

The Reynolds and Reynolds Company completes acquisition of Gubagoo

April 24, 2019

On June 8, 2021, The Reynolds and Reynolds Company completed the acquisition of Gubagoo, an award-winning leader in conversational commerce for the automotive industry. With its digital retailing tools, Gubagoo offers customers a complete online car-buying experience, and the company's advanced live chat technology provides more ways for customers to connect with dealers.

The acquisition of Gubagoo represents an expansion of Reynolds Retail Anywhere platform, which offers a dealership-wide approach to serving customers no matter where they shop – in-store, online, or both – without sacrificing dealership profitability or control.

The BLG team representing The Reynolds and Reynolds Company included [Carlos Cerqueira](#), [Stefan Timms](#) and [Ivan Boirski](#) (Corporate), [Pamela Cross](#) (Tax), [Rob Weir](#) and [David Perron](#) (Labour & Employment), [Brandon Evenson](#) and [Haya Shebab](#) (IP).

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BLG Offices

Calgary

Centennial Place, East Tower
520 3rd Avenue S.W.
Calgary, AB, Canada
T2P 0R3

T 403.232.9500
F 403.266.1395

Ottawa

World Exchange Plaza
100 Queen Street
Ottawa, ON, Canada
K1P 1J9

T 613.237.5160
F 613.230.8842

Vancouver

1200 Waterfront Centre
200 Burrard Street
Vancouver, BC, Canada
V7X 1T2

T 604.687.5744
F 604.687.1415

Montréal

1000 De La Gauchetière Street West
Suite 900
Montréal, QC, Canada
H3B 5H4

T 514.954.2555
F 514.879.9015

Toronto

Bay Adelaide Centre, East Tower
22 Adelaide Street West
Toronto, ON, Canada
M5H 4E3

T 416.367.6000
F 416.367.6749

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