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Keystone Automotive Operations acquires Topline Systems, Inc.

Exeter, PA. Keystone Automotive Operations has announced the acquisition of Topline Systems, Inc., a dealer and retail software development company that specializes in dealership/shop management and point of sales products that include comprehensive sales, service and parts management modules. “Our interest in looking at software as a solution for our customers began when we tried to think of new and improved customer support strategies and ways we could help our customers grow. What are the challenges our customers face that we can help them overcome?” states Keystone Business Leader, Bill Rogers.

“After hundreds of customer visits in the markets we serve we determined that inventory management, procurement, sales processes, and fundamental reporting and analytics were areas that many of our customers struggle with. The options available to them are either complicated and expensive, or too simplistic and ineffective. We felt a robust and easy to use alternative was needed and found Topline’s suite of products a perfect fit,” adds Rogers.

Keystone and Topline have a long history of working together, collaborating on a variety of projects. “We are excited about continuing our work with Keystone in a much more significant way,” comments Topline president, Steve Karafas. “The availability of capital and other resources they bring to the relationship will result in expanded features and benefits for existing users and help our emerging presence supporting customers in new markets as well.”

The foundation of Topline’s software is firmly rooted in the owner-manager-doer mindset. It was developed at a dealership with a retail store and a service/installation shop - for that business, by that owner. The same daily decision making process used to run the business was engineered into the software and has application well beyond the market it was initially intended to serve. This thoughtful - “I’ve actually done this work before” - approach has resulted in a feature-rich software solution that is affordable, easy to install, and easy to use.

“There are hundreds of dealers in North America using the Topline program today and we intend to keep things business as usual for them. They will experience no interruption in services or be required to work any differently than they have in the past. In fact, our intention is to operate Topline independently to maintain the existing securities and confidentiality that all of Topline’s customers and business partners have enjoyed,” commented Rogers. “We are looking forward to expanding on the foundational programming solutions that Topline has developed and applying them to businesses in other markets with similar needs, including the automotive aftermarket where we see a significant opportunity.”

Keystone intends to infuse capital and resources into the company to help it continue developing customer satisfaction solutions in the markets they serve. “For over 50 years, Keystone / NTP-STAG has been committed to partnering with our customers to not only provide them the broadest and deepest inventory selection and world class fulfillment capability, but also helping them continue to grow and succeed by offering end-to-end marketing solutions and innovative e-commerce solutions,” says Rogers. He adds, “The addition of Topline allows us to continue to offer new ways to help our customers grow and succeed by providing value based, high quality, state of the art business solutions, including Dealership Management, Point of Sale, Service, and Parts Management.”