



Chrysler LLC Partners with CIMA Systems to Deliver Virtual Business Development Center to Chrysler Dealers

PLEASANTON, Calif. – March 31, 2008 – CIMA Systems, a Customer Interactive Management Application (CIMA) that serves as an automated business development center (BDC) for dealerships, today announced it has partnered with Chrysler LLC to provide automated marketing and communications applications to its Chrysler, Jeep® and Dodge dealerships. Under the new program, Chrysler has privately labeled the new system Chrysler Interactive Management Application (CIMA). It's available immediately through Chrysler's "Dealer Connect" Web site.

After conducting extensive research into communication tools to help generate dealership revenues and profits while improving customer satisfaction, Chrysler chose to partner with CIMA Systems because of its ability to help dealerships conduct proactive and personalized customer communications, generate customer loyalty and drive additional sales.

CIMA automatically captures vehicle, parts and customer data in a dealership's management system (DMS), and then communicates important dealership marketing and advertising messages for one low flat monthly fee. In addition, CIMA is able to communicate with a dealership customer the way that customer prefers, whether it's by telephone, e-mail or text message. This type of personalized, automated customer communication helps Chrysler, Jeep and Dodge dealers reach and engage their customers, while also reducing the need for expensive third-party call centers. Chrysler's CIMA program works in conjunction with its SmartLink and Owner Loyalty Program.

With the CIMA base system, dealerships will receive CIMA's patent-pending automated reminder system, automated appointment system (phone or Internet) and advanced reporting tool (CIMA Vision).

"We're honored to be chosen by Chrysler as a partner in supplying our advanced marketing tools and look forward to a lasting partnership," said Gary Nixon, President & CEO of CIMA Systems. "Together, we can help Chrysler dealers generate more revenue and profits while lowering expenses."

For more information on CIMA Systems, or its products, please visit 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 or call 925-461-4600.

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