



Building Customer Loyalty
Through Innovative
Communications

For Immediate Release

CIMA Systems Wins DRIVINGSALES Vendor Ratings Award

CIMA Systems Receives "Top Rated" Award for Dealer Satisfaction in Database/Ownership Marketing Category

Pleasanton, CA– February 22, 2010 – CIMA Systems, the leading provider of multi-channel marketing communications technologies to the automobile industry, has won the "Top Rated" Database/Owner Marketing award in the 2009 DrivingSales Vendor Ratings Awards.

CIMA Systems was chosen as the "Top Rated" vendor among 22 other Database/Ownership Marketing category vendors.

"We are extremely honored to have earned the Top Rated award in the Database/Ownership Marketing Vendor category," said Gary Nixon, President & CEO, CIMA Systems. "We continually hear from our clients the tremendous increase in business CIMA Systems is driving into their store and how much they appreciate our pro-active dedicated support staff. The 5 star rating they gave us is truly a tribute to our entire team".

CIMA Systems works like a virtual Business Development Center using multi-platform marketing and communications to enhance customer loyalty and drive vehicle, service and parts sales. It can replace from one to four vendors and drive down expenses while providing dealership management with insightful demographic insight, and sales and marketing data to fine-tune their sales and marketing efforts.

The 2009 DrivingSales Vendor Ratings Awards, presented at the 2010 NADA Convention and Expo, measure satisfaction with vendors by allowing dealers to rate and review their vendors online at DrivingSales.com. Only vendors who achieved top rankings in dealer satisfaction in each category, as determined by the thousands of dealers who are part of the DrivingSales.com community, received awards.

"We are proud to present this award to CIMA Systems which has achieved a standard of excellence that is clearly resonating with dealers," said DrivingSales CEO and Founder Jared Hamilton. "This year's award winners have won recognition in one of the most challenging years on record for our industry. We salute them for their ongoing commitment to provide value to their dealer clients."

About CIMA Systems

CIMA Systems patent-pending solution was founded in 2001 with the goal of creating an automated customer interaction tool for the automotive Industry. Today the application helps serve as a 24 hour, automated BDC and is a leading marketing and communication tool used at dealerships across North America. CIMA helps dealers retain and engage prospects and customers alike by delivering messages in the way they prefer: phone, email, text, Blog and Live Chat. In addition, CIMA's ongoing marketing promotions help dealers maximize profits at each touch point in the customer relationship and vehicle life cycle. To find out more about CIMA, visit www.cimasystems.net or call 925-461-4600.

About DrivingSales Vendor Ratings and Awards

DrivingSales Vendor Ratings are the industry's first and only neutral, comprehensive vendor rating forum, featuring real-time peer reviews and honest competitor comparisons – searchable by category, company or rating – and are one of the most popular features of DrivingSales.com, which is the auto industry's leading social media platform and largest online community. Vendor Ratings Awards are awarded to the vendors who receive the top rankings in their category. For the awards, dealers are asked to rate their vendors on a 1-5 star scale, including whether they would recommend the vendor product to colleagues, and why they would or would not recommend the product. All survey-takers are verified to ensure that they are actual dealership employees.