

The Internet: Dealerships' Growing Business Solution



According to a survey from the National Automobile Dealers Association (NADA), dealerships with several years of experience using the Web are experiencing greater sales from Internet leads. New statistics also demonstrate that dealerships operating Web sites since 1995 generate 13 new-vehicle sales a month, while stores that launched Web sites in 1999 or 2000 generate just five new-vehicle sales a month from Internet leads. "The more they work at it, the better they get at it," said NADA chief economist Paul Taylor. "There's a learning curve."

While NADA has surveyed dealers' use of the Internet since 1997, this is the first year it has examined sales in relation to how long a dealership has had a Web presence.

In addition, the survey revealed that 62 percent of dealers with Web sites have completed sales directly online. "This shows how dealers are embracing the Internet as a new means of marketing products and interacting with customers," said NADA chairman Harold B. Wells, a new-vehicle dealer in Whiteville, N.C. "Dealers are prepared to serve today's technology-savvy customers."

You can now see how important it is to be "connected". The Internet provides a wealth of resources for both dealers and customers' convenience and efficiency. And to support dealers' efforts to better serve their customers, ADP offers DealerSuite.com™ to dealers for quick and easy access to dealership specific services, products, tools, and a wide range of general business resources and services.

As the premier developer of industry solutions, ADP Hayes-Ligon is expanding our software products and support services to accommodate this fast-growing trend. In the near future, look for our *ServicePricing™* and *Warranty Wizard™* products to be offered on CD-ROM and Internet access to monthly data updates.

What's New

- 1 The Internet: Dealerships' Growing Business Solution
- 2 Hot Leads = Hot Deals
- 3 Phone Shop Perfection!
- 4 New Enhancements

Hot Leads = Hot Deals

We appreciate your business and continue to strive for more. Now is the time to tell someone how *ServicePricing™* and *Warranty Wizard™* have impacted your business productivity, efficiency, and revenue!



When you turn in a referral that closes you will receive a Land's End golf shirt!

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 April. They all gave to-the-penny quotes, did not transfer the incoming callers to alternative departments, and asked the caller for their business.

Aristocrat Motor Co	Scott
Balise Chevy	Frank
Balise Chrysler	Kevin, Lorraine
Balise-Toyota	Connie
Capital Eurocars Inc.	Sam
Clemons Inc.	Lou
County Line Mitsubishi	Dave
Cumberland Valley Subaru	Al
Don McGill Imports	Larry
Harley Swain Subaru	Lyle
Isringhausen Imports	Joe
Ken's Toyota Kars	Samantha
Lake Tahoe Isuzu Auto Village	Mike
Lawrence Volvo	Paulo
Lithia Toyota	Greg
Mazda of Milford	Bob
Rimouski Nissan	Raymond
Southern Oregon Volvo	Jason
Terry Shaver Pontiac, Inc.	Tim
Thomas Motors Mazda	Ron
Tom Wood Imports	Dan
Toyota of Newport	Jason
Toyota of Puyallup	Steve
Trans Canada Nissan	Brian
Valley Toyota-ND	Terry
White-Allen Porsche	Joe

NEED SUPPORT?

You can reach us at ...

1-800-523-8477

Fax: 301-294-4979

Accounting – press 1

Sales – press 2

Installation – press 3

Client Services – press 5

ServicePricing Changes – press 7

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:

- **Chrysler Canada:** 2001 model year has been added to sections: A/C, Body, Brakes, Clutch, and Cooling.
- **Chrysler US:** 2001 model year has been added to sections: A/C, Body, Brakes, Clutch, and Cooling.
- **GM Canada:** Exhaust Section, Operation EX63, Muffler System - Replace - Walker Exhaust has been updated.
- **Honda US:** Engine Electrical section has a new Operation - Starting System – Diagnose (EE01).
- **Isuzu LV:** 2001 Accessories have been added
- **Kia:** Updated with 2001 model information including the 2001 Optima.
- **Mercedes Benz Canada:** 2001 model information has been added to sections: Front Suspension, Rear Suspension, and Steering. Additionally, in accordance with T-SI-47.10/13, new operation FL52-Fuel Filter and Fuel Lines–Retrofit, has been added.
- **Mercedes Benz US:** 2001 model information has been added to sections: Front Suspension, Rear Suspension, and Steering. Additionally, in accordance with T-SI-47.10/13, new operation FL52-Fuel Filter and Fuel Lines–Retrofit, has been added.
- **Mitsubishi:** 2000-2001 model information has been added to the following sections: Tune-Up and Fuel.

40 West Gude Drive, Suite 200
Rockville, MD 20850



Client Services Support 1-800-523-8477, option 5
Visit www.DealerSuite.com