



Way of Life!

Suzuki Selects CIMA Systems as a Preferred Marketing Vendor

PLEASANTON, Calif. – October 2, 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 by Suzuki Motor America as a preferred marketing vendor.

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, communication to each customer is delivered to them in the way they prefer, i.e., phone, email or text. With the CIMA base system, dealerships will receive CIMA's patent-pending automated reminder system, automated appointment system (phone or web) and advanced reporting tool (CIMA Vision). CIMA enables dealers to communicate with their customers in the way they prefer and includes the ability to attach e-coupons to up sell additional products and services. Customers can then use the automated system to schedule their appointment via a toll free phone number or online. Before their appointment, CIMA will automatically contact the customer with an appointment reminder, using their preferred method of communication.

In this way, CIMA is providing Suzuki dealerships a complete service and parts process, giving them the best chance to break through the marketing clutter and garner additional in-store leads and service revenue.

"We've been working closely with Suzuki over the past year and are thrilled to be selected as a preferred Suzuki vendor," said Gary Nixon, President and CEO of CIMA Systems. "The dealerships currently using our system have seen phenomenal return on investment numbers, and we look forward to helping Suzuki dealerships lower their no-show rate, increase upsells, better track their success with reporting and ultimately increase sales in their dealerships."

Dealers utilizing the CIMA System will receive special co-op dollars, on top of reduced pricing, from Suzuki for using this forward-thinking marketing technology. 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, 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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