

Press Release



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Gary Jefferies Joins Bynx as Sales and Marketing Director the company gears up for worldwide growth

Tuesday 20th July 2010: Bynx Limited, leading provider of automotive software solutions for contract hire, fleet management and rental, today **announced the appointment of industry specialist Gary Jefferies (45) as sales and marketing director.**

Jefferies will be based at the company's head office in Warwickshire, England and will play a key role in driving worldwide development and expanding market share. Uniquely, his professional background has enabled him to experience the automotive leasing software industry from both a customer and vendor perspective, giving him distinct insights into the challenges automotive fleet suppliers and their customers face on a daily basis.

"Like many sectors, during the downturn the fleet industry faced grave challenges. Bynx' role in helping the sector during recovery and beyond centres on efficiency – we can use our knowledge of best practice to make business processes more efficient and cost effective, enabling fleet providers to really add value for their customers. This, we believe, will contribute to rebuilding customer and leasing market confidence." Jefferies stated.

"We've taken steps to ensure a long-term future for Bynx. Our software has been at the leading edge since the very infancy of vehicle management systems and since that time we have continually upgraded and enhanced our

solutions. Gary's background and experience will be invaluable in taking the business to the next level." Said Mark Binks, group managing director of Bynx Europe Limited.

Bynx is increasing business worldwide, partnering with best in class technology providers, bringing new applications to market and gearing up to serve growing demand with its influential and proven suite of software solutions, including: BynxFleet, BynxNet and BynxFM. Bynx has recently celebrated its 20th anniversary and in the last decade has expanded the number of vehicles managed by BynxFleet to over 750,000 globally.

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About Gary Jefferies:

Prior to joining Bynx Europe, Jefferies was at the helm of commercial affairs for international consultancy experteye, an organisation specialising in benchmarking, business intelligence and performance development for the finance, leasing and fleet sectors. His career in the automotive sector spans 20 years, starting in finance and leasing for a subsidiary of Standard Chartered Bank plc. He then became head of business development for CW Lease, during which time he experienced the implementation of automotive and leasing software from the client perspective. He has also worked for vehicle leasing division of Abbey National and JATO Dynamics as global head of sales. More recently, he was a founder, group sales and marketing director and UK managing director for ROADTODATA AG an international data research organisation. Jefferies holds a Diploma in Marketing and is a member of the Institute of Credit Management.

About Bynx Limited

Bynx' suite of automotive software for contract hire, fleet management and rental originated some 20 years ago and now manages over 750,000 vehicles globally for utility and leasing companies. Bynx employs 136 people worldwide and has subsidiary offices in the USA, and Australia. Its head office is in Warwickshire, England.

Bynx' software allows vehicle leasing and fleet management firms to control and manage the whole life cycle of their vehicle assets and engage with their customers and stakeholders directly online. The suite includes: **BynxFleet**, **BynxNet** and **BynxF**. Based on open architecture (Web 2.0) and the Oracle database platform, the software is scalable (to suit any size operation), can be quickly and easily implemented, interfaced and integrated with other corporate management solutions - irrespective of underlying technology or platform. It is available through a network of specialist industry VARs (value-added resellers) and application partners, as individual modules or a complete end-to-end solution. Additionally, web-based portals can be easily created by customers to add value for the benefit of their own clients or dealers. Bynx also provides implementation, project management and managed infrastructure, outsourcing, training and broader fleet consultancy.

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