

# Kimoby to Expand Sales Channel through Agreement with CDK Global

QUÉBEC CITY, QUÉBEC – Jan. 15, 2018 – Kimoby, a provider of web-based communications solutions, today announced that it plans to expand its growth efforts in Canada through a sales channel agreement with CDK Global (Nasdaq: CDK), a leading integrated information technology and digital marketing solutions provider. CDK Global will assist Kimoby with sales of its texting and multimedia messaging solution.

In 2015, Kimoby joined CDK's Global Partner Program, the largest third-party partner program in the industry, to benefit from being part of a marketplace of applications and integration choices developed to help automotive dealers succeed.

"We are excited to be working closely with CDK Global to help Canadian auto dealers achieve more effective communications with their customers by leveraging their preferred communication channel," said Alex Wojcik, business development lead and co-founder, Kimoby. "We're proud to offer a comprehensive and user-friendly text messaging platform. Auto dealers nationwide are already using Kimoby to streamline their daily customer communications and gain actionable insights into their customer experience."

The Kimoby solution benefits dealerships and their service departments by automating and personalizing a variety of follow-up communications based on the customer activity and work order history. This includes the ability to exchange contextual information in real-time, such as pictures, videos or other multimedia.

"Our expanded agreement with Kimoby makes it even easier for our dealers in Canada to integrate Kimoby's texting solution, creating a more efficient way to communicate with their customers," said Anna Bilow, senior director, operations, CDK Canada. "Cultivating customer relationships to achieve satisfaction and gain loyalty is the key to our dealers' success. By offering our dealers a way to simplify communications, they can focus on ensuring a memorable experience throughout the customer journey."

For more information about how Kimoby's text messaging platform can help your dealership achieve more with its customer data, please visit

<https://www.kimoby.com/platform/integrations/cdk-global/>.

## **About CDK Global**

With more than \$2 billion in revenues, CDK Global (NASDAQ: CDK) is a leading global provider of integrated information technology and digital marketing solutions to the automotive retail and adjacent industries. Focused on enabling end-to-end automotive commerce, CDK Global provides solutions to dealers in more than 100 countries around the world, serving approximately 28,000 retail locations and most automotive manufacturers. CDK solutions automate and integrate all parts of the dealership and buying process from targeted digital advertising and marketing campaigns to the sale, financing, insuring, parts supply, repair and maintenance of vehicles. Visit [cdkglobal.com](http://cdkglobal.com).

## **About Kimoby**

Kimoby is a web-based communication platform that helps businesses of all sizes instantly connect with their customers through texting and multimedia messaging. Since 2012, Kimoby has been committed to helping frontline service teams save time to focus on the unique needs of every customer, by automating mundane daily communication tasks, including appointment reminders, confirmations, status updates, and customer satisfaction follow-up. Driven by the need to continuously improve customer convenience, Kimoby offers an integrated mobile payment solution which allows customers to view their invoice, make payment and receive immediate confirmation - all from their mobile phone. Visit [kimoby.com](http://kimoby.com).

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