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ClearMechanic Partners with CIMA Systems to Deliver Visual Explanation Program

CIMA to Launch "CIMA CarView" Mobile Application in Collaboration with ClearMechanic

San Francisco, CA – (September 15, 2011) ClearMechanic, provider of “visual explanation” solutions for automotive service centers, has announced a partnership with CIMA Systems, a leading provider of CRM solutions for dealers.

CIMA is launching CIMA CarView, a mobile application that allows service centers to take high-quality photos of a customer's vehicle and immediately post them to their websites. CIMA CarView has been developed in collaboration with ClearMechanic and is now available on all Android smartphones. CIMA CarView will be available on the iPhone in October.

CIMA CarView also includes a free “Live Photo Gallery,” which automatically posts photos taken with the CIMA CarView mobile application to a service center's website in real time. Through its partnership with ClearMechanic, CIMA CarView also features expert illustration content next to each photo posted on a service center's website.

“We are pleased to announce the launch of CIMA CarView with one of the prolific providers of CRM solutions to automotive dealers,” said Brad Simmons, CEO of ClearMechanic. “CIMA is consistently recognized for its dedication to high-quality products and customer service. We are excited to deeply integrate the new CIMA CarView mobile applications into CIMA's existing product offering.”

Service centers using CIMA CarView can also subscribe to several optional premium offerings. For more information, please contact representatives from ClearMechanic or CIMA.

About ClearMechanic, Inc:

ClearMechanic develops visual explanation technology for automotive dealerships and repair shops. Its flagship products include mobile applications, expert illustration content and web-based tools to “visually explain” repairs to customers. ClearMechanic has documented a 20-40% increase in success on additional service recommendations when customers are shown photos of their defective vehicle parts. ClearMechanic also owns a comprehensive database of 1,000 technical diagrams and illustrations explaining the location and function of vehicle parts and systems. All content has been approved by master technicians for accuracy.

For more information, please visit www.clearmechanic.com.

About CIMA Systems:

CIMA Systems patent-pending solution was founded in 2001 with the goal of creating an automated customer interaction tool for the automotive Industry. Today the application helps serve as a 24 hour, automated/virtual business development center (BDC) and is a leading marketing and communication tool used at dealerships throughout North America. CIMA helps dealers retain and engage prospects and customers alike by delivering messages in the way they prefer: phone, email, text, Blog, Social Media and Hosted Live Chat. In addition, CIMA's ongoing marketing promotions help dealers maximize profits at each touch point in the customer relationship and vehicle life cycle.

To find out more about CIMA, visit www.cimasystems.net or call 866-461-CIMA (2462).