

NADA 2004: It's a Matter of Respect



Alan C. Starling
2003 NADA Chairman

At this year's National Automotive Dealers Association (NADA) 87th Annual Convention and Exposition, held in Las Vegas, Nevada, 2003 Chairman Alan Starling opened the convention addressing the accomplishments of dealers in practicing "ethics" and "fairness" every day in their dealerships in 2003.

With the introduction of last year's "Fairness Doctrine", Starling proposed that "respect" be the characteristic to define the coming year. "But this is a new day, and I predict: as we move forward as an industry, respect will become a key word in our vocabulary." *Starling*

2004 NADA Chairman Charley Smith opened the second general session emphasizing the association's commitment to continuing its progress in building consumer trust.



Charley Smith
2004 NADA Chairman

"We need to foster partnerships with customers. Our code of ethics is a good place to start. Keep it on display...and in practice. And we must do more. Our goal is to continue to build consumer trust." *Smith*

How does ADP Hayes-Ligon factor into the goal of dealers to build consumer trust and respect? Simple...with the ServicePricing™ product, dealers will be able to provide more professional and knowledgeable service to their customers, while increasing customer credibility, loyalty, and overall satisfaction.

And "true customer satisfaction" equals customer retention thus increasing profit margins to record levels.

Source: NADA News

Avoid Phone Tag... E-mail Us

Did you know that your dealership can save time by e-mailing our Client Services staff with your questions?

What's New

- 1 NADA 2004: It's a Matter of Respect
- 2 Avoid Phone Tag...E-mail Us
- 3 Phone Shop Perfection!
- 4 New Enhancements

You may find e-mail to be an effective method of communicating with us. If you have a straight-forward question or request, please direct it to clientservices@hayes.ds.adp.com. This will allow you to contact us and review our response at your convenience.

E-mail us today!



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

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Balise Lexus
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Lake Tahoe Isuzu Auto Village
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New Enhancements



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

- **Acura US:** Now contains 2004 model year data for the following sections: Internal Accessories, Retail Accessories, Service Menus, Factory Maintenance, and Maintenance.
- **Audi US:** Now contains 2004 model year data for the following sections: Brakes, Steering, and Body.
- **Audi Canada:** Now contains 2004 model year data for the following sections: Brakes, Steering, and Body.
- **Mercedes-Benz US:** The following sections have been updated with 2004 model information: Service Menus, Maintenance, Brakes, and Fuel.
- **Mercedes-Benz Canada:** The following sections have been updated with 2004 model information: Service Menus, Maintenance, Brakes, and Fuel.
- **Porsche US:** Now contains 2004 model year data for all sections.
- **Porsche Canada:** Now contains 2004 model year data for all sections.
- **Toyota US:** 2004 ECHO and Sequoia have been added to the product.
- **Toyota Canada:** 2004 ECHO and Sequoia have been added to the product.
- **VW US:** Now contains 2004 model year data for the following sections: Body Electrical and Engine Mechanical.
- **VW Canada:** Now contains 2004 model year data for the following sections: Body Electrical and Engine Mechanical.

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