



# ADVENT RESOURCES, INC.

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Advent Resources Inc. (310) 241-1500

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## IN THE NEWS

Data from  
*Powergram*©

### Safety Features Most Desirable

Safety-related features are the most desired of emerging automotive features, according to the *J.D. Power and Associates 2003 Feature Contenting Report*.<sup>SM</sup> The study finds that features showing the greatest growth potential include brake assist, stability control, run-flat tires, "smart" air bags and tire pressure monitors.

Although not available to the mass market until 2010, the fuel cell engine is the most desirable (44%) among three alternative powertrain options. Next is the fuel/electric hybrid engine (29% desirability), followed by the clean diesel engine (13%). However, consumers are unwilling to pay the price that manufacturers are charging for this technology. Respondents are willing to pay between \$600 and \$1,000 for these alternative powertrains. Example: the Honda Civic Hybrid sedan is nearly \$4,500 more than a conventional Civic LX model.

### A Hummer Pickup?

The Hummer brand has not exhausted the models it can offer in addition to the H1, H2 and the future H3. General Motors Vice Chairman Bob Lutz said, "There are other body styles that would work. A pickup could be appealing, an extended-cab pickup off the H2 or H3 – the manliest pickup the world has seen."


In October, Hummer sales fell 18% to 3,072 units vs. 3,780 units last year. However, through the first 10 months of 2003, Hummer sales soared 150% to just under 28,000 units from over 11,000 a year ago, according to the *J.D. Power and Associates Sales Report*.<sup>SM</sup>

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## Advent Welcomes



**W**e welcome three new members from California this month. From the capital, **Mike Daugherty Chevrolet Sacramento** joins the Advent client family. And from historic Stockton **Berberian European Motors** comes on board.

Finally, from Southern California, we welcome **Commonwealth Volkswagen Corporation** in Santa Ana. We are pleased to welcome these additions as we move towards another prosperous year for us all. 

## Advent Responds

### Privacy Laws

**A**dvent is responding to the changing contact laws and privacy laws in a myriad of ways.

### Privacy

Advent has implemented several new features in the application to help comply with personal information privacy and system security issues related to new federal legislation.

- 1) Advent's 4.60 release will implement the ability to have a password expire on a configurable time period. This will help to secure any sensitive consumer data and ensure that user name and password sharing is kept to a minimum. You will be able to implement this once you have been updated to this release.
- 2) There is also a new config variable in this release that will automatically purge Driver's license number and SSN after a configured period of days. The thinking is that if you if you do not have the data on board, then no one can abuse it.

### Do Not Call

The rules and regulations related to do not call are still being clarified. As we


understand the regulations at present, there are two scenarios under which compliance must be met.

**First:** If a consumer has a do not call registered phone number, then you must follow contact rules in order to be in safe harbor. Advent encourages you to seek legal interpretation of what those contact rules are and we will NOT be making recommendations related to this. On this issue, Advent has under construction a program tool which will accomplish the following. The dealership will register with the FTC, download the area codes they require in their market area to a specific folder location in advent share, and then a program will scrub the database and mark each name record with a record indicator which will alert the user to the fact that this is a do not call consumer phone number.

**Second:** As we understand the regulations, the entity (dealership) is also responsible to maintain an entity specific do not call list and enable a process for consumers to be placed on that list. This requirement has a separate set of contact rules. Again, Advent will NOT be making recommendations as to what the rules are and how to stay in compliance. We are designing a second set of record indicators for entity specific do not call issues and have a target date of year end for delivery.

As a side note, it is highly likely that the government is headed towards legislating and implementing a similar process for "do not email" and we are also working on how to help clients manage this issue when it hits.

If you have questions please feel free to contact me, Tim Gill @ 310-241-1500, which is not a do not call number!

To learn more about these exciting new programs, contact your local sales representative or Scott M. Smith, Vice President of Sales at 310-809-7361. 



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## Washington Post

### Style Invitational

Once again readers were asked to take any word from the dictionary, alter it by adding, subtracting, or changing one letter, and supply a new definition.

Here are the 2003 winners:

1. Intaxication: Euphoria at getting a tax refund, which lasts until you realize it was your money to start with.
  2. Reintarnation: Coming back to life as a hillbilly.
  3. Bozone (n.): The substance surrounding stupid people that stops bright ideas from penetrating. The bozone layer, unfortunately, shows little sign of breaking down in the near future.
  4. Foreploy: Any misrepresentation about yourself for the purpose of getting laid.
  5. Cashtration (n.): The act of buying a house, which renders the subject financially impotent for an indefinite period.
  6. Giraffiti: Vandalism spray-painted very, very high.
  7. Sarchasm: The gulf between the author of sarcastic wit and the person who doesn't get it.
  8. Inoculatte: To take coffee intravenously when you are running late.
  9. Hipatitis: Terminal coolness.
  10. Osteopornosis: A degenerate disease. (This one got extra credit.)
  11. Karmageddon: It's like, when everybody is sending off all these really bad vibes, right? And then, like, the Earth explodes and it's like, a serious bummer.
  12. Decafalon (n.): The grueling event of getting through the day consuming only things that are good for you.
  13. Glibido: All talk and no action.
  14. Dopeler effect: The tendency of stupid ideas to seem smarter when they come at you rapidly.
  15. Arachnoleptic fit (n.): The frantic dance performed just after you've accidentally walked through a spider web..
  16. Beelzebug (n.): Satan in the form of a mosquito that gets into your bedroom at three in the morning and cannot be cast out.
  17. Caterpallor (n.): The colour you turn after finding half a grub in the fruit you're eating.
- And the pick of the literature:
18. Ignoranus: A person who's both stupid and an asshole. 🌴

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## Marketing

### Reach Out & Sell

In an effort to enhance the marketing programs of our members, Advent has broken the concept down into component parts and herewith presents this simple explanation. We hope it helps you to target your audience in an appropriate manner.

- ☞ You're a man and you see a beautiful woman at a party. You go up to her and say, "I'm fantastic in bed." That's *Direct Marketing*.
- ☞ You're at a party with a bunch of friends and see a beautiful woman. One of your friends goes up to her and pointing at you says, "He's fantastic in bed." That's *Advertising*.
- ☞ You see a beautiful woman at a party. You go up to her and get her telephone number. The next day you call and say, "Hi, I'm fantastic in bed." That's *Telemarketing*.
- ☞ You're at a party and see a beautiful woman. You get up and adjust yourself. You walk up to her and pour her a drink. You say, "May I," and reach up to brush her hair from her forehead, lightly stroking her ear, and then say, "By the way, I'm fantastic in bed." That's *Public Relations*.
- ☞ You're at a party and see a beautiful woman. She walks up to you and says, "I hear you're fantastic in bed." That's *Brand Recognition*.
- ☞ You're at a party and see a beautiful woman. You talk her into going home with your friend. That's a *Sales Rep*. 🌴

- ☞ Your friend can't satisfy her so he call you. That's *Tech Support*.
- ☞ You're on your way to a party when you realize that there could be beautiful women in all these houses you're passing. So you climb onto the roof of one house situated toward the center and shout at the top of your lungs, "I'm fantastic in bed!" That's *Junk Mail*. 🌴

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## Way Out West

### It's Different in California

You know it's California when...

- ★ Your coworker has 8 body piercings and none are visible.
- ★ Your child's 3rd-grade teacher has purple hair, a nose ring, and is named Breeze.
- ★ You've been to a baby shower that has two mothers and a sperm donor.
- ★ You know which restaurant serves the freshest arugula.
- ★ A low speed police pursuit will interrupt ANY TV broadcast.
- ★ Your car insurance costs as much as your house payment.
- ★ Your hairdresser is straight, your plumber is gay, the woman who delivers your mail is into S&M, and your Mary Kay rep is a guy in drag.
- ★ It's barely sprinkling rain and there's a report on every news station: "STORM WATCH 2003."
- ★ It's barely sprinkling rain outside, so you leave for work an hour early to avoid all the weather-related accidents.
- ★ Both you AND your dog have therapists. 🌴



Advent wishes each of you a Happy and Joyous Thanksgiving Celebration.

For those with friends or family far from home, may they be safe and soon return.



