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MPK AUTOMOTIVE RECEIVES KIA FACTORY INTEGRATION CERTIFICATION FOR ITS MICROSOFT®-BASED DMS
MPK provides more than 640 KIA dealerships with an easy-to-use, feature-rich DMS alternative.

July 15, 2010 (Norcross, GA): For KIA dealerships looking for a robust yet cost-effective dealer management system (DMS), MPK Automotive is delivering thanks to its recent KIA Motors America factory integration certification. MPK, developer of the first Microsoft®-based DMS in the industry, now supports direct interfaces for parts ordering and returns, retail delivery reporting and warranty claim submissions to help dealers create a more efficient retail operation.

"Our system complies with all KIA Motors America's dealer communications system requirements, yet we're priced at a fraction of the cost as other DMS providers," said Nitesh Patel, development manager, MPK Automotive. "Our technology is effective because it's built on a proven platform that businesses rely on every day yet it's dynamic enough to fulfill the unique needs of dealerships, keeping them efficient in sales, service, reporting and, ultimately, the bottom line."

Working through KIA's Certification Service Provider, Motive Retail, MPK was able to successfully fulfill the necessary integration requirements for KIA dealers to access manufacturer information, in real-time, and manage the daily transactions and communications that are imperative to their business. MPK's intuitive interface enables dealers to easily transfer information, without re-keying, from one system to another to bolster performance – both speed and accuracy – as well as customer service.

"MPK's integration certification means KIA dealerships have more DMS choices, which is critical in today's marketplace," said Kim Campassi, managing director, Motive Retail. "MPK has successfully met all certification requirements for submitting parts orders and returns,

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sales reporting and warranty claims."

The MPK DMS also offers KIA dealerships:

- A full suite of fully integrated DMS modules, including accounting, sales, parts, service, payroll, CRM, & F&I Menu Selling.
- Real time posting of transactions to ensure instant, up-to-the-minute access to all financial, customer, vendor and vehicle information for a single store or across a multi-store dealer group.
- Easy information retrieval allowing dealers to see summary information (i.e., current sales totals for the day) and drill down into all transactions, such as vehicle sales or repair orders, parts counter tickets, etc.
- Single click extraction to Excel® and other Microsoft® Office applications enabling dealers, their accountants and consultants to quickly evaluate and communicate business information.
- Options to drive the true Windows® interface via a mouse or keyboard.

About Motive Retail
Motive Retail is an automotive services firm with a unique and specific focus on the design and implementation of dealer systems integration initiatives for Automakers. Motive's combination of consulting and managed services allow automakers and dealer system providers to help dealers improve retail performance through more and better integration between systems. For more information visit, www.motiveretail.com

About MPK Automotive Systems, Inc.
MPK Automotive Systems, Inc. provides a modern automotive dealer management system (DMS) built using the *Microsoft Dynamics™ NAV business platform to U.S. automotive retailers. MPK is a certified DMS provider for a number of automotive Original Equipment Manufacturers (OEM) and is currently operating in franchised automobile dealerships throughout the U.S.

For a product demonstration or other sales information, contact MPK at sales@mpkauto.com or call 866-587-9776.

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