



## **CIMA SYSTEMS ANNOUNCES INDUSTRY VETERAN TOM AUSTIN AS NEW REGIONAL SALES EXECUTIVE**

*Former Chrysler Five Star Manager, Tom Austin brings extensive business development experience to CIMA*

PLEASANTON, Calif. – October 28, 2008 – CIMA Systems, a Customer Interactive Management Application (CIMA) that serves as an automated business development center (BDC) for dealerships, today announces the hiring of Tom Austin as Regional Sales Executive to the Northeast region. In Austin's new role with CIMA, his primary responsibility will be overseeing sales to all dealerships in the area. Bringing more than thirty years of experience with the Chrysler, LLC, Austin was the Five Star Manager at Chrysler's Mid-Atlantic Business Center from 2003-2008, where he exceeded Sales Training Revenue targets during each year of his tenure.

Austin's impressive record at Chrysler included overseeing all aspects of the Five Star Certification Program for the Mid-Atlantic Business Center's 340-plus Chrysler, Jeep, and Dodge dealerships. Austin also managed all planning, development, and promotion for new product launches and was directly responsible for administering training campaigns for the entire Mid-Atlantic Business Center management and field staff.

A graduate of Penn State's Business Management program, Austin has extensive experience within the Chrysler Corporation. Prior to becoming a Five Star Manager he held the positions of Minneapolis Zone Dealer Development Manager and Zone Process and Training Manager, among others.

"I'm very excited to be a part of CIMA Systems," Austin said. "While I was at Chrysler, we private labeled the CIMA System and I was so impressed I felt the need to get involved. Dealer feedback from the system has been extremely positive."

"The addition of Tom to our team is a reflection of CIMA's continued strong growth and expansion," says Gary Nixon, President & CEO of CIMA Systems. "Tom's extensive background in sales and management will help us expand CIMA further into the northeast region and we're very honored to have him join our team."

For more information on CIMA Systems, or its products, please visit [www.cimasystems.net](http://www.cimasystems.net) or call (925) 461-4600.

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**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. After years worth of development time, CIMA Systems, a Customer Interactive Management Application (CIMA), was born. The application helps serve as a 24 hour, automated BDC for dealerships. Developed exclusively for the automotive Industry, CIMA helps dealers communicate with their customers in the way the customer wants to be contacted, via telephone, mail, and email or text message and analyzes the success of those communications with reporting and mapping tools. To find out more about CIMA, visit [www.cimasystems.net](http://www.cimasystems.net) or call 925-461-4600.

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