



Building Customer Loyalty
Through Innovative
Communications

For Immediate Release

CIMA Systems New Release - Drives Even More Business into Dealerships

Pleasanton, CA, July 14, 2009 – CIMA Systems (www.cimasystems.net), the leading provider of multi-channel marketing communications technologies for the automobile industry, announced today its latest software upgrade, designed to take full advantage of the newest technology trends in communications.

This extensive release from CIMA offers major enhancements that allow for trends in the latest communications technologies and tools on the media horizon. Further, the new release enhances CIMA's already advanced reporting tool allowing dealers to view trends in market penetration and zip code mapping analysis on all car deals and service repair orders.

"As new ways of reaching customers continues across society, these improvements to our system give car dealers more flexibility, speed and robust technology to communicate with their market base using the newest forms of emerging media, helping them to increase their business through more interactive marketing and customer retention communications," said Gary Nixon, President & CEO.

Reflecting this dramatic upgrade, CIMA also announced new branding, resulting in a new logo and tagline -- "Building Customer Loyalty Through Innovative Communications" -- and a new, more comprehensive website. This new branding reflects several new system technologies as well as new marketing and communications products such as hosted live chat and blogs that help auto dealers grow their business more efficiently and effectively.

Unlike a typical one-way "blast" promotion, the CIMA system works like a virtual business development center, delivering unlimited two-way communications to dealership customers and prospects. It automatically communicates to customers based on their individual or vehicle needs to increase customer loyalty and response rate. Working automatically in the background, CIMA promotes the entire dealership based on any data which resides in the dealership's dealer management system.

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.

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