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Autosoft Signs ProResponse Into FLEX Connect Integration Program

WEST MIDDLESEX, PA – March 20, 2014– Leading dealer management system (DMS) provider Autosoft, Inc. (www.autosoftyoudrive.com) announced today that it has formalized its agreement with ProResponse, a market-leading CRM/ILM provider, to become a partner in Autosoft's third party integration program, FLEX Connect.

Based in Laurel, Maryland, ProResponse offers an easy-to-use, comprehensive CRM service that helps automotive dealers increase sales and CSI. ProResponse and Autosoft have collaborated for more than a decade, and the new partnership will provide Autosoft customers a powerful, professional prospecting and customer follow-up system for dealerships.

"You don't need Big Systems to produce Big Results" says David Goodison, President and CEO of ProResponse. "We believe that our integration will provide Autosoft dealers with the unique set of tools they need in our competitive marketplace to reach their sales goals and take a bite out of the competition."

"Our FLEX Connect program offers cost-effective, secure integrations to a wide variety of dealership software vendors, so dealers have the flexibility to choose solutions, such as ProResponse, that best suit their business needs," says Christopher Morris, Senior Vice President of Business Development for Autosoft. "We are delighted to have ProResponse join our FLEX Connect program. Their CRM/ILM solution provides our mutual customers a seamlessly integrated tool that helps them sell more cars. Their system optimizes an existing sales force and minimizes the need to have a large budget for traditional media."

About Autosoft, Inc.

Autosoft, Inc. is a market leading dealer management systems provider for automotive dealers. Celebrating twenty-five years in the industry, Autosoft has a customer base of more 2,000 dealerships and 30,000 plus users in the U.S. and Canada. Autosoft is committed to delivering industry leading customer service and support that result in higher efficiency and profitability for dealerships.

For more information about Autosoft, call Autosoft Marketing at [\(800\) 473-4630](tel:8004734630), email marketing@autosoft-asi.com or visit the new [website](#).

About ProResponse

ProResponse is a certified 3rd party CRM service provider for use with the Autosoft DMS. In business since 1988, ProResponse provides a menu of dealer services; from Internet Lead Management and prospect tracking; to customer follow-up and data mining; email campaigns and reputation management, to name a few.

For more information regarding ProResponse, contact David Goodison at [\(800\) 608-7887](tel:8006087887), cell [\(443\) 414-3223](tel:4434143223), email; dgoodison@proresponse.com, or visit the [website](#).