



For Immediate release

CIMA Systems WINS “HIGHEST RATED” DRIVINGSALES DEALER SATISFACTION AWARD

CIMA Systems Ranked #1 in Dealer Satisfaction in both Owner Marketing and CRM Fixed Operations Category

Pleasanton, CA– February 4, 2011 – CIMA Systems has won the “Highest Rated” award for the category of Owner Marketing as well as CRM - Fixed Operations in the second annual DrivingSales Dealer Satisfaction Awards. CIMA Systems received the highest ranking for dealer satisfaction in multiple categories, as determined by the thousands of auto dealers who are part of the DrivingSales.com community.

” We at CIMA Systems are extremely honored to receive this award again this year from the votes of thousands of dealerships throughout North America,” said Gary Nixon, President and CEO, CIMA Systems. “We are extremely blessed to have such a wonderful group of associates at CIMA Systems that always put our clients first, from new product developments to ongoing support. The unanimous 5 Star rating all dealerships gave us is truly a tribute to the entire CIMA 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 to dealerships. 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 DrivingSales Dealer Satisfaction Awards, presented at the 2011 NADA Convention and Expo, measure satisfaction with services provided by vendors by allowing dealers to rate and review their vendors online at DrivingSales.com.

“We are proud to present the DrivingSales Dealer Satisfaction ‘Highest Rated’ Owner Marketing and CRM – Fixed Operations Award to CIMA Systems for achieving what we consider to be the highest possible accolade: the satisfaction of their customers,” said DrivingSales CEO and Founder Jared Hamilton. “This award is a reflection of the excellent results CIMA Systems has generated for dealerships across the nation, and we are proud to recognize their accomplishment.”

Full award results are available online at www.DrivingSales.com/innovation. Full broadcast coverage of the DrivingSales Dealer Satisfaction Awards ceremony is available at drivingsalestv.com.

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/virtual business development center (BDC) and is a leading marketing and communication tool used at dealerships throughout North America. CIMA helps dealers retain and engage prospects and customers alike by delivering messages in the way they prefer: phone, email, text, Blog, Social Media and Hosted 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

DrivingSales is the auto industry's fastest-growing, most influential trade media property focused on delivering actionable profit-building information to auto retailers and industry professionals. DrivingSales' media network includes flagship property *DrivingSales.com* (www.drivingsales.com), the world's largest car dealer social network where thousands of dealership professionals collaborate and share best practices in a 20-group-style setting; *DrivingSalesTV* (www.drivingsalestv.com), an interactive web channel which helps car dealers and auto professionals keep tabs on their industry and emerging technologies 24/7; *DrivingSales University*, an on-demand training platform where dealerships learn the latest web strategies from top e-commerce experts; *DrivingSales Executive Summit* (DSES) the industry's leading conference where progressive dealers collaborate and learn from world renowned experts; and *DrivingSales Dealership Innovation Guide*, a free quarterly publication featuring case studies of the industry's most innovative dealerships, solutions and best practices.

DrivingSales encourages innovation and excellence in the industry with its annual *Dealer Satisfaction* and *Innovation Cup* Awards, whose winners are determined solely by the dealer community. Founded by Jared Hamilton, a third generation car dealer, DrivingSales was named one of ten social media gambits for 2009 by Automotive News and one of the Top 10 Companies to Watch by Auto Success Magazine.

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