

# The Reynolds and Reynolds Company completes acquisition of Gubagoo

April 24, 2019

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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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