



## One-Stop Shop

Dealership-wide Solutions

U.S. and Canada

Promote your business, reduce compliance risk, manage data, and keep your office inventory stocked with Reynolds Document Solutions.

### Market Your Brand

Reynolds can help you powerfully and consistently promote your business on your lot, in your showroom, and even on the road. With custom-branded documents and promotional items from Reynolds, you can make the right impression.

- Use solutions, such as Dealership Apparel and customizable License Plate Frames and inserts, to market your dealership and generate interest.
- Order a variety of custom documents to be printed by Reynolds' own skilled printing specialists.
- Stand out from other dealerships with brochures, flyers, postcards, and PromoTAG™ hang tags tailored to fit your image.



Use a range of items to market you brand and increase customer awareness.

## Attract Loyal Customers

Generating return service and creating strong customer loyalty is the first step to improving profits. With Reynolds, you have access to a number of products that can build customer fidelity.

- Build customer loyalty and increase customer service with solutions that make a difference, including ScanTRAX CSI<sup>®</sup>, Service Maintenance Books, Exit Packages, and more.
- Keep customers coming back and improve profits by providing special offers on products, including Card w/A-Peel, ReminderTRAX<sup>®</sup>, and Customer Cards.



Maintain loyalty with solutions that keep you in the mind of your customers.

## Follow the Rules

Reynolds has a pulse on your business and the laws that affect you. We maintain close partnerships with Hudson Cook, LLP and the Auto Advisory Services, leaders in automotive finance law, to keep you compliant with current legislation and manufacturer guidelines.

- Keep your documents and checks secure with our many Document Security Solutions.
- Stay compliant by utilizing our continually updated forms, such as the Notice of Credit Denial, Credit Applications, Privacy Notice, and LAW<sup>®</sup> Universal Retail Installment Contracts.



Get the forms you need to stay compliant with ever-changing standards and regulations.

## Simple Data Storage

Collecting and storing data across your dealership is crucial to your success. So is the ability to find information when you need it most. Reynolds offers an array of data solutions to help you easily track and securely store your most important information.

- Make your filing system more efficient and easier to use with the ColorFile<sup>®</sup> Filing System.
- Quickly access vital, archived financial data on a CD or from a secure Web site using Kodata.

For more information on Integrated Document Solutions, please contact your Reynolds Document Consultant, call 800.344.0996 (U.S.) or 1.800.247.9934 (Canada), or e-mail [ids\\_mktg@reyrey.com](mailto:ids_mktg@reyrey.com).

 Reynolds & Reynolds<sup>®</sup>

MAKING BUSINESS BETTER.