



Media Inquiries:
Patric Timmermans
Vice President, Marketing
ptimmermans@kpaonline.com
www.kpaonline.com
(office) 303-228-8772
(mobile) 303-324-4570

PRESS RELEASE

KPA Selected as the Endorsed Provider of HR Software by Colorado Automobile Dealers Association

CADA has selected KPA as the endorsed provider for dealer specific HR Software

Lafayette, CO (KPA, December 19, 2011) – KPA announced today that the Colorado Automobile Dealers Association (CADA) has selected KPA's HotlinkHR™ as the endorsed HR software provider for its 240 new car and truck dealership members. "CADA has endorsed KPA's Environmental, Health and Safety services (EHS) for over 7 years so we already knew that KPA is a good partner, to both the association, and to our member dealers," comments Tim Jackson, President of CADA. "KPA's focus on services designed for dealerships, an educational approach to marketing, and strong commitment to associations as key distribution partners, were all important factors in our decision."

HotlinkHR™ offers a complete system for HR management and compliance. With guided workflows for every aspect of employee management along with expert advice and dealer specific pay plans, job descriptions, and performance appraisals, HotlinkHR simplifies managing a dealership's workforce in compliance with state and federal regulations.

Vane Clayton, CEO of KPA, comments that "CADA is one of 24 state and national associations endorsing KPA products and services. KPA's emphasis on dealership specific solutions and consultative service model provides the maximum value for association members. KPA's comprehensive marketing program assists the association in obtaining a high percentage of the membership's acceptance of endorsed services and programs."

About KPA

KPA is a dealer services and Internet marketing provider for over 4,000 automotive, truck and equipment dealerships and service companies. KPA provides consulting services and software for three industry specific product lines: (1) Environmental Health and Safety; (2) HotlinkHR, Human Resource Management; and (3) TK Carsites, Internet marketing.

For more information, visit www.kpaonline.com

About CADA

Colorado Automobile Dealers Association (CADA) is the voice of the automotive retail industry across Colorado. As the automobile dealer trade association, CADA advocates issues of importance to the auto industry in general, Colorado auto dealers in particular, and to Colorado's driving public.

For more information, visit www.coloradodealers.org

###