

NADA 2003: A Matter of Fairness



H. Carter Myers, III
2002 NADA Chairman

At this year's National Automotive Dealers Association (NADA) 86th Annual Convention and Exposition, held in San Francisco, 2002 Chairman H. Carter Myers, III opened the convention addressing the accomplishments, challenges, and great teamwork that took place in 2002.

Myers' goal to improve the image of dealers in the eyes of the public and media was met. The latest customer satisfaction survey showed an astonishing increase in customer satisfaction with respect to new –vehicle purchase, lease, and service experiences since 1998.

2003 NADA Chairman Alan C. Starling opened the second general session emphasizing the association's commitment to continuing its progress in customer satisfaction and service and positive media coverage.

"Today's business climate challenges us to do more than ever before. We've all read the headlines – and our customers have too. Enron, Arthur Andersen, WorldCom, Global Crossing, Adelphia... the list of scandals grows ever longer, eroding the consumers' faith in the marketplace. Like all industries, dealers must contend with the tidal wave of negative public sentiment driven by corporate scandal." *Starling*

Starling also introduced the new "Fairness Doctrine" that will promote fairness in dealer-manufacturer relations, customer relations, and fairness toward all who wish an opportunity to succeed in the industry.

"...[S]ince we expect fair treatment from manufacturers, we must also challenge ourselves to treat our customers fairly and ethically. Until we take every step to fully earn the public's trust, we can't complain when our image falls short", states Starling.

How does ADP Hayes-Ligon factor into this new "doctrine of fairness"?

Simple...ServicePricing™ – an effective workflow tool that allows the dealership staff – service managers, service advisors, parts counter personnel, and technicians – to work collectively to save time and energy spent on researching labor times, parts availability and pricing, sales staff, and focus on generating more revenue.



Alan C. Starling
2003 NADA Chairman

What's New

1 NADA 2003: A Matter of Fairness

2 Phone Shop Perfection!

3 New Enhancements

The ServicePricing™ product will enable dealers to provide more professional and knowledgeable service to their customers, while increasing customer credibility, loyalty and overall satisfaction. Customer satisfaction equals customer retention thus increasing profit margins to record levels.

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.

Dealership

Andrew Toyota
Balise Chrysler
Balise Ford of Westfield
BMW of Lincoln
Cardenas Toyota
Centroplex Ford
Classic Cadillac
Grappone Toyota
Kenneth Hammersley Motors
Lake Tahoe Isuzu Auto Village
LuJacks Northpark Hiline
Mazda of Milford
Rick Hill Imports
West German Motor Import
Westlake Motor Ltd

Carline

Toyota
Chrysler
Ford
BMW
Toyota
Ford
Cadillac
Toyota
BMW
Isuzu
Mitsubishi
Mazda
BMW
BMW
BMW

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Kurt
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Lisa C.
Shawn
Randy M.
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Mike
Bob
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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:

- **Acura US:** Now contains 2003 model year data and updated MOTOR (Chilton) Times for all models and all sections (for MOTOR –licensed clients).
- **Audi US:** Now contains 2003 model year data for the following sections: Suspension and Brakes.
- **Audi Canada:** Now contains 2003 model year data for the Suspension section.
- **BMW –** Section 11-Engine has been updated with 2003 models.
- **Honda US:** Now contains 2003 MOTOR (Chilton) Times for all models and all sections (for MOTOR-licensed clients).
- **Mercedes-Benz US –** The following sections have been updated with 2003 models: Engine, Engine Electrical, Clutch, Cooling System, and Standard Transmission.
- **Mercedes-Benz Canada –** The following sections have been updated with 2003 models: Engine, Engine Electrical, Clutch, Cooling System, and Standard Transmission.
- **VW US:** Now contains 2003 model year data for the following sections: Body and Fuel Injection.
- **VW Canada:** Now contains 2003 model year data for the following sections: Body and Fuel Injection.

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