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DealersCircle Announces Application Enhancements for Users

Jacksonville, FL — DealersCircle, Inc. - *the innovative, web-based marine industry provider that conveniently links the manufacturer, dealer and customer together with its state-of-the-art software application* - has recently added some important features and enhancements to the application.

Among the most notable are the additions of a ***Companion Mobile Application***, a ***Warranty Coverage Status tracking module***, and updates to the Parts Module including the ability to take in full BOM (Bill of Materials) data and utilize that for search filtering within the app.

Below is a synopsis of these important feature updates now live:

- **DealersCircle Companion Mobile Application**

  o The Companion Application's purpose is to provide functionality that is more conducive to and possible on a mobile device. The initial Companion Application feature is the ability to attach photographs to Products (Boats), Warranty Claims and Parts Orders utilizing a smartphone or mobile device's camera.

- **Warranty Coverage Status Tracking**

  o Allows the dealer and manufacturer to see the current overall status of the Warranty (Valid, Partially Valid and Expired) when viewing a specific Product or when creating or working with a Warranty Claim. The user can also drill down to see details on all of the Warranty Coverages that apply to the Product. This allows the users to quickly make decisions regarding Warranty Claims or provide valuable information to the customer.

  o The manufacturer can configure Warranty Coverage Types at the global level and assign those Coverage Types to the appropriate Models. When new Products are created, those Products inherit the Warranty Coverage Types currently assigned to the Model. A Propagation feature allows the manufacturer to setup Warranty Coverage on older Products that already exist in the system.

  o Warranty Coverage Types can be overridden on a per Product basis to account for special circumstances.

  o An additional option is the ability to enforce Warranty Transfer Requirements.

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- **Parts Module**

  - The Parts Module capabilities available for Parts Orders and Warranty Claims have increased tremendously. These features make the dealer's task of finding the part that they need significantly easier. New features include:

    - Support for multiple levels of parent/child relationships allowing the manufacturer to configure assemblies that are made of multiple parts. This enables the dealer to drill down and up when searching for the part that they need.

    - The ability to define parts specific Areas on Product Models and associate parts to those Areas by Model.

    - The ability to take in product specific Bill of Materials from an external system allowing the parts search to be filtered to the BOM parts for a specific product.

    - Part suppression capabilities which allow the manufacturer to mark one part obsolete and replaced by another part. If a user searches for a suppressed part, the system will automatically direct them to the new part.

- **Additional Notable Product Updates**

  - Product Module - Claims tab and Parts tab added to the Product Editor - These two new tabs will show any warranty claims or parts orders associated with the product. The addition of these tabs makes the Product Editor a single place to get a full picture of the activity on a particular product.

"We're excited about these new features and enhancements. We are continually creating an environment for our network that provides a reliable, useful, state-of-the-art go-to tool and resource for our 1200+ dealer network," said DealersCircle President Scott Davis. "Our proprietary software application has become a mainstay in the marine industry helping support numerous brands for 15 years. We simplify and automate the process of boat and parts ordering, warranty claims, and customer follow-up, creating a smart, reliable link between the OEM, the dealer network and the end consumers. And it's our goal to constantly improve upon it."

"While all these improvements our team has been diligently working on are now live, one of the most exciting enhancements currently in development is the ability to integrate DealersCircle with DMS systems," added Davis. "This will be a complete gamechanger for our industry, and further raise the bar for us as the leading application source for any dealer and manufacturer."

DealersCircle provides marine manufacturers and their growing list of over 1200 dealers a convenient way to simplify boat orders and control inventory, conduct sales, track prospects and customers, produce customized reports and even automate warranty submission, tracking, and approvals with its revolutionary web-based application. The application also promotes and facilitates the use of customer support and document correspondence, such as scheduling the emailing of 'thank you' letters, service reminders and notices concerning up-to-date manufacturer and dealer discounts. DealersCircle has virtually unlimited import and export features that allow its data to easily be transmitted to external CSI Programs or other systems.

For more information on DealersCircle, visit **www.dealerscircle.com**; or contact Mark Jerkins at Tinsley Creative, email: mark@tinsleycreative.com; phone: 863.583.0081.

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