



## Fiesta Ford Lincoln Mercury

Phone (760) 772-8000  
78-990 Varner Road  
INDIO, CALIFORNIA 92203

July 14, 2005

Lisa McEldowney  
Reynolds and Reynolds  
One Reynolds Way  
Kettering, Ohio 45432

Dear Ms. McEldowney,

Please extend my thoughts of appreciation to all your colleagues involved with Reynolds WebmakerX. Until now, I couldn't have imagined that changing our Website would have such an impact on our business.

Since installation just a few months ago we've seen at least a 50% increase in lead responses due to the specials your solution has helped us implement for new cars, parts and service. There's also been a definite increase in the quality of the leads we receive.

You're probably going to ask next what that translates to in sales. How does 40% increase in internet sales sound? That's right, almost immediately we went from 25 internet sales a month to nearly 35, all from in-bound leads. I can't wait to see where we'll be a year from now.

We spent time looking at solutions from BZ and others and determined that Reynolds had the best solution for our needs. Your solution allows us to upload print ads ourselves, post specials, include employee photos and make other changes instantly. Other sources as well as our previous supplier had a lot of flash in their sites, but that proved to be more of a problem than a help. Shoppers couldn't open the site!

Again, please extend my appreciation to your colleagues. WebmakerX is just what we've been looking for!

A handwritten signature in black ink that reads 'Ron Olson'.

Ron Olson  
Internet and Fleet Director