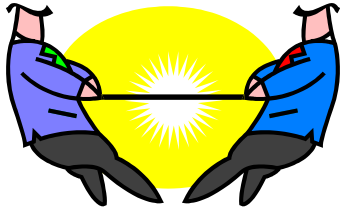


The “Maintenance” Game: Dealerships vs. Independents



A recent article published by *The Dallas Morning News* exposed the ongoing competition between dealerships and independent repair shops. Although, the article focused on the local “battle for business” in the Dallas metropolitan area; the battle is indicative of a widening trend across the country.

There is good news and bad news in this competition. The bad news is that customers in general still have a hard time trusting dealerships and worry about being overcharged for repairs that don’t need to be performed. This concern may account for “about 70 percent of new-car buyers opt[ing] not to return to their dealerships for service after their warranties expire.”

The good news is that “many price differences between dealerships and independents are disappearing” and some dealerships are cutting their service charges and offering additional free services for the lifetime of the vehicle. In fact, dealers like Prestige Lincoln Mercury and Prestige Mazda in Dallas say they want all their customers’ service business so much that they offer free oil changes and tires – “even if it isn’t profitable” with the hopes that customers feel that they don’t need to take their car anywhere else.

Here’s what some of the Dallas area dealerships are doing to ensure customer satisfaction and retention:

“Like other dealers, John Eagle provides well-equipped lounges at his stores for customers who may be there for nothing more than an oil change.” “It’s that important for us to retain our service customers,” says Mr. Eagle, who owns Honda, Lincoln Mercury, Aston Martin and Toyota dealerships in the Dallas area.”

“At Friendly Chevrolet, customers can expect to get more than factory service expertise. Anyone who buys a new or used vehicle there will receive free tires and oil changes for as long as they own the vehicle, if they take it back to Friendly for service.” “We charge the cost to our advertising budget,” says Mark Eddins, president of the dealership. “We have to keep those customers. With margins as thin as they are now on new [vehicles], I don’t know how you could survive without a good service department.”

“Most likely, the competition will continue to be fierce, especially now that automakers have agreed to share the information that independents need to fully decipher the codes in vehicles’ on-board computers.” One thing is clear... “consumers are much more aware of their options. They are looking for a bargain.”

How is your dealership fairing against the competition? If you’re not sure, watch for upcoming information about how our *Scheduled Maintenance* functionality can set your dealership apart from the competition – **generating more revenue from preventative maintenance and providing the level of service that drives repeat business!**

What’s New

- 1 The “Maintenance Game”: Dealerships vs. Independents
- 2 Phone Shop Perfection!
- 3 New Enhancements

Quotations taken from *The Dallas Morning News* article
“Customer Maintenance: Competition Blurring Price
Distinctions Between Dealers, Independent Mechanics” by Terry Box



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 February. 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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Bert Wolfe Toyota
Bountiful Mazda
Jimmy Vasser Chevy Toyota
Martin Honda
Martin Mazda
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Carline

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Toyota
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Dennis
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Andy
Bill, Chuck
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1-800-523-8477

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Installation – press 3

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Fax: 301-294-4979

Email: clientservices@hayes.ds.adp.com

40 West Gude Drive, Suite 200
Rockville, MD 20850



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.

- **Audi US:** Now contains 2004 model year data for the following sections: A/C & Heating and Body (Electrical).
- **Audi Canada:** Now contains 2004 model year data for the following sections: A/C & Heating and Body (Electrical).
- **Honda US:** Now contains 2004 model year data for all sections.
- **Hyundai:** 2004 models have been added to all sections.
- **Mercedes-Benz US:** 2004 models have been added to the following sections: Service Menus, Maintenance, Brakes, Fuel, Engine, Engine Electrical, Clutch, Manual Transmission, Automatic Transmission, and Cooling System.
- **Mercedes-Benz Canada:** 2004 models have been added to the following sections: Service Menus, Maintenance, Brakes, Fuel, Engine, Engine Electrical, Clutch, Manual Transmission, Automatic Transmission, and Cooling System.
- **VW US:** Now contains 2004 Touareg model year data for the Internal and Retail Accessories sections.
- **VW Canada:** Now contains 2004 Touareg model year data for the Internal and Retail Accessories sections.

Client Services Support 1-800-523-8477, option 5

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