



## Nation's Largest Honda Dealer Deploys Xtime Software

*Software Helps Dealer Streamline Service Operations; Offers 24/7 Appointment Scheduling*

For Immediate Release

SAN MATEO, Calif./EWORLDWIRE/Feb. 16, 2007 --- Xtime, Inc., the leading provider of CRM solutions for service operations, today announced that the Conant Auto Retail Group of Newport Beach, Calif. has committed to a group-wide rollout of Xtime's flagship software product, ServiceCRM(TM). Conant dealers include Norm Reeves Honda Superstore in Cerritos, Calif., the nation's 14-time Honda sales leader since 1991.

Xtime's ServiceCRM software combines consumer web scheduling, service BDC automation, advanced shop control and sophisticated service marketing into one complete and unified solution for automotive service departments. By combining these features into one, easy-to-use, affordable system, Xtime gives automotive dealerships the ability to schedule and manage more service appointments per day, increasing profitability through increased customer-paid service.

"Xtime has made it more organized and more efficient (to run our shops) - especially for scheduling appointments," said Mike Monell, service director at Norm Reeves Honda. "It makes it much simpler to run our operations. We can take control of cars and traffic coming into the service center."

Monell chose Xtime's CRM software even though he had invested six months implementing a different CRM solution.

By upgrading their service departments with the Xtime appointment scheduling system, Norm Reeves provides its customers Internet appointment capability 24/7, providing Norm Reeves a significant advantage over its competition.

Consumers are accustomed to convenient online scheduling when booking airline tickets, hotel rooms and rental cars. Online service appointment capabilities at car dealerships are rare and typically require the customer to book over the telephone. On-hold wait times can average more than five minutes, according to the National Automobile Dealers Association. Xtime's Service CRM software provides consumers a time saving option to book service appointments online.

"We're very excited to be in broad deployment with Norm Reeves Honda and Conant Auto Retail Group," said Neal East, Xtime's CEO. "They've been aggressive users of the product and they provided us excellent feedback since our first deployment at Norm Reeves. We're pleased to consider them a partner."

Xtime's solution helps "organize the shop, the parts department and even the cashiers. There is a nice flow throughout the day. The whole operation is streamlined," Monell said. "We believe Xtime is the best tool out there."

Since it was launched at Norm Reeves Honda Superstore in 2005, five Conant group dealers have enrolled in the CRM program with additional implementations planned.

About Xtime, Inc.

Xtime is the leading provider of CRM solutions for automotive service operations. With over 700 dealerships and over 1,000,000 appointments booked, Xtime's ServiceCRM is designed for maximum performance and value. By merging and automating consumer direct bookings with full service BDC capabilities and sophisticated shop management, dealerships realize significant increases in customer satisfaction while maximizing service drive throughput and profitability. Privately held, Xtime's investors include Draper Fisher Jurvetson, RPM Ventures and Innovacom, the venture capital arm of France Telecom. Xtime is based in San Mateo, Calif. and can be reached at 650-653-4000, or at '<http://www.xtime.com>'.

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## About Norm Reeves Honda Superstore & Conant Auto Retail Group

Norm Reeves Honda Superstore is the largest Honda dealership in the United States. It was ranked the top selling Honda dealership 14 times since 1991. Operating seven days a week, the dealer service center services an average of 1,125 cars each week.

Headquartered in Newport Beach, Calif., Conant Auto Retail Group operates nine auto dealerships in southern California employing 950 people. For more information, call 888-497-4433, or visit '<http://www.normreeves.com>'.

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