



## **DealerPro Selects CIMA Systems as Exclusive “Best in Breed” Communication Platform to Integrate with SMART System**

GAHANNA, OH. – March 2, 2009 – DealerPro, the nation’s leading high-performance training group specifically for dealers, announced today they have selected CIMA Systems as the exclusive communications provider to integrate with DealerPro’s SMART System in order to maximize profits in the Service Department.

SMART, short for Scheduled Maintenance at Regular Times, is DealerPro’s proprietary service menu system that helps dealerships and manufacturers maximize profits per customer and service visit. In addition to the SMART system, DealerPro trainers will use their more than 22 years experience to consult and train service departments on the integration of SMART into their current process.

By integrating SMART’s service menus with CIMA System’s product suite, customers will receive scheduled communications from the dealership regarding a needed service or repair. The email will link directly to the dealership’s SMART system, which takes the customers to an online list of manufacturer recommended services. From the menu, the customer selects the services needed and can automatically schedule an appointment, by web or phone. In addition, using SMART, customers can also view dealership labor and parts rates, view videos or listen to audio clips and receive automated appointment reminders 24 hours before an appointment. The integration of CIMA will also help dealerships attract and retain current customers by keeping them informed and up to date via regularly scheduled communications and promotions.

“I’ve been in this business over 37 years, including some time as a dealer, so I had a pretty lengthy wish list when it came time to look for a marketing communication tool to integrate with SMART. When we found CIMA, I was thrilled to find it hit every requirement I had,” said Don Reed, CEO DealerPro Service Solutions. “In my mind it is the optimum system for bringing business into the service department.”

Using DealerPro and CIMA together, dealerships have the ability to increase service revenue by more than 40 percent. In addition to the SMART system, DealerPro will offer unparalleled consulting and training knowledge to ensure staff members are using the system to its full potential. As a part of the partnership, CIMA will recommend DealerPro’s training and consulting program to their clients.

“Don has a tremendous reputation in the industry as a leader in training and consulting services. Between his mastery at bringing out the best in the service staff and the integration of DealerPro and CIMA in SMART, dealerships have all of the ammunition needed to make their service department the powerhouse of the dealership,” said Gary Nixon, President & CEO, CIMA Systems.

The SMART System and dealership training is available from DealerPro immediately. For more information on DealerPro, please visit [www.dealerprotraining.com](http://www.dealerprotraining.com) or call 1.888.553.0100. For more information on CIMA Systems or its products please visit [www.cimasystems.net](http://www.cimasystems.net) or call (866) 461-CIMA.

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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. Today the application helps serve as a 24 hour, automated BDC and is a leading marketing and communication tool used at dealerships across the nation. CIMA helps dealers retain and engage prospects and customers alike by delivering messages in the way they prefer: phone, mail, email or text message. In addition, CIMA's ongoing marketing promotions help dealers maximize profits at each touch point in the customer relationship. To find out more about CIMA, visit [www.cimasystems.net](http://www.cimasystems.net) or call 925-461-4600.

### **About DealerPro:**

DealerPro is the nation's leading high-performance training group exclusively for car Dealers. With DealerPro training, you get MAXIMUM RESULTS from all your profit centers. Each DealerPro Company offers specific solutions for today's auto dealer.

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