



DaimlerChrysler's Parts Suggested Stock Order Application Deployed by Reynolds and Reynolds

DaimlerChrysler's Parts Suggested Stock Order Application Deployed by Reynolds and Reynolds; Reynolds is the only automotive services provider delivering complete 5300 Project capabilities to dealers

([PRWEB](#)) May 17, 2002 -- DAYTON, Ohio -- The Reynolds and Reynolds Company (NYSE: REY) today announced that the company is the only automotive services provider to deliver complete 5300 Project capabilities to Chrysler Group dealers, including the new Suggested Stock Order (SSO) application. Available through DCX's Mopar Parts Division, the 5300 Project is a suite of software and process options designed to help dealers manage their parts inventory and, ultimately, satisfy customers.

"Our 5300 Project is a major undertaking by Mopar for its dealers and its customers. As part of its development and deployment, Reynolds provided a high level of data exchange and software cooperation," said Rich Rae, director of Global Parts Sales, Marketing and Materials for Mopar. "As a result of Reynolds' delivery of professional results, the Reynolds and Mopar relationship has become the model for the 5300 project's success."

The 5300 Project suite includes several applications that are key to the successful operation of dealership parts departments. Reynolds has deployed several elements of the 5300 Project, including parts locator, cycle counting, suggested materials return, and forecasting and optimization tools. Currently, there are over 1,800 Chrysler Group parts operations using these applications.

"Our commitment to DaimlerChrysler and the dedication of our associates to the 5300 Project is the reason why Reynolds is the only services provider to successfully deliver this sophisticated business tool," said Scott Schafer, senior vice president of Reynolds. "This is just one more example of how Reynolds is working together with car companies and their retailers to improve profitability and further build the lifetime value of their customers. We look forward to our continued work on this and many other projects with DaimlerChrysler now and in the future."

DaimlerChrysler is one of the world's leading automotive, transportation and services companies. Its passenger car brands include Maybach, Mercedes-Benz, Chrysler, Jeep®, Dodge and smart. Commercial vehicles are produced under the Mercedes-Benz, Freightliner, Sterling, Western Star, Setra, Thomas Built Buses, Orion and American LaFrance brands. It offers financial and other services through DaimlerChrysler Services. With 372,500 employees, DaimlerChrysler achieved revenues of EUR 152.9 billion (\$136.1 billion) in 2001. For more information, visit www.daimlerchrysler.com.

Reynolds and Reynolds, headquartered in Dayton, Ohio, is the leading provider of integrated information management solutions to the automotive retailing marketplace. The company's services include a full range of retail and enterprise management systems, networking and support, e-business applications, Web services, learning and consulting services, customer relationship management solutions, document management and leasing services. To find out more about the company, its vision, products and services, visit www.reyrey.com.

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