



24 May 2016

For Immediate Release

PRESS RELEASE

Dover, NJ USA. Bluebird Auto Rental Systems (BARS) announced that they have secured an official “approved vendor” status with the last of the big three.

Endorsed by Ford since the 1980’s, Bluebird secured official approval status with General Motors earlier this year. Fiat Chrysler Automotive (FCA) then began their process to vet Bluebird, culminating with boarding them on MarketCenter, their internal dealership network.

Bluebird has also been endorsed by both Honda and Volvo for several years.

LoanerTrack, the Bluebird module specifically geared toward OEMs, helps dealerships manage their Courtesy Transportation Vehicles.

To provide the best customer service experience, LoanerTrack also integrates with all of the major Dealership Management Systems:

- CDK Drive (formerly ADP)
- Auto/Mate
- Reynolds
- Dealertrack (Arkona)
- LightYear (DealerBuilt)

The latest tool which Bluebird has developed for dealerships is a mobile app, allowing them to quickly open a loaner agreement with an Android tablet or iPad. Driver details are imported from a DMS or the RentWorks renter table, a repair order number can be entered, and a bill-to assigned. The signature is then electronically captured on the screen.

About Bluebird Auto Rental Systems

Bluebird Auto Rental Systems is a leading provider of software for the vehicle rental and dealership service loaner industry since 1982. Bluebird's Auto Rental Application, RentWorks, is used around the world to effectively manage the efficiency and profitability of any size vehicle rental operation. www.barsnet.com.

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