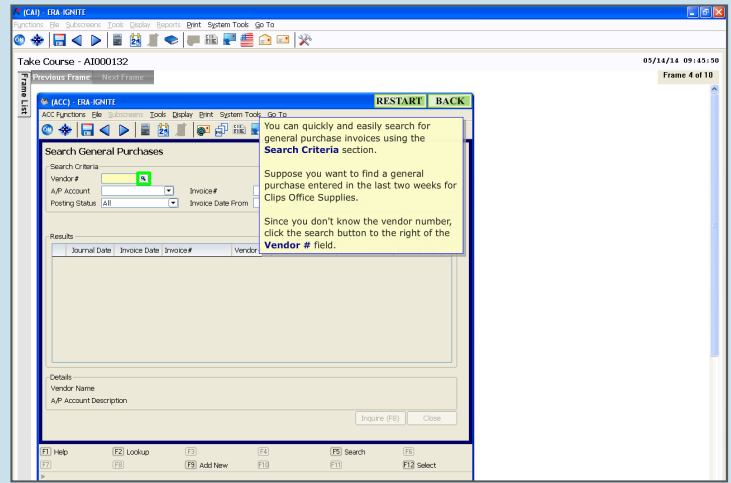
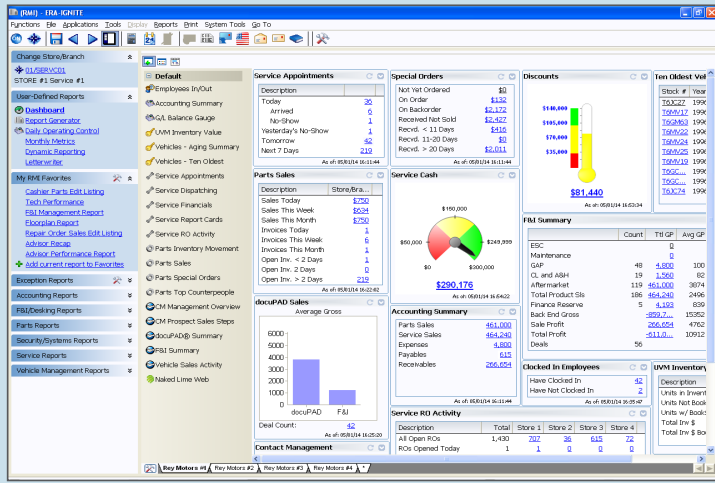


*Transform  
Your Business*

 **ERA**  
**IGNITE**

# ERA-IGNITE Dealership-wide Solutions

Migrate to ERA-IGNITE at your own pace. You can upgrade workstation-by-workstation or role-by-role to best meet the needs of your dealership and your users.

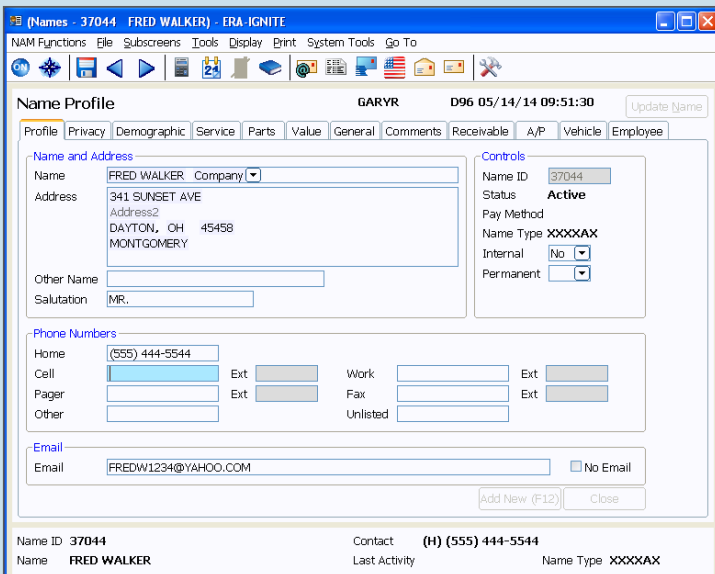


## Retail Management Intelligence

Access all of your reporting needs from one place, including Dashboards, Application reports, Report Generator, Monthly Metrics, Exception Reports, Dynamic Reporting, and the DOC.

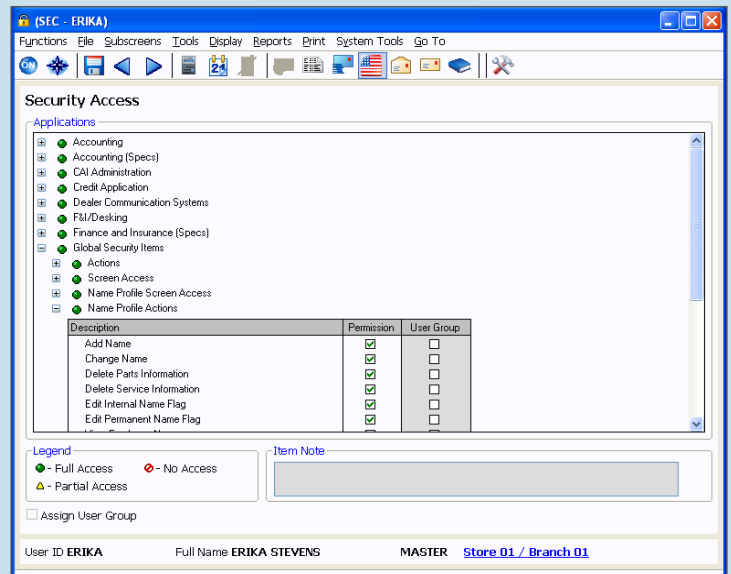
## Computer Assisted Instruction

Drive system utilization with training built right into ERA-IGNITE.



## Names Application

Easily access all customer-related information using tabs to review and maintain an accurate single name file.



## User Security

Modify User ID security down to an individual screen or action to keep your system secure.

# Work Smarter With Consolidated Screens

The consolidated application window displays the following data:

**Search Criteria**

Last: Walker, First: [ ]  
Name ID: [ ], Phone#: [ ], VIN: [ ]  
License#: [ ], Stock#: [ ]  
[View Reservation Manager](#)

**Results Found - 3**

Name	Other Name	Address	City/State	Home Phone	Business Phone
JOHN WALKER	KAREN WA...	337 LINCOLN DR.	DAYTON , OH	(513) 435-8844	(513) 254-3700
LYNN WALKER	TINA	2100 ADRIAN DR	SAN FRANCI..		(415) 424-1500
YVONNE WALKER	TIM WALKER	1831 W SANTIAGO	SAN FRANCI...	(415) 424-6899	

**Vehicle Search Results**

VIN	YR	Make	License #	Color	Model	Description
1C3EJ56H6YN160061	00	CHRYSLER	SPG-CH	GREEN CIRRUS	CIRRUS	4DR SDN
1FALP4045YF100015	00	FORD	SPG-FO	GREY MUSTANG	MUSTANG	2 DOOR COUPE
1G1YY22G4Y5109925	00	CHEVROLET	SPG-CV	RED CORVETTE	CORVETTE	2DR CPE
1G1LY26EX65106938	06	CHEVROLET	BLACK	CORVETTE	CORVETTE	2DR CPE Z06
1G6DP567850109637	05	CADILLAC	SPG-CD	RACING RED	CTS	4DR SDN RW...

**Appointment Schedule**

Appt Date	Appt Time	Dept.	Advisor #	Customer Name	Comments
03/01/12	7:00 AM	SERVICE	1	JOHN WALKER	
03/02/12	8:00 AM	SERVICE	2	JOHN WALKER	

**Function Key Legend:**  
F1 Help, F2 Appointment, F3 New Name, F4 [ ], F5 Search, F6 [ ], F7 Appointment, F8 Reception, F9 New Name, F10 [ ], F11 [ ], F12 [ ]

Combine processes from multiple text screens into one, allowing you to uncover hidden features within the system.

- Easily access everything you need to complete a process from one screen.
- Improve customer interactions with the ability to answer questions faster.
- Complete transactions more efficiently.

# ERA-IGNITE Department Solutions

**Product and Rating Request**

**Vehicle Information**  
 VIN 1G11F5RR7DF105826 Deal Date 07/11/12 New/Used/Demo New  
 Vehicle Description 2013 CHEVROLET MALIBU 4DR SDN  
 Odometer 25 Rating In-Service Date 07/11/2012

**Product Information**  
 Product Type ESC1  
 Provider/Product

Plan	Deductible	Product Price	Surcharges	Price
RESERVE	<input checked="" type="checkbox"/> 100.00	1145.00		
<input type="checkbox"/> 48/100000	<input type="checkbox"/> 50.00	1245.00		
<input type="checkbox"/> 48/60000	<input type="checkbox"/> 0.00	1345.00		
<input type="checkbox"/> 48/75000				
<input type="checkbox"/> 60/100000				
<input type="checkbox"/> 60/60000				
<input type="checkbox"/> 60/75000				
<input type="checkbox"/> 72/100000				
<input type="checkbox"/> 72/60000				
<input type="checkbox"/> 72/75000				

Base Product Price 1145.00  
 Selected Surcharges 0.00  
 Total Product Price 1145.00  
 Cost 645.00  
 Profit 500.00

\* = deductible is reduced to the listed price  
 \*\* = deductible is reduced to zero

Get Pricing (F5) Save Product (F12) Cancel

## F&I Product Rating and Booking

Reduce errors and speed up the F&I process with real-time Provider pricing and electronically transmitted contracts.

## Vehicle Profile

Find vehicle information quickly and easily, including open ROs and past service history, all from one screen.

**(VMS - 6532115 2015 CHEVROLET EQUINOX AWD LS) - ERA-IGNITE**

VMS Functions File Subscreens Tools Display Reports Print System Tools Go To

**Vehicle Profile** PPD14 K45 09/03/14 10:56:07

**Vehicle Information**  
 Stock# 6532115 Drive Type 2WD  
 Order# 15315 Exterior Color GBE-CRYSTAL RED  
 VIN 2GNALBEK8F6117379 Interior Color 191-JET BLK PERF MUL  
 Status 1-IN-STOCK Weight  
 Received Date 09/03/14 Cylinders 6  
 Sales Code MPG 22 - 32  
 License Fee Fuel G-GAS  
 Location E EAST Odometer 1  
 Memo 1 Key # 1  
 Memo 2 Key # 2  
 RFID Tag Body Size U-SUV  
 Vehicle Type P Passenger

**Vehicle Inventory**  
 Inventory List Price 27,100.00  
 Internet Price 26,882.00  
 Coded Cost  
 Sales Cost 24,861.00  
 Base MSRP 26,900.00

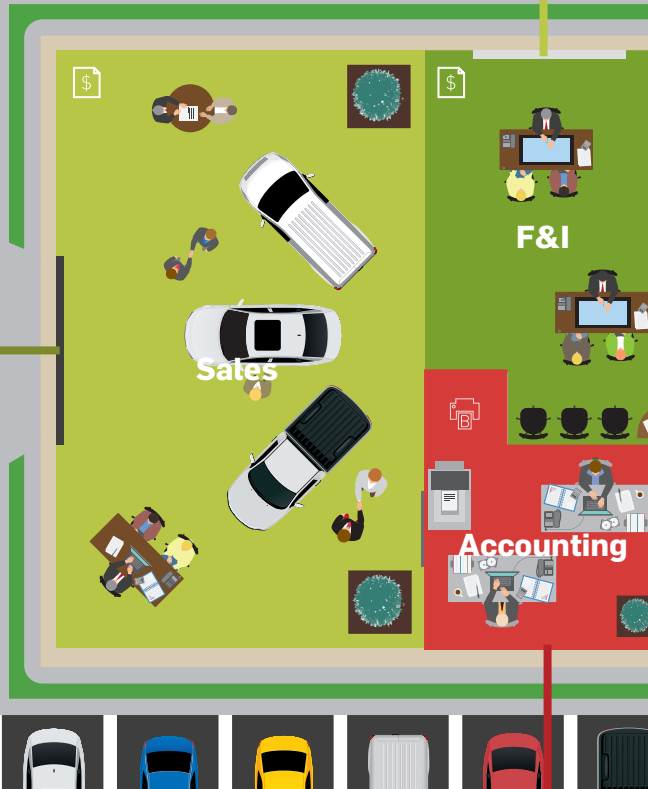
**Floorplan Data**  
 Floorplan 24,861.00  
 Interest Rate 2.10  
 Interest Start 09/05/14  
 Interest 0.00  
 PayOff Date  
[Add Floorplan](#)

**Order Data** Order Date 09/03/14 Order Type Retail Deal Date  
 Mfg Status Customer Sls#  
 Schedule Date Status Date Sale Price InService Date

Stock# 6532115 Order# 15315 Days 0 (09/03/14) Model# 1LG26  
 VIN 2GNALBEK8F6117379 Vehicle 2015 CHEVROLET EQUINOX AWD LS  
 Exterior Color GBE-CRYSTAL RED Interior Color 191-JET BLK PER Odometer 1

F1 Help F2 F3 F4 F5 F6  
 F7 Repeat Entry F8 F9 F10 F11 F12 Update  
 PqUp/Dn=Subscreens

Record Added VMSNRF0 PPD14 26/SALES01 K45/80069 JNS 5216



LN	NO	CONTACT	SPO MA	GM	
1					
2		DEALER "BAC" CODE			
3				DEALER NAME	
4	FROM	Jan-2013		ADDRESS	
5	THRU	Jan-2013		CITY & STATE	
6		ASSETS		LIABILITIES	
7	C	CASH ON HAND	200	1,178	CASH IN BANK CREDIT BALANCE
8	A	CASH IN BANK	202	2,599,264	ACCTS PAYABLE-TRADE CREDITORS
9	S	CONTRACTS IN TRANSIT	205	-44,004	ACC. RECEIVABLE CREDIT BAL
10	H	SECURITIES	260	0	CUSTOMER DEPOSITS
11	C	PG 1 LINE 11 ASSETS UDF		0	WARRANTY CLAIMS ADVANCE
12		TOTAL CASH AND CONTRACTS		2,556,438	NOTES PAYABLE-NEW VEH.&DEMOS
13	U	NET CUSTOMER RECEIVABLES	FROM PG 7	98,400	*MEMO: DELAYED PAYMENT-ACCT. 310
14	R	FACTORY RECEIVABLES	261	317,485	
15	R	DUE FROM FINANCE COMPANIES	262	35,542	
16	C	WARRANTY CLAIMS	263	160,902	NOTES PAYABLE-LEASE & RENTAL UNITS
17	R	INS. COMMISSIONS RECEIVABLE	264	0	NOTES PAYABLE-OTHER
18		PG 1 LINE 18 ASSETS UDF		0	PG 1 LINE 18 LIABILITY UDF
19	E	TOTAL RECEIVABLES		612,329	INTEREST PAYABLE
20		DEMONSTRATORS	0	230	SALARIES, WAGES & COMM. PAYABLE
21	N	NEW CARS	120	3,355,467	INSURANCE PAYABLE
22	N	NEW TRUCKS	228	7,630,361	PAYROLL TAXES PAYABLE
23	T	NEW MD TRUCKS	0	236	SALES TAXES PAYABLE
24	V	OTHER AUTOMOTIVE	236	0	OTHER TAXES PAYABLE
25	N	USED CARS	37	349,321	INCOME TAXES PAYABLE
26	T	USED TRUCKS	33	465,553	EMPLOYEE'S INCENTIVES/BONUSES PAYABLE
27	A	PARTS AND ACCESSORIES	242	352,844	OWNER'S BONUSES PAYABLE

# Reservation Manager

Create better customer experiences by accurately scheduling service appointments based on customers' needs.

# Parts Counter Sales

Improve parts counter productivity and increase profits with a streamlined parts invoicing process.

# Enhanced Onscreen Financial Statements

Stay on top of your financials with the ability to view financial statements onscreen and drill down to make corrections.

PAGE 1

NO.	AMOUNT
202	0
300	-3,064
220	0
220	0
305	0
310	10,882,869
311	196,240
312	0
314	64,786
320	33,520
321	68,979
322	0
323	172
324	256,043
325	-3,647
327	0
328	-19,000
329	0



# Experience Reynolds Retail Management System



## docuPAD®

*F&I*

Engage your customers and sell more F&I products in less time with a personalized, interactive menu presentation and document processing system that is consistent, trackable, and helps you maintain compliance.



## Reynolds Integrated Telephone System

*Telephone*

Work smarter with capabilities designed specifically for the automotive market by pairing advanced phone features with your customer database.



## Contact Management

*CRM*

Efficiently track leads, manage all customer follow-up, and create more focused marketing for more profitable customer relationships.



## AddOnAuto

*Sales*

Establish and maximize your new profit center by effortlessly selling accessories through an interactive presentation tool.

For more information, please contact your Reynolds account manager, call 800.767.7879, or visit [www.reyrey.com](http://www.reyrey.com).

