# Reynolds and Reynolds marks achievements while looking ahead to innovation in automotive retail



The Reynolds and Reynolds Company has marked the beginning of 2025 by reflecting on the achievements that have contributed to the success of their clients in the automotive retail sector. Chris Walsh, president of Reynolds, articulated the company's mission during a recent address, stating, “Every day we get out of bed with the goal of helping our customers reach their full potential by providing them the best tools, guidance, and opportunities to thrive.” He highlighted the collaborative efforts of the company’s field staff, customer support teams, and developers in enhancing dealership productivity.

Looking ahead to 2024, Reynolds has strategically partnered with tech industry leaders such as CARFAX, DealerOn, TrueSpot, and Skaivision to deliver innovative technologies aimed at improving operational outcomes for dealerships. These collaborations have resulted in a seamless integration of new tools which are expected to refine operational efficiencies.

A significant highlight from the previous year was the launch of Spark AI, described as a unified data layer that connects all Reynolds products. This advancement allows access to critical data across various dealership departments without the barriers created by previously siloed systems. The suite of AI tools introduced includes Conversation AI, Engagement AI, Prospect AI, and Merchandising AI—all designed to enhance dealership productivity and customer engagement.

Another notable development from the company was the introduction of Gubagoo’s Curator, a unified intelligence engine, which is set to debut at NADA 2025. Additionally, Reynolds has committed to influential programmes within the industry, participating in both Toyota SmartPath and the Audi Digital Program, which further enhances the resources available to dealerships.

Reynolds has experienced substantial growth, expanding its customer base by 30% in 2024 and achieving high retention rates among existing clients. Walsh stated, “These numbers are a testament to our commitment to our customers’ success and how we do business,” emphasising the strong trust and satisfaction of their clientele.

The company also demonstrated its dedication to fostering talent within the automotive industry through financial contributions to several educational institutions. These donations have been directed towards purchasing tools for graduating technicians and covering costs associated with ASE certification testing. Furthermore, Reynolds announced support for the establishment of the new Center for Automotive & Mobility Studies at Northwood University.

Looking towards the future, Walsh expressed enthusiasm about the trajectory of the retail automotive industry, affirming, “Reynolds is excited to be at the forefront of innovation and progress.” As the company prepares for the upcoming NADA event in New Orleans, Walsh extended an invitation to dealerships to explore the innovative products that Reynolds will present, underscoring the company’s commitment to aiding dealerships in reaching their fullest potential.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.reyrey.com/company/media-center/news-releases/acquisitions-new-customers-and-high-retention-rates-reynolds-and> - Corroborates Reynolds and Reynolds' mission, partnerships with tech industry leaders, launch of Spark AI, and growth in customer base.
2. <https://www.reyrey.com/company/media-center/news-releases/acquisitions-new-customers-and-high-retention-rates-reynolds-and> - Details the introduction of Gubagoo’s Curator, participation in Toyota SmartPath and Audi Digital Program, and high retention rates.
3. <https://www.reyrey.com/company/media-center/news-releases/reynolds-unveil-new-innovative-products-nada-show-2025> - Confirms the launch of new innovative products at NADA 2025, including the latest iteration of Spark AI and other AI tools.
4. <https://www.reyrey.com/company/media-center/news-releases/reynolds-unveil-new-innovative-products-nada-show-2025> - Highlights the role of Spark AI in enhancing dealership productivity and the company's largest footprint at the NADA show.
5. <https://www.reyrey.com/company/media-center/news-releases/acquisitions-new-customers-and-high-retention-rates-reynolds-and> - Mentions Reynolds' commitment to educational institutions through financial contributions for tools and ASE certification testing.
6. <https://www.reyrey.com/company/media-center/news-releases/acquisitions-new-customers-and-high-retention-rates-reynolds-and> - Details the support for the new Center for Automotive & Mobility Studies at Northwood University.
7. <https://www.reyrey.com/company/media-center/news-releases/reynolds-unveil-new-innovative-products-nada-show-2025> - Quotes Chris Walsh on the company's excitement about innovation and progress in the retail automotive industry.
8. <https://www.reyrey.com/company/media-center/news-releases/acquisitions-new-customers-and-high-retention-rates-reynolds-and> - Provides context on Reynolds' growth, including a 30% increase in new customers and high retention rates.
9. <https://www.reyrey.com/company/media-center/news-releases/reynolds-unveil-new-innovative-products-nada-show-2025> - Invitation to dealerships to explore innovative products at the upcoming NADA event in New Orleans.
10. <https://life.reyrey.com/2024/08/18/the-automotive-industry-by-the-numbers/> - Provides industry context and statistics that align with Reynolds' involvement and impact in the automotive retail sector.
11. <https://www.autosuccessonline.com/acquisitions-new-customers-high-retention-rates/> - Please view link - unable to able to access data