



Increased Customer Satisfaction Lead to Record Sales in 2002

The National Automotive Dealers Association (NADA) reported that the “franchised dealership service and parts sales reached \$83 billion in 2002, up almost 4 percent from 2001. In recent years, increased competition from independent service stations and quick-lube centers has cut into dealerships’ efforts to lure more customers back for service work.”

“[Franchised] Dealers have made a major investment in service and parts to beef up customer satisfaction. In 2002 they provided 347,600 service stalls, employed 263,900 technicians, and carried a parts inventory valued at \$5.5 billion.” Customer convenience and service will be the key factors to ensuring customer retention and satisfaction. In an effort to reduce the appeal of the aftermarkets, dealerships are providing more customer service.

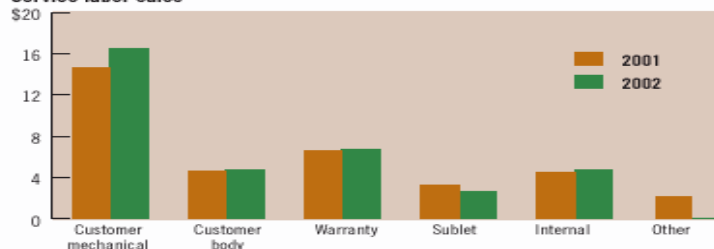
In light of these changes in the marketplace, ADP Hayes-Ligon is providing dealers with the latest technology in services, products, and tools to improve customer satisfaction and team efficiency. By enabling dealers to provide more professional and knowledgeable service, these products increase customer satisfaction and loyalty, increase dealer efficiency, and increase profit margins to record levels.

Source: 2002 NADA Data Report

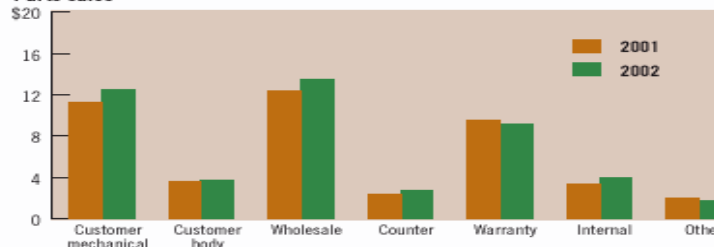
Dealerships’ total service and parts sales

In billions of dollars

Service labor sales

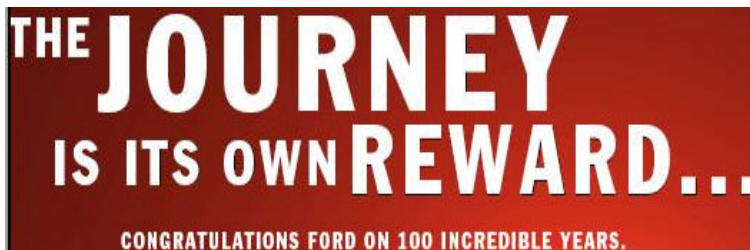


Parts sales



Source: NADA Industry Analysis Division

Congratulations to Ford on 100 Years!



Since 1903, the Ford Motor Company has been a driving force in automotive innovation, shaping our history and our way of life. As a proud supplier of choice for Ford Motor Company and its Dealerships, ADP Dealer Services congratulates Ford on 100 incredible years and joins them in looking forward to the road ahead.

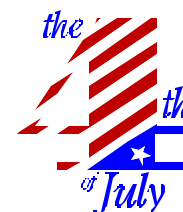
What's New

- 1 Increased Customer Satisfaction Leads to Record Sales in 2002
- 2 Congratulations to Ford on 100 Years!
- 3 Independence Day Schedule
- 4 Phone Shop Perfection!
- 5 New Enhancements

Independence Day Schedule

Although our office will be observing Independence Day on Friday, July 4th, our Client Services staff will be available to assist you from 8:30 a.m. – 5:00 p.m. Eastern Time. Call us at **1-800-523-8477, option 5.**

We wish you a happy and safe holiday!



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

Dealership

Anderson BMW
Balise Chrysler
Balise Ford of Westfield
BMW of Idaho Falls
Broncho BMW
Classic Cadillac
Coastal Motor Cars – BMW
Dan Kruse BMW
Grayson BMW
128 Mazda
Lithia Toyota
Marty Sussman Leasing Inc.
Moses BMW
Moss Motors Inc.
Oldhams Car
Rudy Luther's Park Place
S&S Mitsubishi Belair
Tysinger Mercedes-Benz

Carline

BMW
Chrysler
Ford
BMW
BMW
Cadillac
BMW
BMW
BMW
Mazda
Toyota
BMW
BMW
BMW
Subaru
BMW
Mitsubishi
Mercedes-Benz

Contact

Mark
Lorraine
Bill
Gina
Charlie
Lisa C.
Bill
Jay
Craig, Tony
Lee
Mike
Ed, Tom
Scott
Dan, Don
Brian
AJ
George
Mike

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: 301-294-4979

Email: 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.

Also, users of many of our electronic products have the capability to set up their own operations.

The following are the latest improvements:

- **Acura US:** 2004 TSX and RL accessories have been added to the Internal and Retail Accessories sections.
- **KIA:** The 2003 Sorento has been added to all sections of the product.
- **Mercedes-Benz US:** The following sections have been updated with 2003 model information: Electrical, Body Electrical, and Body. This completes the 2003 model update.
- **Mercedes-Benz Canada:** The following sections have been updated with 2003 model information: Electrical, Body Electrical, and Body. This completes the 2003 model update.
- **Mitsubishi:** The following sections have been updated with 2003 model information: Service Menus, Maintenance, Tune-Up, Fuel, and Brakes.
- **Toyota US:** The 2004 Sienna has been added to all sections of the product.
- **Toyota Canada:** The 2004 Sienna has been added to all sections of the product.

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