



ADVENT RESOURCES, INC.

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IN THE NEWS

Data from
Powergram®

**SUV Demand
Spurs Interest In 4WD**

The growth in demand for SUVs in the U.S. has led to more consumer interest in 4WD systems, according to analysis in the latest issue of The Power Report. Nearly 27% of all vehicles produced in North America last year were 4WD. A few highlights:

- More 4WD systems are installed in SUVs than in any other vehicle segment.

- Nearly 64% of all SUVs are equipped with 4WD systems, compared to 42% of pickups, 4% of vans and just 3% of cars.

- The majority of 4WD systems installed are part-time systems, but full-time and on-demand versions are becoming more prevalent.

- Nearly 26% of consumers indicate they definitely want a 4WD system on their next vehicle. Another 26% say they probably want 4WD drive on their next vehicle

- Among current owners of 4WD vehicles, 63% report they definitely want 4WD systems on their next vehicle, while 31% indicate they probably want 4WD on their next vehicle, making a total of 94% who report a strong interest in purchasing another 4WD vehicle.

Implication: Market share for 4WD in non-traditional segments, in particular cars and crossovers, is likely to increase in the next five years. While certain segments, such as luxury cars and crossovers, will see the most dramatic change in penetration, the overall market for 4WD will continue to grow.

Data for this column is courtesy of The PowerGram, published by J.D. Power and Associates. Copyright 2001 by J.D. Power and Associates. All rights reserved. A free subscription to the daily PowerGram is included with your participation in the Power Information Network. Contact Tim Gill @ (310) 241-1500.

Advent Welcomes



We have three new additions to our client family this Spring. From Southern California we are pleased to welcome **Santa Monica Audi** and **South Bay Pre-Owned**.

From New England, we also welcome **Ira Toyota**, located in historic Milford, Massachusetts.

Advent anticipates a long and rewarding partnership with our new members. 🌴

Power User of the Month

Mark St. Laurent

*Information Technology
Administrator,
Caliber Motors*



This month, we honor Mark St. Laurent as our Power User of the Month. Mark is IT

Administrator for Caliber Motors in Anaheim Hills, California and their Mercedes Benz store in Chandler, Arizona. While he has been IT Administrator for only about 18 months, he's been with Caliber for 10 years and went back to school to learn information technology. Mark's thirst for knowledge is just one reason he's one of our favorites. He's picked up so much Advent know-how that he's largely self-sufficient, even running two stores. So, even if we hardly ever hear from you, Mark, we sure enjoy working with you when we do! 🌴

Why Men are Happier

What do you expect from such simple creatures!?

- ➔ Your last name stays put.
- ➔ The garage is all yours.
- ➔ Wedding plans take care of themselves.

- ➔ Chocolate is just another snack.
 - ➔ You can wear a white T-shirt to a water park.
 - ➔ You can wear NO T-shirt to a water park.
 - ➔ The world is your urinal.
 - ➔ You never have to drive to another gas station because this one's just too icky.
 - ➔ Same work, more pay.
 - ➔ Wrinkles add character.
 - ➔ Wedding dress - \$5000; tux rental - \$100.
 - ➔ People never stare at your chest when you're talking to them.
 - ➔ The occasional well-rendered belch is practically expected.
 - ➔ New shoes don't cut, blister, or mangle your feet.
 - ➔ A five-day vacation requires only one suitcase.
 - ➔ Your underwear is \$8.95 for a three-pack.
 - ➔ Three pairs of shoes are more than enough.
 - ➔ You almost never have strap problems in public.
 - ➔ You are unable to see wrinkles in your clothes.
 - ➔ The same hairstyle lasts for years, maybe decades.
 - ➔ You only have to shave your face and neck
 - ➔ You can play with toys all your life.
 - ➔ Your belly usually hides your big hips.
 - ➔ One wallet and one pair of shoes, one color, all seasons.
 - ➔ You can "do" your nails with a pocketknife.
 - ➔ You have freedom of choice concerning growing a mustache.
 - ➔ You can do Christmas shopping for 25 relatives, on December 24, in 45 minutes.
- No wonder men are happier!* 🌴

Web Site Launch


Mindgate Media at your Service

Advent Resources recently launched a new website at: www.AdventResources.com. The new website was designed and implemented by Mindgate Media Inc. MMI is an e-commerce development company that has implemented e-commerce websites and back end systems for Advent, KeyLogix, Honda, Toyota, Mazda and many other leading automotive companies.

For dealers who do not have a web presence or need to upgrade their existing website, Mindgate Media offers cutting edge intuitive designs, developed by an award winning team with a focus on converting visitors to customers.

Mindgate Media and Advent are proud to announce the new LiveInventory product that allows auto dealers to publish vehicles for sale by integrating their current or new website with the Advent HPSS back end. The new product allows dealerships to manage vehicle data on their website through the new Advent 4.70+ interface, thereby eliminating the need to learn FTP, HTTP or databases. The product also eliminates any disconnect between what is shown on the website and what is in stock as the integration is real time. Pictures of new and used vehicles can be easily imported and managed through the web interface.

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Advent-DealerTrack First Dealer Kicks Off

Fletcher Jones Mercedes Benz in Newport Beach, CA is the first of Advent's approximately 300 dealer customers to begin utilizing the new integration between the Advent, point of sale solution and the DealerTrack™ online automotive finance platform. This integration was announced earlier this year at NADA 2004.

"We have a longstanding relation-


ship with Advent and DealerTrack. This integration between the platforms is the next step for us in making our business quicker and more efficient," said Marq Linden, Fletcher Jones finance director.

This connectivity to the DealerTrack platform will help Fletcher Jones further streamline the entire auto financing process. Through DealerTrack, Fletcher Jones is able to pull credit reports, submit credit application data and monitor the status of submitted applications in real time. In addition, F&I professionals at Fletcher Jones are able to import and export data between their Advent system and DealerTrack with a simple click – eliminating the need for any double data entry. More information on DealerTrack is available at www.dealertrack.com or by calling 877-357-8725. 

Bored? Try this

This is so stupid but true . . . and it's going to drive you crazy! While sitting at your desk, lift your right foot off the floor and make clockwise circles.

Now, while doing this, draw the number "6" in the air with your right hand.

Your foot will change direction and there's nothing you can do about it no matter how hard you try! 

Husband Mart

A store that sells husbands has just opened where a woman may go to choose a husband from among many men. The store is comprised of 6 floors, and the men increase in positive attributes as the shopper ascends the flights.

There is, however, a catch. As you open the door to any floor you may choose a man from that floor, but if you go up a floor, you cannot go back down except to exit the building. So a woman goes into the store to find a husband..

On the first floor the sign on the door reads: **Floor 1. These men have jobs.**

The woman reads the sign and says to herself, "Well, that's better than my last boyfriend, but I wonder what's further up?" So up she goes.

The second floor sign reads: **Floor 2. These men have jobs and love kids.**

The woman remarks to herself,

"That's great, but I wonder what's further up?" And up she goes again.

The third floor sign reads: **Floor 3. These men have jobs, love kids and are extremely good looking.**


"Hmmm, better" she says. "But I wonder what's upstairs?"

The fourth floor sign reads: **Floor 4. These men have jobs, love kids, are extremely good looking and help with the housework.**

"Wow!" exclaims the woman, "very tempting. BUT, there must be more further up!" And again she heads up another flight.

The fifth floor sign reads: **Floor 5. These men have jobs, love kids, are extremely good looking, help with the housework and have a strong romantic streak.**

"Oh, mercy me! But just think what must be awaiting me further up". So up to the sixth floor she goes.

The sixth floor sign reads: **Floor 6. You are visitor 3,456,789,012 to this floor. There are no men on this floor. This floor exists solely as proof that women are impossible to please. Thank you for shopping "Husband Mart" and have a nice day!** 

Home Remedies

✚ Smart splinter remover... just pour a drop of Elmers Glue over the splinter, let dry, and peel the dried glue off the skin. The splinter sticks to the dried glue

✚ Easy eyeglass protection. To prevent the screws in eyeglasses from loosening, apply a small drop of Maybelline Crystal Clear nail polish to the threads of the screws before tightening them.

✚ Honey remedy for skin blemishes... Cover the blemish with a dab of honey and place a band-aid over it. Honey kills the bacteria, keeps the skin, sterile, and speeds healing. Works overnight.

✚ Cure urinary tract infections with Alka-Seltzer. Just dissolve two tablets in a glass of water and drink it at the onset of the symptoms. Alka-Seltzer begins eliminating urinary tract infections almost instantly -- even though the product was never been advertised for this use. 