



## **CIMA Systems Selected as an Approved Marketing Partner for Mitsubishi Motors Diamond Care Service Marketing Program**

*CIMA holds distinction of being the only totally-automated, technology-based provider  
selected*

PLEASANTON, Calif. – February 4, 2007 – CIMA Systems, a Customer Interactive Management Application (CIMA) that serves as an automated business development center (BDC) for dealerships, today announced they've been selected as the only totally-automated, technology-based endorsed marketing partner for Mitsubishi Motors of North America, Inc. dealers who elect to participate in the Diamond Care Service Marketing Program.

Mitsubishi recently updated its endorsed vendors, based on excellence of service, product offerings and other key criteria, and recommends dealers purchase solutions that may help improve dealership sales and operations. CIMA was one of only four vendors selected for 2007 to be added to the approved list of marketing firms eligible to support this initiative.

CIMA's automated communication system captures any vehicle, parts and customer data from a dealership management system (DMS) and communicates two-way unlimited marketing/advertising campaigns to any dealer customer based on the data extracted. In addition, communications to each customer are delivered to them in the way they prefer. In this way, CIMA helps Mitsubishi dealers break through the white noise of other marketers and deliver their message in a way that will most likely capture that individual customer's attention.

"We are extremely proud to be chosen as one of Mitsubishi's preferred marketing partners for the Diamond Care Service Marketing program and know that by working together, we can ensure each Mitsubishi dealer creates more compelling and profitable marketing campaigns this year," said Gary Nixon, President and CEO of CIMA Systems.

CIMA Systems will be available for demonstrations of their product at the 2007 NADA Convention in Las Vegas, February 3-6, 2007. 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 was founded in 2001 with the goal of creating an automated customer interaction tool for the automotive industry. After years of development time, CIMA Systems, a Customer Interactive Management Application (CIMA), was born. The patent-pending 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 prefers, whether it be phone, email or text message and analyzes the success of those communications with reporting and mapping tools, including proprietary software, CIMAVision. To find out more about CIMA, visit [www.cimasystems.net](http://www.cimasystems.net) or call 925-461-4600.

**Media Contact:**

Laurie Halter  
Charisma! Communications  
503-245-3140  
Laurie@charismacommunications.com