

Northshore BMW to set auto dealer benchmarks with Auto I.T. UNITS™

Having recently purchased Sydney BMW from BMW Australia, Jonathan Scharrer and business partner Christopher Randall aim to build a benchmark automotive dealership known as Northshore BMW. They have selected Auto-IT UNITS™ to be their dealer management system (DMS) to help achieve their aim.

The pair plans a new identity for the dealership that will serve customers across Sydney's northern suburbs, from The Spit to Hornsby. They recognise the potential for rapid sales growth and are investing heavily in staff, systems and infrastructure to position Northshore BMW as a 'centre of excellence' for customer service and satisfaction. A new state-of-the-art building of 20,000 square metres on one site at Artarmon is central to their plan, replacing the current sales site in Chatswood and service site in Artarmon.

Jonathan Scharrer is a qualified electrical engineer and runs his own small software company. His family has more than 75 years of experience in the motor industry through its involvement in Scotts Motor Group and Jonathan has eight years of personal experience in the industry as dealer principal of Scotts Audi, which was established in 2000. Christopher Randall has a long association with BMW Australia.

Jonathan and Christopher are very process-driven in their approach to business and are confident that the Microsoft Windows-based UNITS™ dealer management system (DMS) is the best software available to support them in achieving their aim. "Having worked with Auto I.T. in the past, we know that the company is easy to deal with and that the systems are modern and dealership-oriented," Jonathan said. "A highlight of UNITS™ is that it has been integrated with the technology systems of BMW."

UNITS™ is endorsed by BMW, with extensive technical interface work between the DMS and BMW's technological and business requirements having been carried out prior to the system being made available to dealerships. The UNITS™ system includes a range of modular features with advanced capabilities to effectively manage, control and monitor an automotive dealer's business. It has financial, sales, service, parts and customer relationship management components as well as an executive information centre with a full suite of real-time reporting tools and a web trader facility for trading parts with other dealerships.

UNITS™ is currently being set up by Auto I.T. for the new dealership to go live on 1 September. "We plan to use all the relevant components of the system to capacity," Jonathan said. "We are also working with Auto I.T. to customise some components to our own requirements as we want to further streamline processes to target customers and enhance customer service," he added.

Auto I.T. is providing extensive support to Northshore BMW to migrate to UNITS™ so that the staff are able to get the best from the system from day one. "There has already been a program of staff training, with a further two weeks of training scheduled and ongoing support available once the system is in operation," Jonathan said. "We are very pleased

with the level of service Auto-IT provides and know that the team will be there to support our business as it grows in the future.”

Ken Fife, chief executive officer of Auto I.T. said, “Jonathan and Christopher have set some very high standards for their new dealership and we’re very pleased that they have chosen the UNITS™ software as their dealer management system. We’re confident that UNITS™ will meet all their requirements and look forward to partnering them to develop the system in line with the growth of the dealership.”

Auto I.T. Pty Ltd specialises in the development and marketing of dealer management software systems for dealerships in the automotive, trucking, agriculture and construction equipment industries across Australia and in New Zealand, USA, Canada, Singapore, Malaysia, Brunei, Fiji, South Africa, Thailand and Mexico. Auto-IT provides quality systems that help clients run their dealerships effectively, efficiently and profitably.

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