



## **MINIUSA Division of BMW of North America Selects Reynolds and Reynolds Automark Web Services**

*MINIUSA Division of BMW of North America Selects Reynolds and Reynolds Automark Web Services; Reynolds to provide customized Web sites to MINI dealers in U.S.*

([PRWEB](#)) August 17, 2002 -- DAYTON, Ohio, Aug. 15, 2002 — The Reynolds and Reynolds Company (NYSE: REY) today announced an agreement with the MINIUSA Division of BMW of North America, LLC, and their interactive agency, Euro RSCG Circle, to develop comprehensive, flexible and stable customized Web sites for the new MINI dealer body.

Reynolds Automark Web Services will roll out the new MINI Web sites in two phases. The first phase will include a home page for each new MINI dealer offering consumers a brand-consistent flow as they link down from [www.MINIUSA.com](http://www.MINIUSA.com). The second phase will include the roll-out of a full Web site solution with advanced functionality and features.

Reynolds Automark Web Services will help MINI dealers position and establish their brand image through its BrandProtect™ solution. BrandProtect allows for higher compliance from dealers to adhere to specific branding standards set by car companies while providing consumers with a more consistent brand experience. BrandProtect allows dealers to meet multiple car company standards without having multiple Web sites, decreasing the amount of work and time spent on Web site management.

— As MINI continues to take significant strides in providing consumers with the ability to research its vehicles and locate dealers on-line, they are working hard to ensure a consistent brand experience for consumers visiting their Web sites and clicking through to local dealer sites, — said Dave Dutch, vice president of Reynolds Automark Web Services. — BrandProtect enables MINI to achieve this brand consistency easily and cost-effectively.

— We are extremely excited to be working with MINI on this project. With our Dealer Content Management System [DCMS] platform, we have tremendous flexibility that allows us to address MINI's and Circle's dealer Web site needs and requirements, — added Dutch.

Headquartered in Woodcliff Lake, N.J., MINIUSA is a division of BMW of North America, LLC. MINI has approximately 70 strategically placed dealers across the United States. Two distinct and exciting models are offered through the MINI dealers, the MINI Cooper and MINI Cooper S. For more information, visit [www.miniusa.com](http://www.miniusa.com).

Euro RSCG Circle ([www.circle.com](http://www.circle.com)) is a full-service digital marketing agency creating ROI-driven electronic customer relationship initiatives.

Reynolds and Reynolds ([www.reyrey.com](http://www.reyrey.com)) is the leading provider of integrated solutions that help automotive retailers manage change and improve their profitability. With 75 years of experience serving automotive retailing, Reynolds enables car companies and retailers to work together to build the lifetime value of their customers. The company's award-winning software, service and training solutions 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 (CRM) solutions, document and data management



and leasing services. Reynolds serves more than 20,000 customers comprising 90 percent of the automotive retailers and all car companies in North America. It conducts CRM consulting services on five continents.

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**Online Web 2.0 Version**

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