Bluebird Auto Rental Systems Integrates with Dealertrack's Dealership Management System – Streamlining Loaner Car and Rental Process for Auto Dealerships

Dover, N.J.– May 5, 2015 –Bluebird Auto Rental Systems, a leading provider of cost-effective software to vehicle rental companies and dealership loaner fleets, today announced that it has completed integration of its Bluebird's NetRent/LoanerTrack with Dealertrack's dealership management system (DMS). Dealertrack DMS customers who use Bluebird Auto Rental's software NetRent/LoanerTrack for their service loaner fleets and rental departments will benefit from increased efficiencies by having the two systems fully integrated.

NetRent/LoanerTrack, which was approved via Dealertrack's Opentrack Certification Program, speeds up the check-in and check-out process of loaner cars and makes it easy to track which cars are out on loan and when they are due back. Data fields can be made mandatory and unlimited custom codes can be created, i.e. Employee Use, which can be assigned to each vehicle. The product's graphical Reservation Planner allows users to instantly review how many vehicles are on rent, when they are due back and what the assigned reservations are in the future.

"Dealertrack's Opentrack Certification Program made it easy and inexpensive to integrate our system with their dealership management system," said Angela Margolit, President of Bluebird Auto Rental Systems. "Our customers who use Dealertrack's DMS will be able to access Netrent/LoanerTrack directly from their DMS workstations, streamlining the loaner car and rental process and creating associated revenue opportunities."
"Dealertrack's DMS Opentrack Certification Program allows dealers to securely integrate their Dealertrack DMS with certified third-party providers and software, like Bluebird and its NetRent/LoanerTrack software, used within a dealership," said Sharon Kitzman, Vice President and General Manager,

DMS, Dealertrack. "In addition to Bluebird, there are more than 120 certified Opentrack partners."

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About Bluebird Auto Rental Systems
Bluebird Auto Rental Systems (www.barsnet.com) is a provider of cost-effective, turn-key computer systems to vehicle rental operations worldwide since 1982. Bluebird's Auto Rental application software, RentWorks, enables dealerships to more efficiently manage their service loaner fleets – expediting the rental process and improving the overall customer experience.

About Dealertrack Technologies (www.dealertrack.com)
Dealertrack Technologies' intuitive and high-value web-based software solutions and services enhance efficiency and profitability for all major segments of the automotive retail industry, including dealers, lenders, OEMs, third-party retailers, agents and aftermarket providers. In addition to the industry's largest online credit application network, connecting more than 20,000 dealers with more than 1,500 lenders, Dealertrack Technologies delivers the industry's most comprehensive solution set for automotive retailers, including Dealer Management, Inventory, F&I, Digital Marketing and Registration and Titling solutions. Visit www.dealertrack.com.

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