

MaximTrak President, CEO Jim Maxim Jr. to Serve as Panelist at 7th Annual VSCAC to Discuss e-Business, Paperless movement

Wayne, PA, September, 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 MaximTrak Technologies President & CEO Jim Maxim Jr. will be a featured panelist at the 7th Annual Vehicle Service Contract Administrators Conference (VSCAC), to be held September 26-28, 2011 in Las Vegas, NV. Maxim will be a panelist for the session: "Technology Trends: Connecting Providers, Administrators and Dealers, Part 2", on Wednesday, September 28, 2011, 11:30am-12:30pm. The panel will be a discussion including such topics as: a) the e-business movement, what is the hype and what is real progress? And b) an update on the industry's transition toward a paperless connection between dealers, administrators and providers.

Commenting on the upcoming panel Maxim stated, "There is a convergence taking place currently in this whole segment where everyone is looking to streamline the process but no one has all the pieces put together yet. That is why it takes an industry to collaborate. I really look forward to a great discussion as well as the opportunity to meet other industry experts and gather information on further very useful topics at the conference."

MaximTrak Technologies recently launched 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 eighth month of field operations with tens of thousands of contracts being executed and remitted to administrators and insurance carriers.

MaximTrak's strategy is to open up its network to other providers and enable connectivity to all parties. It has a collaborative approach and its new platform not only offers product integration to MaximTrak directly but also through industry partnerships such as F&I Admin Solutions (FIAS), F&I Express and the Provider Exchange Network (PEN), which is part of Open Dealer Exchange (ODE).

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](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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