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MPK's Microsoft®-based DMS Integrates with Ford Motor Company's Dealer Communication Software.

December 19, 2007 (Norcross, GA): MPK Automotive Systems, developer of a Microsoft®-based dealer management system (DMS), now offers a fully integrated DMS solution to the more than 4,500 Ford and Lincoln-Mercury dealers across the U.S. MPK's new Ford DMS contains feature-rich functionality and complete integration with Ford Motor Company's dealer communication system at nearly half the cost of traditional DMS technology.

"Adding Ford to our growing roster of OEM partners is a testament to the reliability and functionality of our DMS," said Paul Gracy, vice president, Development, MPK Automotive Systems. "Our technology is built on a tier one business platform and it is designed to fit the unique needs of a dealership to enhance performance and bottom line results."

MPK's Ford product enables dealers to seamlessly transfer data from one system to another with click-through navigation, which helps reduce errors and provides superior access to information. By retrieving information in real-time, dealers are able to electronically administer parts inventory, financial statements, sales and service data, CRM, vehicle management and warranty claims.

MPK technology helps provide a better customer experience by creating more efficient retail operations. "We really wanted a PC-based DMS because it's intuitive and it easily adapts to how we do business," said Eric Tubbs, co-owner of Tubbs Brothers' dealership in Michigan. "MPK's DMS is exactly what I envision a DMS to be – intuitive, responsive and cost-effective."

MPK, a Microsoft® Gold Certified Partner, fully utilizes the Microsoft® strategic business platform and familiar Microsoft® Office tools like Microsoft® Excel to create a fully integrated DMS that is fast, reliable, easy to learn, easy to use and easy to adapt to individual dealer and OEM processes. Because the MPK system uses the familiar Microsoft® Office user interface, dealers reduce the training and cost associated with implementing new systems or changing staff.

"I like MPK's system because it's customized to meet our workflow and designed to grow with our business," added Tubbs. MPK's simplicity and affordability makes it an attractive DMS provider for Ford dealerships. MPK's fully-integrated product also offers Ford dealerships:

- A full suite of fully integrated DMS modules, including accounting, sales, parts, service, payroll, CRM, & F&I Menu Selling.
- Real time posting of transactions ensures instant, up-to-the-minute access to all financial, customer, vendor and vehicle information for a single store or across a multi-store dealer group.
- Easy information retrieval allows dealers to see summary information (e.g., current sales totals for the day) and drill down into all transactions, such as vehicle sales or repair orders, parts counter tickets, etc.
- Single click extraction to Microsoft® Excel and other Microsoft® Office applications lets dealers and their accountants and consultants quickly evaluate and communicate business information.
- User can drive the true Windows® interface via a mouse or keyboard.

- More -



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About MPK Automotive Systems, Inc.

MPK Automotive Systems, Inc. provides a modern automotive dealer management system (DMS) built using the Microsoft Dynamics™ NAV business platform to U.S. automotive retailers. MPK is a certified DMS provider for a number of automotive Original Equipment Manufacturers (OEM) and is currently operating in franchised automobile dealerships throughout the U.S.

For a product demonstration or other sales information, contact MPK at sales@mpkauto.com or call 866-587-9776.

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