



VirtualMotors and Reed Data, Inc. Announce Partnership for Paperless Transaction Solutions to Independent Auto Dealers

Paperless solutions for auto dealers include automated electronic document processing that will drastically increase profits and give independent automobile dealers a competitive advantage.

Midway, Utah ([PRWEB](#)) July 18, 2005 -- VirtualMotors, an innovative developer of Dealer Management Software, in cooperation with Reed Data, Inc., one of the nation's foremost providers of paperless software solutions, announced a partnership to bring the most comprehensive electronic document processing, managing and archiving solution to automobile dealers in North America. The partnership features VirtualMotors' industry renowned online industry service alliance, SmartDesk™, and Reed Data's acclaimed idocVAULT™ collaborative electronic document management system. Their goal is to make each deal more profitable.

"All dealers know that in order to increase profits they have only two choices: they must either raise prices or decrease costs. In a competitive environment raising prices isn't an option so this partnership is a real solution because it allows dealers to reduce costs without lowering essential service standards," explains Wayne Jones, Executive Director of IADAU and 27 year veteran in the industry.

SmartDesk by VirtualMotors is a management system provided at no charge to dealers. Virtual Motors makes money only when the dealer utilizing the SmartDesk software also uses the associated service providers; many of which are already being used by the dealer. Reed Data is one of those providers through their idocVAULT paperless solution. The minimal costs are passed on to the car buyer and the savings realized through digitized searches of completed documents goes directly to the dealer's bottom line. Free service combined with no cost solutions and major savings simply translates into huge profits for the dealer.

"One of our goals was to place independent dealers on competitive parity with franchise dealers. Combining our SmartDesk with idocVAULT surpasses that," reports Rob Gaither, Founder and President of VirtualMotors. "Being a partner with Reed Data provides dealers what we're known for- cutting edge technology at a tremendous value. We now have both the best paperless solution in the industry in idocVAULT and the most cost effective dealer management system in SmartDesk!"

Reed Data's idocVAULT is a paperless solution that has its roots in the financial industry. Reed Data, the nation's leading provider of paperless solutions to credit unions, designed idocVAULT to create original electronic documents (with legally binding signatures), capture digital images of those documents on the go, and archive them for future reference. Paper forms are not needed, time to research and find forms in filing cabinets is saved, and reproducing them for purposes such as auditing is as simple as accessing and printing a file. The combined cost savings in storage, filing, shipping, searching, securing and producing are conservatively estimated to be over \$200 per car.

"Our partnership with VirtualMotors is a great benefit for the industry. We have been extremely impressed with their robust management system and, gauging by the numbers of dealers who have adopted it as their way of doing business, obviously so is the auto industry," says Bret Weekes, Reed Data, Inc. President and CEO. "Combining our 15 plus years of experience in providing cost saving paperless solutions with their understanding of the industry couldn't be more natural- it makes clients profitable, gives them a competitive advantage through innovation and creates an enjoyable environment to do business."



About Reed Data, Inc.

For over a decade, Reed Data, Inc. has delivered complete optical archiving and electronic document delivery management solutions to credit unions, banks, mortgage and title companies, educational institutions, governmental entities, accounting firms, and other organizations across the country and internationally. The company's offerings span IT professional services, integration, extensive networking solutions, and disaster recovery solutions. With industry acclaimed Rev 5 DocLogic2™ and idocVAULT™, Reed Data is the nations #1 leader in providing paperless solutions to Credit Unions. For more information about "technology that pays for itself" again and again™, please visit Reed Data's corporate website at www.reeddata.com.

About VirtualMotors

Founded in 2003 by veterans of both the tech world and the car industry, VirtualMotors is one of the leaders in developing Dealer Management Software (DMS). With the groundbreaking SmartDesk DMS, VirtualMotors provides independent car dealerships the best in class tools at no charge. SmartDesk instantly connects dealers with an entire network of vendors, product and service providers, and industry experts. Vendors and providers profit by increased sales, efficiency, and market exposure while dealerships benefit from streamlined management processes, sophisticated finance tools, and increased profits. For more information, visit www.virtualmotors.com.

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