



ADVENT RESOURCES, INC.

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IN THE NEWS

Data from
Powergram®

Consumers Demand More Functionality in Navigation Systems

Consumers are more familiar with factory-installed navigation systems in their vehicles and are demanding more functionality, such as real-time traffic information, from their systems, according to the J.D. Power and Associates 2004 Navigation Usage and Satisfaction Study.SM

"In-vehicle navigation is no longer a novel concept," said Melissa Sauter, director of the automotive emerging technologies practice at J.D. Power and Associates. Sauter said that nearly 850,000 of 2004 model-year vehicles have factory-installed systems and adds, "Navigation systems are now offered in a variety of vehicle segments — from luxury sedans to pickups."

A few highlights from the study, based on responses from 9,271 buyers or lessees of new vehicles with factory-installed navigation systems:

- More than one-third of new-vehicle owners (36%) who have factory-installed navigation systems have had prior experience with these systems, 6% more than two years ago.
- Real-time traffic information is one area where manufacturers can add value because this information would alert consumers to accidents and slow traffic conditions and allow them to adjust their travel routes. The first system offering real-time traffic is available in one 2005 model, the Acura RL mid luxury sedan.

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Advent Welcomes



We extend a very warm welcome to our new members this month: **Loeber Motors** from Chicago, **Fields Volvo of Highland Park** in Southern California, and **Southwest Chrysler Jeep**. Lastly, we welcome **VIP Group** in Palm Springs with Mercedes Benz, BMW, and Infinity dealerships.

We anticipate a prosperous year with these outstanding additions to our client family. 🌴

Power User of the Month

Robert Boswick

Walter's Mercedes-Benz

Our Power User of the Month is **Robert Boswick**



of Walter's Mercedes-Benz. From the very first day of the Advent System's installation, Robert dedicated himself to learning all the details of the program. He took the extra time to make sure that every F&I Manager knew exactly how to make best use of the system and he was eager to suggest ways to improve the product. Robert was our "go to" guy whenever we had questions regarding his dealership's specific needs, and his continued support has been invaluable. Thanks for all the help, Robert. It is this kind of cooperation that makes the Advent System a success. 🌴

Corporate Lessons

Corporate Lesson #1

A man is getting into the shower just as his wife is finishing up her shower when the doorbell rings. After a few seconds of arguing, his wife quickly wraps herself up

in a towel and runs downstairs. When she opens the door, there stands Bob, the next door neighbor.

Before she could say a word, Bob says, "I'll give you \$800 to drop that towel that you have on."

After thinking for a moment, the woman drops her towel and stands naked in front of Bob. After a few seconds, Bob hands her 800 dollars and leaves.

Confused, but excited about her good fortune, the woman wraps back up in the towel and goes back upstairs. When she gets back to the bathroom, her husband asks from the shower, "Who was that?"

"It was Bob the next door neighbor," she replies.

"Great!" the husband says, "Did he say anything about the \$800 he owes me?"

Moral of the story:

If you share critical information pertaining to credit and risk with your shareholders in time, you may be in a position to prevent avoidable exposure.

Corporate Lesson #2

A sales representative, an administration clerk, and the manager are walking to lunch when they find an antique oil lamp. They rub it and a Genie comes out in a puff of smoke. The Genie says, "I usually only grant three wishes, so I'll give each of you just one."

"Me first! Me first!" says the admin clerk. "I want to be in the Bahamas, driving a speedboat, without a care in the world." Poof! She's gone.

In astonishment, "Me next! Me next!" says the sales rep. "I want to be in Hawaii, relaxing on the beach with my personal masseuse, an endless supply of pina colodas, and the love of my life." Poof! He's gone.

"OK, you're up," the Genie says to the manager.

The manager says, "I want those two back in the office after lunch."

Moral of the story:

Always let your boss have the first say. 🌴

One More Time

Back Up Your Data!

Even though we've run this article in 2001 AND 2002, we find that not everyone has gotten the message of how **very important** it is to back up your data! So, here it is one more time – because it's really important.

Every Advent system is designed to have all its data backed up nightly to tape as part of your business disaster recovery plan. Should disaster strike your data, having a good backup can be a lifesaver! This means following a few simple rules:

- 1) **Don't use the same tape every night** – rotate. Use a different tape for each day of the week your store is open. Why? Sometimes a data problem will not be discovered right away, and data will need to be restored from several days back. If the same tape is re-used daily and overwritten, this will not be possible and the data is lost.
- 2) Be sure to **label the tapes** by day of the week and always use that day's tape: use the Tuesday tape on Tuesday, etc.
- 3) Make sure that **alternate staff is designated** for the tape change-out and storage duties when people are out sick or on vacation. Skipping even one day can be disastrous.
- 4) Be sure **all** personnel who share these duties **fully understand** how to properly change and store the tapes.
- 5) **Store the tapes off-site** or at least in a fire-resistant safe or strong box. If a disaster such as a fire or flood destroys your server, it will likely destroy the tapes sitting on the shelf next to it as well.
- 6) **Clean the tape drive once a week** using a cleaner tape. (You can buy them from us.) Pick a day and stick to it. We suggest every Friday so you have good backups over the weekend. Seriously, we get a lot of reports of backup failures that simply require the drive to be cleaned. So do it!

These common-sense rules insure that you are covered when the unthinkable happens. Without a good backup, your data would be lost forever.

As always, we are here to help when you need us, but ultimately, it is **your responsibility** to follow these simple rules. Swap the tapes and store them properly – Advent does the rest. If you have questions or comments, just call us at 888-9ADVENT (888-923-8368). 🌴

Advent Interface with Sales Appointments

Advent now has the ability to interface ADP and Reynolds and Reynolds service appointments into the Advent Daily Work Plan. This will allow your sales staff to know when their customers are visiting the service department. Your salespeople can meet their customers, solicit references and review the level of customer satisfaction.

Dealerships can also use this feature to enhance sales. By reviewing service appointments and checking these records against deal files, sales managers can pick likely trade-in candidates. A salesman can then meet the client when a car is brought in for service, trade-in information at hand, increasing the potential for a sale.

Advent DOES NOT CHARGE for this interface. To implement this feature, please call customer support at (888-923-8368). 🌴

Helpful Equations

ROMANCE MATHEMATICS

Smart man + smart woman = romance
Smart man + dumb woman = affair
Dumb man + smart woman = marriage
Dumb man + dumb woman = pregnancy

OFFICE ARITHMETIC

Smart boss + smart employee = profit
Smart boss + dumb employee = production
Dumb boss + smart employee = promotion
Dumb boss + dumb employee = overtime

SHOPPING MATH

A man will pay \$2 for a \$1 item he needs.
A woman will pay \$1 for a \$2 item that

she doesn't need.

DISCUSSION TECHNIQUE

A woman has the last word in any argument.

Anything a man says after that is the beginning of a new argument. 🌴

Whipping Boys

Today It's the Media

✍ *What's the difference between a computer and a reporter?*
You only have to give information to the computer once.

✍ *What do you call a newspaper reporter with TV reporters on each side?*

An interpreter.

✍ *What do you call a journalist with a Ph.D.?*

Artificial intelligence.

✍ *Why should journalists not be given coffee breaks?*

It takes too long to re-train them.

✍ *What is the definition of gross ignorance?*

144 journalists.

✍ *Why do journalists drive BMWs?*
Because they can spell it

✍ *How do you make a journalist's eyes light up?*

Shine a flashlight in his ear.

✍ *Why did the food editor decide not to double any recipes?*

The oven doesn't go to 700 degrees.

✍ *How can you tell a reporter has been using the computer?*

There's whiteout on the screen.

✍ *How can you tell another reporter has been using the computer?*

There's writing on the whiteout. 🌴



Happy Thanksgiving

*From All of Us at Advent
to All our Client Family*

