

NAMAD

NATIONAL ASSOCIATION OF MINORITY AUTOMOBILE DEALERS

TREADS

PRESIDENT'S MESSAGE

November 2010

Dear Fellow NAMAD Members,

Let me begin by thanking all of you who have renewed your 2011 membership dues. Your support is much appreciated; and for those who haven't renewed or joined, please do so. Your support will ensure that NAMAD continues to move to new heights in the upcoming year.

As many of you may know the Small Business Administration (SBA) recently amended its loan guarantees for the Dealer Floor Plan Program, 504 Loan Program Debt Refinancing , and 7(a) Working Capital loans. The revisions to the guidelines are as follows:

- Increase in maximum loan amount to \$5 million; and
- the maximum tangible net worth of the applicant is not more than \$15,000,000; and
- the average net income after Federal income taxes (excluding any carry-over losses) of the applicant for the 2 full fiscal years before the date of the application is not more than \$5,000,000.; and
- Floor Plan Financing Program where the percentages of guaranty can be between 60 and 75 percent;

NOTE: The Dealer Floor Plan Program is not expected to be launched until next year.

NAMAD, NADA, Recreation Vehicle Industry Association (RVIA), and National Marine Manufacturers Association (NNMA) are all working together with the SBA on the details regarding the Dealer Floor Plan Program.

Also, in the weeks and months to come, NAMAD will announce several boot camp workshops to increase dealers' profitability as well as introduce best practices to ensure your dealership is operating effectively. The cost of these workshops will have a nominal fee, but I urge each and every one of you to attend.

Sincerely,
Damon Lester,
President

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BETTING YOUR AD DOLLARS ON VISIBILITY AND ROI:

The Top Six Questions to Ask Your Marketing Sources!

Why 'yes' must be the answer every time. by: Dennis Colome

With sales numbers over the last few years plummeting—and little sign that the trajectory will shoot up any time soon—not only is increasing market share more important than ever to the dealership, but simply maintaining that market share is critical. Visibility is key to market share and if you are “out of sight,” unfortunately, you are going to be “out of mind.” Unfortunately, maintaining visibility across all the available marketing channels can become cost prohibitive, with diminishing returns. Today’s challenge is to find marketing options that provide optimum exposure with the best opportunity for a good return on investment.

According to the 2010 NADA Data Report*, the average advertising cost per-vehicle-sold is a hefty \$661. In addition, on average, the majority of those dollars are spent on “traditional” media, with 22 percent allocated to the internet. Bringing down that \$661 average cost can have a dramatic affect on your overall profits, but how do you decide which marketing to choose?

Ask yourself these seven key questions about your current advertising/marketing media:

1. Do I actually have control over specific customer targeting? Is my return measurable?
2. Am I mining specific information on each customer that views my ad?
3. Does every piece of marketing I pay for represent a clear ‘hand raiser’?
4. Can I control and pinpoint the markets I target by choosing zip codes with the highest yield due to the existing customer base or demographics?
5. Can I target particular models to markets (down to the zip codes) that are more likely to buy them?
6. Can I market specific models to specific zip codes based on my current inventory needs?
7. Can I do all this and reduce my marketing costs per-vehicle-sold without sacrificing gross?

I am pretty sure that the answer to all these questions when applied to “traditional” media would be no. Would it surprise you if I said that if these same questions were applied to third party leads, the answer would come up as “yes” every single time?

Let’s take a look at some hard numbers: if a dealership purchases 100 leads from a third party vendor for \$25 each, it will have spent \$2,500. With the national average closing rate on third party leads at around 6-8 percent—let’s say 7 percent to be very conservative—on 100 purchased third-party leads, the dealership would sell 7 cars. At \$25 per lead, the dealership would be reducing their marketing cost from the average of \$661 per-car-sold to \$357! Now, consider that you are working with a third party lead provider, like Autobytel, who works to help dealers by arming them with best practices, and aims to help them achieve close rates of 10-15 percent. Calculate those potential savings and your cost-per-car sold is only \$125, a savings of over \$500 per car!

If I were to leverage my bets with my ad dollars, I would prefer to put my money on knowing exactly where my investment is going, which inventory I am marketing, and who I am marketing to, versus spending more dollars on media that neither guarantees visibility in the places where in-market car buyers are actually going to look for their vehicles, nor can provide any transparency on results. So, where are you going to bet your ad dollars?

Source:
NADA Data 2010, State of the Industry Report

Dennis Colome heads up Autobytel’s Dealership Training Programs. For more information email dennisc@autobytel.com or visit www.autobytel-namad.com.

REMEMBER VEHICLE FINANCING WHEN EVALUATING NEW AUTOS AND DEALS

With new model year vehicles arriving in dealer showrooms across the country, consumers who are considering their next purchase or lease should polish up on vehicle financing, says Americans Well-informed on Auto Retailing Economics (AWARE).

“While affordability, performance and fuel economy are all important considerations in the car buying process, so is vehicle financing,” said AWARE spokesman Eric Hoffman. “With competitive financing rates offered year-round by multiple lenders, potential car buyers should do their homework to determine what financing options are best for them.”

In preparation for buying or leasing a car, consumers should:

- Develop a budget and determine what you can reasonably afford for a monthly car payment. Do not agree to terms that would make you exceed your budget even by a few dollars. When calculating your monthly expenses, don’t forget to take into account the cost of gas, maintenance, parking, insurance and other fees.
- Check your credit report, which can affect the interest rate you can negotiate. In general, consumers who have a history of paying their bills on time are considered good credit risks and therefore have higher credit scores.
- Compare rates and financing terms from different lending sources, including banks, credit unions or dealers.
- Familiarize yourself with common financing lingo, such as Annual Percentage Rate (the cost of credit for one year expressed as a percentage) and finance charge (the total dollar amount you pay to use credit).

- If leasing is a consideration because you like to have a new car every few years or want a lower payment, keep in mind that you agree to a mileage limit, may have to pay for excessive wear and tear, and will not own the vehicle after the lease ends.
- Decide which bells and whistles you’re willing to pay extra for and which ones you can live without. Examples include leather interior, built-in navigation system or phone dock.

AWARE is a vehicle financing industry effort to help consumers understand how auto financing works. The organization provides potential buyers of new and used autos with the tools and resources they need to navigate the auto financing process. The AWARE website at www.autofinancing101.org includes materials in English and Spanish.



AWARE’s members include: American Financial Services Association, National Automobile Dealers Association, National Association of Minority Automobile Dealers, American

International Automobile Dealers Association, Ally Financial, American Honda Finance Corp., American Suzuki Financial Services, AutoNation, Ford Motor Credit Company, Group 1 Automotive, Inc., Lithia Motors, National Auto Finance Co., Nissan Motor Acceptance Corp., Nuvel Financial Services, Saab Financial Services Corp., Sonic Automotive, Inc., Toyota Financial Services, United Auto Group, Inc. and Wells Fargo Auto Finance.

CHICAGOTRIBUNE.COM

Sticker redesign fuels outcry, praise
Letter grade unfair, automakers say,
but environmental advocates favor it as easy to understand

By Gregory Karp, Tribune reporter

It might not be as much fun as voting for your favorite performers on "American Idol" or "Dancing With the Stars," but the federal government wants your input on new fuel-economy labels for cars.

The sticker that consumers find on new-car windows is more than 30 years old and focuses on fuel consumption and annual fuel costs. But the miles-per-gallon information isn't an effective measure anymore because some electric models, for example, don't use any gallons of fuel at all.

So the Environmental Protection Agency and the National Highway Traffic Safety Administration are looking at two label designs, both of which would provide additional information on fuel economy and emissions to help consumers compare makes and models, be they electric, plug-in hybrids, gas or diesel.

But one of the proposed redesigns has environmental groups applauding and the auto industry crying foul because only the most fuel-efficient models, regardless of vehicle category, can score well. The most controversial component of that design is a prominent letter grade ranging from A+ to D that takes up nearly half the label and reflects the vehicle's fuel economy and tailpipe greenhouse gas emissions.

Electric vehicles that get 117 mpg or more would rate the highest A+ under the proposal, while a car like Ferrari's 612 Scaglietti that gets 12 mpg would earn the lowest, a D.

During a public hearing Thursday in Chicago, representatives of automakers and auto dealers agreed a new window label was necessary but said assigning a letter grade across vehicle categories would be akin to comparing apples and oranges. And the auto industry has said that a grading system is imbued with school-time memories of passing and failing.

Letter grades "are at best of virtually no value and at worst counterproductive," said Desmond Roberts, a Chevrolet dealer in the Chicago area and an official with the National Association of Minority Automobile Dealers. "Seeking to evaluate and rate vehicles without attempting to hold constant attributes such as seating or hauling capacity renders such ratings meaningless."

Consumers also could confuse the letter grades with overall vehicle quality or safety, said Giedrius Ambrozaitis, of the Alliance of Automobile Manufacturers.

But environmental advocates argue letter grades would be a simple evaluation system that all consumers understand.

"Letter grades boil down global-warming pollution and fuel consumption into a single metric that everyone understands," said Luke Tonachel, spokesman for the Natural Resources Defense Council.

Peter Zalzal, of the Environmental Defense Fund, said letter grades are "instantly familiar and meaningful."

Both proposed labels contain information on fuel economy for city and highway driving and a slide bar comparing a vehicle's fuel economy with that of all other vehicles. They also include information on fuel consumption, with combined city and highway gallons per 100 miles.

Labels for electric vehicles will have a "miles per gallon equivalent" for comparison purposes.

A high-tech addition to both proposed labels is a QR Code, an interactive tool similar to a bar code that smart phones can use to access additional information online, giving consumers the ability to personalize estimates based on their own driving habits and current fuel costs.

The proposed labels do not include information on "upstream emissions," which are generated indirectly. Electric vehicles, for example, have no direct emissions. But they aren't considered

completely emissions-free because they might use electricity that originated from coal-burning power plants. Emissions from those power plants would be considered upstream emissions.

In the case of gasoline vehicles, upstream might include emissions from fuel refineries. Including such information on a window label would be difficult and confusing to consumers, Ambrozaitis said.

The EPA is considering putting information on upstream emissions on the Web for consumers, a spokesman said.

Roberts said most car buyers concerned with fuel economy or emissions performance do extensive research before ever setting foot in a dealership, so a window sticker would provide nothing new to them.

"With the advent of the Internet, shoppers increasingly peruse comparative information and make preliminary purchase-criteria decisions in the comfort of their home or office, arriving at the dealership armed to the hilt with a wealth of knowledge regarding the vehicles," he said.

In recent years, the EPA updated window labels when it revamped its test methods for reporting gas mileage. The point was to more accurately report estimated highway and city mpg in real-world conditions. Those changes were reflected on window stickers for 2008 models made after Sept. 1, 2007.

New energy-efficiency labels were required by the federal Energy Independence and Security Act of 2007. The two final label designs are the results of focus groups with citizens and panels of experts, officials said.

The government wants to know what consumers think before it settles on final versions of the new window labels that will go on all new cars starting with 2012 models. Submit comments by Nov. 22 online at regulations.gov or by e-mail at newlabels@epa.gov. Prototypes can be viewed online at epa.gov/fueleconomy.

One other public hearing on the new labels is scheduled for Thursday in Los Angeles.

Chicago Tribune



ASK JOE

“I know you’ll probably say ‘all of it’, but be realistic, how much product knowledge do I really need?”

— By Joe Verde —

You’re right “all of it”. But you’re right too, in that it isn’t as simple as saying, “You need to know everything.”

One thing I’ll certainly agree on is that it’s getting tougher and tougher to become an expert on the 8 or 12 different models some of you are working with today. My lease is up in a couple of months on my car and I’m just now figuring out how to actually use some of the features. And you literally have to know everything about everything, so you can answer any questions that a customer has.

More important, you have to find each person’s hot buttons: Those 20% of the features they personally care about. Then you have to convert those Features into specific Advantages for that person and then again into Benefits they care about (FABs).

That doesn’t sound too bad either, until you go back and read the italicized words in that previous paragraph. Then it starts to get a little more demanding.

You’ll typically have two drivers, like Bob and Betty. Most of the time only one will be the primary driver and one will only use it some of the time. But both have key features they care about, and they are very likely different.

Bob may be getting the SUV for his construction and commercial real estate business. His hot buttons are a nice looking vehicle so his customers think he’s successful, a nav system to help him find property, comfort because he has a bad back, convenience so he can easily load things in the back and power so he can pull his trailer.

Betty could care less about that stuff, she won’t use it for work, she has her own car. But she will use it to haul half the neighborhood kids to soccer practice once a week, so she needs seating for 7 and room in the back. She also wants the entertainment system to keep the kids happy on those river trips they take with their boat, and she wants a comfortable co-pilot seat for those long trips, too.

They might care some about gas mileage, but let’s face it, people who drive big old SUVs that can haul 7 people, all their stuff, and pull a boat at the same time already know there isn’t enough difference between 10 miles per gallon and 12 to matter that much. Neither of them mentioned safety either, but logic says it’s important since they carry their kids, so you should touch on that, too.

Keep those ‘maybe’ features and benefits in mind, but when you’re taking your demonstration, when you pull over and give your first walkaround to the secondary driver (Betty), you better get her excited about the FABs she cares most about and show her how easy it is to fold down those seats, use that entertainment system, and point out how comfortable that right seat will be on those long drives. And remember, too, this is her party – Bob will get his presentation when you trade drivers the second time. First, focus on Betty.

When it’s Bob’s turn, same thing – he gets his formal walkaround on his hot button features: Appearance, comfort, convenience and performance. Then when you’re about 2 miles from the dealership, you’ll use everything you’ve learned from both of them, and you’ll use their hottest hot buttons to start your Summary Closing Sequence, then you’ll move right into your Assumptive Sold Line Close, hit them with about a dozen Action Closes, finish it off with your

Final Closing Question and head inside to do the paperwork with the firmest commitment you’ve had in months.

And it’s important to remember that you couldn’t do any of this if you hadn’t been to our class to learn how to do this, didn’t greet them properly, build rapport and investigate thoroughly to find their hot buttons and didn’t have all of the product knowledge you need to pull this off.

Just imagine how the average 8-car guy would have handled Bob and Betty instead.

- How can we help you? We’re just looking.
- Anything in particular? Yeah, maybe an SUV.
- That’s great, we’ve got a huge sale going on right now, are you guys in the market today? Maybe.
- What were you looking to spend? Oh, well – maybe somewhere under \$50,000. What will a loaded Land Cruiser run?
- That’s kinda low, you know they’re all pretty loaded. Maybe we can find you one without the entertainment or navigation system – did you have a trade? Yeah.
- Do you know what you want for it? (Way too much!)
- What kind of payments were you looking for? (Way too low!)

This sale will be lost before it even gets off the ground. I know this is short, but I really hope you realize the difference between 1) knowing almost nothing about your product and giving a lousy presentation, or 2) having product knowledge but not investigating, compared to 3) knowing how to control the sale and investigate to use your product knowledge to nail every hot button. (This is the way you set yourself up for an easy close with a ton of gross profit.)

As a reminder to remember those hot buttons or buying motives, just remember

this word – SPACED. It stands for Safety, Performance, Appearance, Comfort (or Convenience), Economy and Dependability.

So just how much product knowledge do you need? That’s easy, it’s just math:

Your presentation is supposed to be a 6 or 7 point controlled walkaround. In each of those points, you’re supposed to be covering 3 or 4 key features, advantages and benefits this particular customer cares about. Plus, you’ll also need to cover some general information about your product.

Do some quick math here – if safety is most important, to cover 4 safety features in each area on a 6 point walkaround, how many safety features, advantages and benefits would you need to know to present your product? (4 x 6 = 24) Now how many hot buttons could they have? SPACED = 6. So 24 features per hot button x 6 possible hot buttons = 144 features, advantages and benefits you have to know like the back of

your hand – plus all of the standard features on your vehicles.

For a real thrill – multiply 144 by the number of different models you have. The good news – a feature on one model, like 16 air bags, has the same advantage and benefit on any other model: “Bob, if you have a collision, the air bags pop out, smack you around a little bit, but keep you safe, and that’s nice to know when you’re on those long trips with the family, huh?”

If you’re serious about selling more cars, your homework is to write out 24 features and their advantages and benefits on each of the six buying motives. Make it your training this month. And as a reminder about FABs:

FEATURE: WHAT IT IS.

Advantage: What it does.

Benefit: Why they care.

Sell More Cars with FAB than price . . .

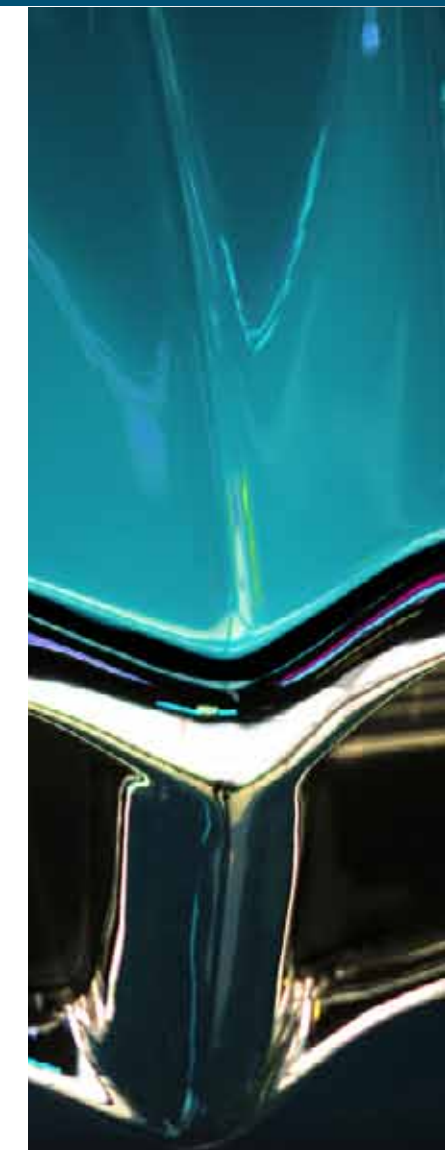
FAB - They’re a gold mine when you know enough about each vehicle to give a FAB presentation; which almost none of your competitors down the street will be able to do. They’ll just talk price and discounts, then ask the customer what they want to spend.

Imagine how much more involved and excited your prospect will be about your vehicle when you start explaining the Features, Advantages and Benefits instead.

Joe Verde holds workshops across North America and pioneered Virtual Training with JVTN. Mr. Verde is the author of “A Dealer’s Guide To Recovery & Growth”, “How To Sell A Car And Close The Sale Today” and publishes two monthly newsletters; “For All Managers In Sales” and “Selling Cars Today”.

Joe Verde Sales & Management Training, Inc., founded in 1985 with corporate offices in Southern California and Dallas, Texas, is consistently rated the number one automotive sales and management training company in North America with its focus on leadership, management and sales training for dealerships, dealer groups and manufacturers.

Visit www.joeverde.com | www.jvtn.com



ERIC PETERSON NAMED U.S. VICE PRESIDENT FOR DIVERSITY

DETROIT, Nov. 5, 2010 | PRNewswire

General Motors today announced that Eric Peterson has been named U.S. Vice President, Diversity. Peterson, 58, will also continue to serve as director, industry dealer affairs, where he manages relationships with GM's National Dealer Council, Minority Dealer Advisory Council, and Women's Dealer Advisory Council, as well as with the National Automobile Dealers Association.

In his new role, Peterson reports to Mark Reuss, president, GM North America, and Mary Barra, vice president, global human resources. In his role as director, industry dealer affairs, Peterson will continue to report to Jim Bunnell, general manager, dealer network and sales support.

"GM has a rich heritage of being at the forefront on diversity issues, and Eric will play a key role as we continue to build on this," said Reuss. "As a global company, with operations in more than 120 countries, we are committed to a culture of diversity and inclusion. We believe this will give GM a strategic advantage in designing, building, and selling the world's best vehicles."

Prior to his current assignment, Peterson served as regional sales and marketing manager in GM's South Central Region. Peterson also led GM's dealer development organization, which spearheaded efforts to appoint more minorities and women as dealer operators in GM's retail dealer network.

"I am excited to be able to help strengthen GM's ongoing commitment to diversity with our customers, employees, dealers, suppliers, and communities," said Peterson. "My belief has always been that understanding and embracing our differences makes us stronger and helps GM win in the marketplace."

About General Motors - General Motors, one of the world's largest automakers, traces its roots back to 1908. With its global headquarters in Detroit, GM employs 208,000 people in every major region of the world and does business

in more than 120 countries. GM and its strategic partners produce cars and trucks in 31 countries, and sell and service these vehicles through the following brands: Buick, Cadillac, Chevrolet, FAW, GMC, Daewoo, Holden, Jiefang, Opel, Vauxhall and Wuling. GM's largest national market is China, followed by the United States, Brazil, Germany, the United Kingdom, Canada, and Italy. GM's OnStar subsidiary is the industry leader in vehicle safety, security and information services. General Motors acquired operations from General Motors Corporation on July 10, 2009, and references to prior periods in this and other press materials refer to operations of the old General Motors Corporation. More information on the new General Motors can be found at www.gm.com.



Real Times Media Announces Driven, a New Who's Who Publication Chronicling African American Achievement in the Auto industry

Dr. William Pickard to Pen Foreword for Inaugural Edition

Through its Who's Who Publishing subsidiary, Real Times Media, publishers of African American newspapers around the country, including the Michigan Chronicle, announced that it will publish a coffee table book highlighting the contributions of African American's in the automotive industry. Titled, *Driven: A Tribute to African-American Achievement in the Auto Industry*, the book will focus on the African Americans who helped to build and maintain the automotive industry. Dr. William F. Pickard, founder, chairman and CEO of Global Automotive Alliance, will write the foreword for the first edition.

The announcement was made before hundreds of automotive executives at Rainbow Push's Global Automotive Summit held last week at MotorCity.

"I applaud and support Real Times Media for undertaking such an important legacy project," said Rev. Jesse L. Jackson, chairman and founder of Rainbow Push. "It is important that we continue to recognize the achievement and contributions of African-Americans in the automotive industry given its monumental lifestyle and economic impact on our country and the world. It is equally important that we tell our story as a record for history so that our children and their children will know the works of their ancestors in the automotive industry."

Included in the high quality, 300+ page, coffee-table tome will be an historical recount of the history of African-Americans in the auto industry, including its economic impact on Detroit and the influence of labor unions. It will also chronicle the history of African American dealerships and celebrate those who achieved success from all aspects of vehicle production, including design, engineering, sales and marketing, manufacturing, suppliers, dealers and all areas in between.

"As everyone knows, the auto industry shaped the city of Detroit and in large part, the entire world," said Hiram E. Jackson, CEO of Real Times Media. "Lesser known is the significant role that African-Americans played in growing the industry to prominence and that we now play in revitalizing the struggling industry. Through this tribute, Real Times and Who's Who is striving to change that."

The inaugural edition of *Driven* is slated for release during the 2011 North American International Auto Show (NAIAS). The publication's unveiling will be held Wednesday, January 12, 2011 as part of a NAIAS-sanctioned event. Tickets are \$100 and include a copy of the publication as well as an exclusive, all access sneak peek of the show floor. To purchase tickets, or for more information, call Cathy Nedd at (313) 963-8100.

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NATIONAL ASSOCIATION OF MINORITY AUTOMOBILE DEALERS

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NADA AND NAMAD MEET WITH SEC ON POTENTIAL “RISK RETENTION” REQUIREMENTS



On November 1, NADA Director Mike Martin, NAMAD President Damon Lester, and Andy Koblenz and Paul Metrey from NADA met with officials of the Securities and Exchange Commission (SEC) to discuss requirements in the Dodd-Frank Wall Street Reform and Consumer Protection Act that are designed to improve the asset-backed securitization (ABS) process. Several auto finance sources, including most captive finance companies, obtain funds to support their floorplan and retail lending operations by bundling and securitizing their auto loans and selling them as ABS to investors. As we recently witnessed during the height of the credit crisis, preserving the ABS market as a viable funding source for auto lenders is critically important to ensuring that dealers and their customers have access to affordable credit.

A provision in the Dodd-Frank Act (section 941) requires the SEC and the federal banking agencies to jointly issue rules that require these companies to retain a portion of the risk in the loans that back the ABS. This is the so-called “skin in the game” requirement. The law further empowers the agencies to allocate a portion of the retained risk to the originator that sold them the loans. Dealers that engage in three-party financing who sell finance and lease contracts to these finance sources fit within the law’s definition of

“originator” and thus could be required to retain a portion of the credit risk associated with these contracts. However, the law also authorizes the agencies to exempt certain assets or types of institutions from this requirement.

At our November 1 meeting, NADA presented to the SEC several compelling arguments as to why the agency needs to avoid any regulatory requirements that make the ABS market less efficient or more costly for borrowers. Most importantly, NADA explained in detail why any allocation of credit risk to dealers would impose significant burdens on dealers and their customers without advancing the purpose of this requirement, which is to strengthen the credit underwriting process. NADA’s comments to the SEC followed similar comments that NADA presented to the Federal Reserve Board on October 1.

The SEC and the federal banking agencies must issue final risk retention rules within 270 days of the date the Dodd-Frank law was enacted (July 21, 2010.) NADA will continue to closely monitor this rulemaking and will respond to the agencies’ proposed risk retention requirements after they are issued, which is expected before the end of December.

NAMAD

NATIONAL ASSOCIATION OF MINORITY AUTOMOBILE DEALERS

NAMAD IS HEARD!

YOU ARE HEARD!

Join Us! Together we will be better heard...Join the only nationally recognized dealer association representing ethnic minority dealers in the U.S.

2010 Achievements

- NAMAD helped negotiate restoration of dealer rights
- NAMAD increased compensation for terminated dealers
- NAMAD urged the government for more timely payment on “Cash for Clunker” deals.

2011 Focus

- NAMAD will seek to preserve the economic viability of our members.
- NAMAD will continue to advocate with both public and private sectors financial institutions the need for adequate working capital and floor plan loans.
- NAMAD will continue to push the administration to create a vehicle in which the Small Business Administration and its loan guarantees become more of a resource to small dealerships.
- NAMAD will continue to partner with vendors and other companies to provide its members with value added services that will ensure that the dealerships will be more efficient and profitable.
- NAMAD will continue to advocate our members’ rights and interests with automobile manufacturers, vendors, and even elected officials at both the federal and state levels.
- NAMAD will be focused on gaining and exceeding the number of ethnic minority dealers within the industry.

NAMAD Member Benefits

- Preferential Pricing on the Annual Membership Meeting and Conference
- Access to Dealer Development Representatives
- Private Face-to-Face Meetings with Manufacturer Representatives
- Complimentary Access to Minority Dealer Talent Registry
- Opportunities to Partner with other Dealers
- Networking Opportunities
- Opportunities to Advocate for a Significant Increase in Ethnic Minority

Representation in the Automotive Industry and Supplier Base

- Opportunities to Impact Legislation
- Subscription to the NAMAD News
- Advertising Listing in the NAMAD Annual Resource Guide

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DealerTrack AAX

The industry's leading inventory solution.
Better Data. Smarter Decisions. Proven Results.

Trusted by top performing dealerships and dealer groups, DealerTrack AAX is the complete inventory management solution. DealerTrack AAX helps drive, monitor and optimize the performance of your used vehicle operations.

Better Data.

The key to making the best decisions for your used car department is having high quality data you can trust. DealerTrack AAX uses industry standards for appraising vehicles and assessing market supply such as Manheim, Experian, ALG, Black Book, KBB, NADA, and Galves. Above all else, DealerTrack AAX tracks and analyzes your sales transactions and performance giving you insight to assess and tune the performance of your own operation.

Smarter Decisions.

Everyday in your operation, you are making decisions that impact your bottom line. DealerTrack AAX works by analyzing the performance of your decisions up-to-the-minute and makes recommendations to maximize your profits. By combining access to key measurements of your operation with insight into market opportunities, DealerTrack AAX gives you the tools to make decisions with confidence.

Proven Results.

There is a reason DealerTrack AAX has been used by top performing dealerships and dealer groups since 2002. The DealerTrack AAX solution uses sound, proven, best practice methodologies to help you improve the efficiency and profitability of your used vehicle operations both short-term and year-over-year. Our dealers have increased front-end profits by 30%.*

For more information call 1.888.757.0645 or visit dealertrack.com/inventory

*Analysis based on study of over 900 DealerTrack AAX dealers in aggregate during 4th quarter 2008 vs. 4th quarter 2009

Features/Benefits

- DealerTrack AAX combines data from multiple sources: Internet, AutoTrader.com, ALG (Automotive Lease Guide), Experian (AutoCount), sales and transactional DMS data, guidebook information and Manheim Market Report information – dealers have access to all the information they need from one screen
- **Manheim Market Report**
Only DealerTrack provides direct integration to MMR with the ability to view trending information and specific transaction information by auction to support better inventory decisions
- **Scoring and Recommendations**
Provides instant access to vehicle performance in your market so you can make accurate trade and pricing decisions for that vehicle
- **MarketDriver** Identifies vehicles that are performing well in the market and identifies acquisition sources based on sales performance and market demand, while at the same time maximizes profitability on every vehicle. Only DealerTrack provides industry recognized data sources such as Manheim, Experian, and ALG
- **Dealer Results Managers**
Our professional consulting team provides inventory recommendations to improve your bottom line by utilizing best practices from over 3,000 dealers across the country

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DMS

INVENTORY

SALES AND F&I

COMPLIANCE

 **DealerTrack**
NEW RULES BETTER TOOLS

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