



Nissan North America Improves its Retail Networks with Reynolds and Reynolds Automark Web Services

Nissan North America Improves its Retail Networks with Reynolds and Reynolds Automark Web Services; agreement provides Nissan and dealers a comprehensive, flexible network, saving time and bottom-line costs

([PRWEB](#)) May 11, 2002 -- DAYTON, Ohio – The Reynolds and Reynolds Company (NYSE: REY) today announced an agreement with Nissan North America Inc. (NNA) to develop a comprehensive, flexible and stable retail network for the car company.

The agreement includes both the NNA and Infiniti Division's U.S. retail networks.

Reynolds Automark Web Services will roll out the new NNA and Infiniti networks in multiple phases and will include enhancements to current Web pages to offer a more brand-consistent flow, and a fully brand-compliant Web site solution for all individual Nissan and Infiniti dealerships in the United States. In addition, through Automark's Brand Protect technology, this e-commerce initiative will build upcoming brand and visual identity standards for NNA, enhancing the car company's and its dealers' on-line presence.

“After evaluating a variety of different Web solutions, we felt that Automark Web Services from Reynolds would provide a premier automotive Web site for our dealers,” said David Price, Senior Manager, On-line Operations of Nissan North America. “Their flexible platform allows our dealers to change up to 85 percent of their Web content in near real time. This feature was a major factor in our decision-making process.”

Price added that the Brand Protect technology was a key factor in the selection of Reynolds Automark Web Services.

“To our knowledge, no one else in the automotive retail industry has anything similar to Brand Protect. With more and more dealers having a multi-franchised operation, we feel strongly that Automark Web Services and Brand Protect offer an affordable, flexible and turn-key solution to our dealers,” he said.

Brand Protect allows for higher compliance from dealerships in adhering to specific branding standards set by car companies. At the same time, it provides consumers with a more consistent experience when transitioning from a car company Web site to an individual dealer's site. Brand Protect also allows dealers to meet multiple car company standards without having multiple Web sites, decreasing the amount of work and time spent on Web site management.

“Our Brand Protect technology offers real value to both dealers and car companies,” said Greg Collins, Reynolds senior vice president. “The platform is built so that a customer links down from the car company's site, with only franchise-specific information and inventory being shown. This offers the dealer tremendous value because it eliminates the need for multiple sites, saving bottom-line costs as well as administrative time and expense.”

Collins said that car companies are hungry for solutions and services that will give them the ability to help with their dealers' bottom lines while providing the consumer the best buying and ownership experience.



Reynolds Automark Web Services is meeting this need for Nissan North America and, ultimately, its more than 1,200 dealers nationwide," he said.

Headquartered in Gardena, Calif., Nissan North America Inc. coordinates all operations in the United States, Canada and Mexico including automotive styling, consumer and corporate financing, and engineering. NNA's mission is to provide all Nissan and Infiniti employees and dealers with the tools they need for constant improvement and consumer satisfaction. NNA markets twelve vehicle lines through over 1,200 dealers in the continental United States through its Nissan and Infiniti divisions. In addition to the all-new Altima, the Nissan vehicle lineup includes the Sentra, Maxima, Xterra, Pathfinder, Frontier and Quest. Their luxury line, Infiniti, offers the exciting new G35 along with the Q45, I35, G20 and QX4. For more information on NNA, visit www.nissandriven.com and www.infiniti.com.

Reynolds and Reynolds, headquartered in Dayton, Ohio, is the leading provider of integrated information management solutions to the automotive retailing marketplace. The company's services include a full range of retail and enterprise management systems, networking and support, e-business applications, Web services, learning and consulting services, customer relationship management solutions, document management and leasing services. To find out more about the company, its vision, products and services, visit www.reyrey.com.

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