaction Scores", said Paul Manili, MaximTrak's Chief Technical Officer. "Higher CSI Scores and more profitable transactions are something that every dealer and manufacturer wants to see a trend toward and we are glad to be helping in this area," Manili added.

MaximTrak frees up dealership Finance Managers to focus on the customer and eliminates wasted time on administrative functions by consolidating many of the tasks into one application interface. MaximTrak's fully-automated and paperless workflow solution greatly improves the efficiency of the selling process for auto dealers by providing access to real-time rates, menu presentation tools and electronic contract submissions with industry providers.

With the launch of its newest product called eTRAK™, MaximTrak™ has enabled electronic product rating, contracting, signature capture and registration, eliminating paper and significantly streamlining the F&I process for dealership customers nationwide. Dealers can

electronically register all F&I related contracts directly with applicable administrators. The system reduces errors in contracting, increases productivity and sales volume and greatly enhances the quality of time consumers spend in the F&I Office.

The web-based platform is designed to enhance the presentation of value-added aftermarket options to consumers and drive increases in F&I product sales and customer satisfaction ratings. 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](tel: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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