

Technology & Training: The Future of Dealerships

Robert J. Maguire, chairman of the National Automotive Dealers Association (NADA) addressed the audience at this year's NADA 84th annual convention held February 3-6, 2001, in Las Vegas, Nevada. Maguire spoke of the advancements of new car dealerships over the last decade and how technology and training will play an essential role in the success of future dealerships.

In Maguire's speech to the general convention, he stated that NADA would provide dealers with the necessary technological services and training to assist them in dealing with the changing dynamics of the marketplace.

"The forecasters got it wrong. They underestimated the resiliency of new car dealers. We have a long history of adaptation and innovation", Maguire insisted.

"Not so long ago, manufacturers questioned the long term survival of the privately-owned dealership. Even Wall Street was suspicious. The cause of our demise varied depending on the slant of the so-called expert. Some said it was the Internet, while others blamed factory stores or changing customer expectations.

Well, factory stores have faded — our customers are more satisfied than ever and — in a few short years — the Internet has changed from a threat to resource.



Robert J. Maguire

Dealers have built more than 18,000 Web sites nationally serving countless e-customers. In 1997, 47 percent of dealerships had Web sites and few of those were truly interactive. Today, 82 percent have sites and almost all of them — 84 percent — offer interactive features such e-mail, inventory searches and online financing applications."

In light of changes in the marketplace, ADP Hayes-Ligon is providing dealers with the latest technology in services, products, and tools to improve customer satisfaction and team efficiency.

What's New

- 1** Technology & Training:
The Future of Dealerships
- 2** Phone Shop Perfection!
- 3** New Enhancements

ADP has designed DealerSuite.com™ to help dealerships project a contemporary and progressive image, and to contribute to an even more satisfying buyer experience. Dealers using ADP products and services are able to access the new ADP Support Network™ and product information and documentation from the Support Channel™ on the Internet.

This people-friendly and easy-to-use navigation center improves your team efficiencies by allowing quick and easy access to the Internet and access to a wide range of general business resources and services. As a result, your dealership will serve customers more effectively and as a client of ADP, your dealership is on the path to continued success in the future.

Source: NADA News

Helping to provide the best in client and customer satisfaction!

Phone Shop Perfection!

Congratulations to all those who received a 100% score on Phone Shops for the month of January. They all gave to-the-penny quotes, did not transfer the incoming callers to alternative departments, and asked the caller for their business.

Balise Chrysler	Kevin, Laura, Norton
Balise-Toyota	Alex, Bruce, Connie
Bert Wolfe Porsche	Burks
Big Mountain Toyota	Greg
Clemons Inc.	Lou
Continental Motors	Frank
Continental Porsche	Greg
County Line Mitsubishi	Dave
Culver City Subaru	Brian
Eich Mazda	Gary
Harley Swain Subaru	Lyle
Jack Daniels Motors Inc	Pat
John & Phil's Toyota	Patty
Jon Murdock Inc.	Bob
Ken's Toyota Kars	Sam
Lithia Toyota	Andy
Mazda of Milford	Bob
Sutherland Motors	Tom
Thomas Motors Mazda	Ron
Terry Shaver Mazda	Ben
Terry Shaver Pontiac, Inc.	Tim
Toyota of Puyallup	Steve

New Enhancements



As always, we are working hard to add all the new developments that you have requested. If you would like to see an operation added that isn't currently included, please let us know. The following are the latest improvements:

- **BMW:** The following sections have been updated with 2001 model information: 11-Engine, 72-Body/Internal Accessories, and 72-Body/Retail Accessories. This completes the 2001 model update.
- **Chrysler Canada:** 2001 models have been added to the Internal and Retail Accessories sections.
- **Chrysler US:** 2001 models have been added to the Internal and Retail Accessories sections.
- **Mazda Canada:** The following sections now contain 2001 model year data: Factory Maintenance, Maintenance, Service Menus, and Tune Up.
- **Mercedes-Benz Canada:** The following sections have been updated with 2000 model information: Body Electrical, Air Conditioning, and Body. This completes the 2000 model year update.
- **Mercedes-Benz US:** The following sections have been updated with 2000 model information: Body Electrical, Air Conditioning, and Body. This completes the 2000 model year update.
- **Subaru:** 2001 models have been added to all sections.
- **Toyota Canada:** The following sections have been updated with 2001 model information: Air Conditioning, Electrical, Clutch, Cooling System, and Engine.
- **Toyota US:** The following sections have been updated with 2001 model information: Air Conditioning, Electrical, Clutch, Cooling System, and Engine.

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