



Building Customer Loyalty
Through Innovative
Communications

For Immediate Release

ERAutomotive Consulting Selects CIMA Systems to Provide Virtual BDC Services to its Auto Dealer Clients

Pleasanton, CA, August 4, 2009 – CIMA Systems (www.cimasystems.net) and ERAutomotive Consulting (www.erautomotiveconsulting.com) announced today a new partnership that provides strategic customer communications advantages for dealership clients of ERAutomotive Consulting, specialists in Reynolds and Reynolds dealer management systems.

CIMA Systems is transforming the way in which dealerships communicate with their prospects and customers, and now under this new agreement ERAutomotive Consulting dealership customers will receive special pricing on all of CIMA's products and services.

CIMA automatically captures any vehicle, parts and customer data out of a dealership's management system (DMS) and can communicate two-way unlimited marketing/advertising campaigns to any customer based on this data. Moreover, all communications to each customer is based on his or her preferred method, such as telephone, e-mail, text message, blogs, and/or Hosted Live Chat. CIMA's reporting tool, CIMAVision, then captures all DMS and CIMA marketing data to generate market penetration and CSI reports that include, among other insightful data, recall penetration, sales by Zip Code and more.

"Our services help dealerships get the highest level of utilization out of their Reynolds DMS and now partnering up with CIMA Systems we can also help them dramatically enhance their marketing while reducing advertising expenses," said Ellie Dilbeck, president of the Colorado-based consulting practice.

CIMA Systems, the leading provider of multi-channel marketing communications technologies to the automobile industry, which can replace from one to three vendors while driving customers to dealerships, Dilbeck noted. "CIMA runs automatically in the background as a virtual BDC for a dealership and can really decrease their advertising expenses, while providing management with insightful demographic insight, sales and marketing data to fine-tune their sales and marketing efforts," she said.

"With her practical, hands-on experience supporting, installing and training with Reynolds and Reynolds dealer management systems for years prior to starting ERAutomotive Consulting, Ellie is the right partner for us to present CIMA to her clients throughout Colorado and the nation," said Gary Nixon, president and CEO, CIMA Systems. "We are honored to have her choose CIMA exclusively as the preferred marketing communications vendor to her clients".

About CIMA Systems

CIMA Systems provides interactive automated marketing and customer service solutions to the automotive market. Its comprehensive software solutions enable dealers and automotive service businesses to communicate with prospects and clients throughout the client lifecycle. CIMA System's automated, real-time, communications-management solutions provide immediate 24/7 customer responses/feedback to front- and back-end marketing campaigns, resulting in higher sales, increased client interaction/retention and lower overhead. For more information, visit www.cimasystems.net.

About ERAutomotive Consulting

ERAutomotive Consulting offers a multitude of services to the auto retailer in every department of the dealership, with a focus on improving such business practices as database management, automated marketing, DMS and other technology utilization and reporting for improved ROI, more efficient employees and improved customer service. President Ellie Dilbeck has more than 30 years' experience in the dealership environment, including 16 years' with Reynolds and Reynolds. For more information, visit www.erautomotiveconsulting.com

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