

## The Internet: Dealerships' Growing Business Solution

**NADA News** McLean, VA, Dec. 10, 2003

According to a recent survey from the National Automobile Dealers Association (NADA), "the Internet presence of US franchised new car and truck dealers has reached an all-time high this year."

"NADA's annual survey of Internet utilization found that 92 percent of new car and truck dealerships have websites — up from 91 percent last year and 74 percent in 1999. Of these sites, 99 percent are interactive, with most allowing car shoppers to view stock and MSRPs, fill out finance forms, and schedule sales and service appointments. Many others provide customers the convenience of ordering on-line and linking directly to related financial, insurance and auto sites.

'The survey confirms that new car dealers are increasingly using the Internet to make the car-shopping process more convenient for their customers,' said NADA Chief Economist Paul Taylor. 'As more consumers organize their daily lives using the Internet, franchised new car dealers have made researching, buying and servicing a car online readily available and easy.'

Dealers report their most common website interactions with customers are: responding to requests for price quotes and setting up service and sales appointments.

Of the 8 percent of all dealerships that currently do not have websites, the NADA survey found that nearly half, or 47.3 percent, plan to have an Internet presence within the next six months."

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 their efforts to better serve their customers, ADP offers DealerSuite.com™ 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. Just recently, *ServicePricing™* and *WarrantyWizard™* products have been offered on CD-ROM; and steps are currently being taken to increase availability of Internet access for manufacturer monthly data updates.

### What's New

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### Reminder: Our Offices Have Moved

We have moved! The ADP Hayes-Ligon office moved on Friday, May 21, 2004, to our new office at:

401 N. Washington Street  
Suite 300  
Rockville, MD 20850

Our new local telephone number is 301-296-7200 and fax number 301-296-7250. Our toll-free number, (800) 523-8477 and department options will remain the same.



## 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.

### Dealership

Balise Chevy  
Balise Chrysler  
Balise Honda Motors  
Balise Lexus  
Balise Toyota  
Columbus Motor Company  
Joe Machens Toyota  
Kinney Motors Ltd  
Lake Tahoe Isuzu Auto Village  
S&S Bel Air Honda  
Southern Oregon Volvo  
Towson Mazda  
Wills Toyota

### Carline

Chevrolet  
Chrysler  
Honda  
Lexus  
Toyota  
Volvo  
Toyota  
Subaru  
Isuzu  
Honda  
Volvo  
Mazda  
Toyota

### Contact

Beth  
Kevin  
Lorraine  
Connie,Courtney  
Bruce  
Kevin  
Karen  
Paul  
Joe  
Rob  
Mike  
Kevin

### NEED SUPPORT?

You can reach us at ...

**1-800-523-8477**

Accounting – press 1

Sales – press 2

Installation – press 3

Client Services – press 5

ServicePricing Changes – press 7

**Fax: 301-296-7250\***

**Email: [clientservices@hayes.ds.adp.com](mailto:clientservices@hayes.ds.adp.com)**



## 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 all sections.
- **Acura Canada:** 2004 data has been added to the following sections: Internal Accessories, Retail Accessories, and Maintenance.
- **BMW:** The following sections have been updated with 2004 model information: Engine, Engine Electrical, Fuel System, Fuel Supply, Cooling System, and Exhaust.
- **Dodge US & Canada:** Sprinter has been added.
- **Ford US:** Two new operations have been added: Bearing, Strut – Replace (FS74) and Horn – Replace (EL80).
- **Ford Canada:** Walker Exhaust data has been updated. Two new operations have been added: Bearing, Strut – Replace (FS74) and Horn – Replace (EL80). The following Motorcraft operations have been updated: CM10 - Battery, WET (Canadian Motorcraft) – Replace, CM11 - Battery, DRY (Canadian Motorcraft) – Replace, CM12 - Shocks, Front (Canadian Motorcraft) - Replace Both, CM20 - Shocks, Rear (Canadian Motorcraft) - Replace Both.
- **Honda Canada:** 2004 data has been added to the following sections: Internal Accessories, Retail Accessories, Cooling (except Element and Insight), Engine (except Element and Insight), and Maintenance (except Element and Insight).
- **Lexus:** The 2004 GS430 and LS430 have been added to the product.
- **Mercedes-Benz US & Canada:** 2004 models have been added to the Air Conditioning section.
- **Mitsubishi:** The entire product has been updated with 2004 model information.
- **Volkswagen US & Canada:** Now contains the following new operations; Glow Plugs – Replace (EE48), Glow Plug Relay - Replace (EE50), Water Pump and Timing Belt – Replace (EN28), Minor Tune Up (MA76), and Major Tune Up (MA77).
- **Volvo US & Canada:** The following sections have been updated with 2004 model year information: Body, Engine, Exhaust, Fuel, Steering and Transmission.

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

Visit [www.DealerSuite.com](http://www.DealerSuite.com)