

NISSAN CANADA & PBS SYSTEMS PARTNER ON CRM INTEGRATION

Calgary, AB – PBS Systems has completed an exciting new Customer Relationship Management (CRM) integration with Nissan Canada's NCAR and ICAR-X systems. Dealer sales personnel will be able to work with current and prospective customers in a seamless manner as all client and vehicle information is automatically synchronized. This efficient two-way integration will keep both the CRM and NCAR/ICAR-X systems up to date in real time for any new lead data.

*"We were thrilled when **Nissan Canada** approached us to integrate with their NCAR / ICAR-X initiative. The 'Customer Experience' focus was apparent from the outset of the project as our teams collaborated to provide Nissan retailers with strategic, real-time data integration. Our v10 DMS delivers embedded CRM (Workplan) to enhance the dealerships' ability to take advantage of the NCAR / ICAR-X workflow automation through the unified sales lead and vehicle updates."*

- Wesley Pike, Director, OEM Business at PBS Systems

"We are pleased to offer this important integration with NCAR / ICAR-X - our industry leading proprietary sales process and customized delivery tool.

*In addition to providing our dealer network with immediate access to the existing client base and Tier 1 leads from our Brand Website, Nissan@Home and Nissan Studio, the integration with **PBS Systems** serves further by providing dealers with real-time access to their own Tier 3 potential customers and current client base.*

The client profile and their vehicle of choice, whether VIN-specific or from a 'Build-and-Price' configuration, is quickly and easily available to retrieve, allowing both the client and the dealership to save time and ensure an effortless process and flow of information."

- Martin Carle, Dealer Experience and Technology Manager at Nissan Canada Inc.

If you would like more information regarding the scholarship, please contact:

Wesley Pike, Director, OEM Business at PBS Systems
800-665-6304 ext. 505

Nissan Canada Inc. (NCI) is the Canadian sales, marketing, and distribution subsidiary of Nissan Motor Limited and Nissan North America, Inc. NCI was the first Japanese-based automaker to incorporate in Canada in 1965, and now directly employs 306 full-time staff across offices in Vancouver (BC), Mississauga (ON), and Kirkland (QC). There are 210 independent Nissan dealerships, including 84 that also act as Nissan Commercial Vehicles dealers, 123 electric vehicle-certified dealers, and 41 INFINITI retailers across Canada.

More information about Nissan in Canada and the complete line of Nissan and INFINITI vehicles can be found online at www.nissan.ca and www.INFINITI.ca. You can also follow us on Facebook, Instagram, Twitter, and LinkedIn and see all our latest videos on YouTube.

PBS Systems is a Dealership Management Software (DMS) company that provides accurate, reliable dealership management software, services, and support to dealership customers. PBS has offices in Texas, Iowa, Alabama, Ontario, and Alberta. PBS is Microsoft Windows based, making it the most intuitive and user-friendly DMS available. PBS continuously strives to find ways to help their customers be more productive, more efficient, and more profitable. For more information, visit <https://www.pbssystem.com>.