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FOR IMMEDIATE RELEASE

**RealTimeAppt.com dba TimeHighway.com Announces Merger with 3 Automotive Marketing Industry Leaders – Creating Affinitiv**

*Dealers and OEMs will enjoy best-in-class technology solutions, diversified product offerings, and a fully integrated customer experience.*

September 8, 2016 – Naples, FL – TimeHighway.com, the leading online appointment scheduling company with a background in technological development, is proud to announce its merger with three other automotive leaders to create a powerful new company: Affinitiv, the Preeminent Customer Experience Company.

The new company, Affinitiv, combines four industry leaders – TimeHighway.com, Peak Performance, DPS (Dealer Product Services), and OneCommand. Affinitiv ([www.Affinitiv.com](http://www.Affinitiv.com)) will offer a unique combination of predictive analytics, integrated technology, and in-field experts to help OEMs and dealer clients make informed decisions to retain customers, build loyalty, and drive sales. In a world of piecemeal solutions, siloed communications, and a sea of vendors, Affinitiv will cut through the marketing technology quagmire to put dealers and OEMs in control of a unified comprehensive customer journey.

The merger involves over 20 OEM clients and 5,500 dealers who will enjoy the largest field sales and support team in the industry. With an unequaled end-to-end solution in connected multi-channel marketing, the product line will include service appointment scheduling, integrated print, email, digital, social, mobile, SMS, CRM, BDC, and telematics solutions.

According to Karen Dillon, President at TimeHighway.com, "Embracing innovation and digital technical advances has always been the cornerstone at TimeHighway. We're excited to be one of the four solid companies combining to form Affinitiv, the strongest, most comprehensive customer retention solution company in the industry."

**About TimeHighway.com**

TimeHighway.com is the premier, real-time, online service appointment scheduling tool for dealers and consumers alike. This innovative solution replaces telephone-based scheduling with Internet technology that enhances customer satisfaction and retention, Service Department efficiency and revenue, load balances service bays, and drives traffic to the dealership's website. It is simple, effective, and opens a whole new world for the dealership's customer, creating an electronic "link" for communications never before possible.

For more information, contact Karen Dillon at (239) 593-4620 or visit the website at [www.TimeHighway.com](http://www.TimeHighway.com).

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