



## **NHACA Announces Alliance with Reynolds & Reynolds**

**(Houston, Texas- June 21, 2004)**

**The National Hispanic Automotive Consumer Advocacy (NHACA) today announced a strategic partnership with Reynolds & Reynolds, the nation's leader in integrated solutions for automotive retailers.**

*NHACA is a 501C3 non-profit whose mission is to bring unbiased information about auto purchasing to the Hispanic community nationwide. Founded by David Medina, a 20-year veteran of the automotive industry, NHACA provides consumer information on automobile purchasing via [www.nhaca.org](http://www.nhaca.org). The organization is also committed to providing services to the Hispanic community in the form of legal help 800#, scholarships for students pursuing careers related to the automotive industry, and day care centers in targeted Hispanic neighborhoods*

([PRWEB](#)) June 23, 2004 -- NHACA Announces Strategic Marketing Agreement

(Houston, Texas- June 23, 2004)

The National Hispanic Automotive Consumer Advocacy (NHACA) today announced an agreement with the Reynolds and Reynolds Company through which Reynolds will work with NHACA to identify and recruit Hispanic applicants for employment in sales, services, product development and other positions within the company.

NHACA is a 501(c)3 non-profit whose mission is to bring unbiased information about auto purchasing to the Hispanic community nationwide. Founded by David Medina, a 20-year veteran of the automotive industry, NHACA provides consumer information via [www.nhaca.org](http://www.nhaca.org). Reynolds and Reynolds is the leading provider of integrated solutions to the automotive retailing industry.

“We are excited about the resources and relationships this agreement brings to NHACA,” said Medina. “Reynolds and Reynolds is a billion dollar company with a presence in auto dealerships throughout the U.S. and Canada. Their reputation within the automotive market complements our presence in the Hispanic market.

Julie Morey, National Recruitment Center Manager for Reynolds and Reynolds, said, “We believe NHACA gives us a conduit to the Hispanic market that will help the community and increase the Hispanic representation at Reynolds. We have a strong commitment to diversity and to ensuring that our associates reflect the richness and breadth of the global marketplace in which we operate. As our marketplace continues to expand, so does our need to understand and deliver for our changing customer base.”

As part of the agreement, Judy Hirsch, a member of the Reynolds and Reynolds Corporate Diversity Team, will join the NHACA board of directors. Reciprocal website links and community communications programs will



be another aspect of the cooperative effort.

#### About Reynolds and Reynolds

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. Serving the automotive retailing industry since 1927, Reynolds enables OEMs and retailers to work together to build the lifetime value of their customers. The company's award-winning product, service and training solutions include a full range of retail and enterprise management systems, Web and Customer Relationship Management solutions, learning and consulting services, documents, data management and integration, networking and support and leasing services. Reynolds serves more than 20,000 customers. They comprise nearly 90 percent of the automotive retailers and virtually all OEMs doing business in North America. The Reynolds International Division serves automotive retailers and OEMs through Incadea GmbH and its partner network as well as a worldwide consulting practice.

#### About NHACA

The National Hispanic Automotive Consumer Advocacy promotes domestic and international economic development of Hispanic communities and serves as a link between Automotive Dealers and Manufacturers to Hispanics. The organization certifies auto dealerships under NHACA guidelines, provides unbiased auto buying and financing information to Hispanics, and qualified leads and training to member dealers.

NHACA has pledged to generate 1,000,000 transactions and to create 40,000 auto industry jobs in the next 18 months; awarding 50 scholarships to Hispanics interested in pursuing a career in the auto industry; and building five daycare centers in Hispanic neighborhoods in the Southwest.



**Contact Information**

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**Online Web 2.0 Version**

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