Toyota Announces New Dealer Management System Integration Program

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TORRANCE, Calif., February 4, 2011 – Toyota Motor Sales (TMS), USA, Inc. announced that it has successfully developed new open standards based interface capabilities for its dealer communications system Dealer Daily. Based on the success of this effort, TMS is introducing the new Toyota DMS Integration Program (TDIP) that will allow Toyota and Lexus dealers to use any approved DMS that satisfies the program's requirements.

"Both the Toyota and Lexus National Dealer Councils have long requested the ability to have Dealer Daily integrate with a wider variety of DMS systems, " said Zack Hicks, TMS vice president and chief information officer. "We heard our dealers and in response made a significant investment in our technology to make the new Toyota DMS Integration Program a reality. As part of this endeavor, we also hope to increase integration reliability and security."

Toyota anticipates two new integrated DMS options – DealerTrack and Auto/Mate – to be available to dealers as part of the new Toyota DMS Integration Program. TMS recently has received letters of intent from both DMS providers to participate in its new program. Additionally, TMS has received letters of intent from ADP and Reynolds & Reynolds to participate in TDIP. TMS also expects even more integrated DMS options to become available in the near future.

"This project is just the beginning," said David Jackson, TMS divisional information officer. "Through the support of our pilot dealers and the DMS community, Toyota has established a new benchmark for DMS integration. We will soon be able to move to an environment that supports more robust integration to provide anytime, anywhere access including mobile devices and tablets."

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