



# ADVENT RESOURCES, INC.

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Advent Resources Inc. (310) 241-1500

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## IN THE NEWS

Data from  
*Powergram*®

### Compacts in Demand

In early August (Aug. 1-13), the average turn rate for four compact vehicle sub-segments was half as long as the average 60 days-to-turn (DTT) rate for the industry. Models in these four compact categories moved off lots nearly three times faster than models in large pickup or midsize utility sub-segments, according to retail transaction data collected by the Power Information Network (PIN), a division of J.D. Power and Associates. Demand for smaller, more fuel-efficient vehicles may be higher due to concern about rising gasoline prices and uncertainty about oil supplies related to crises in the Middle East, according to news reports. Compact basic models such as the Toyota Yaris, Honda Fit, Nissan Versa and Chevrolet Aveo moved off dealer lots the fastest—27 DTT, more than a week faster than 39 DTT in July, PIN data reveals.

### Escape Hybrids at Emmys

To build awareness of its hybrid program, Ford provided Escape and Mercury Mariner hybrids as transportation for stars of the TV series "24" to Sunday's Emmy Awards in Hollywood. The "24" series received an Emmy for Best Drama Series. Besides providing Ford hybrid transportation to nominees of Emmy, Grammy, Academy and Golden Globe awards, the company's Global Brand Entertainment division is giving recipients vouchers to drive an Escape or Mariner Hybrid for a month to promote Ford's environmental commitment, build interest in the Ford brand and help sell cars.

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



**S**outhern California is home base to all our new members this month. From historic Duarte, just east of Pasadena, we welcome **Performance Nissan**, part of the Miller Automotive Group.

From Orange County we are joined by **Miller Toyota of Anaheim**, located on Euclid Street just off the 91 Freeway. Also from Orange County, we welcome **Irvine Lincoln Mercury**, part of the Pendragon Group.

From glamorous Beverly Hills we are joined by **O'Gara Coach**, dealing in Bugatti, Rolls Royce and other high end models.

Advent is pleased to welcome these new additions to our client family and looks forward to dynamic growth in our mutually profitable relationship. 🌴

## Power User of the Month

### Troy Poling

Finance Director  
Miller Toyota of  
Anaheim



**W**e are delighted to recognize a Power User this month from among our new members.

**Troy Poling**, finance director at the Miller Toyota of Anaheim dealership, proved to be an invaluable asset during the Advent install.

Troy had been a dedicated Advent user in the past and threw his support solidly behind our product.

Thanks Troy. We appreciate your help in talking up the advantages of the Advent system to our new team at Miller Toyota of Anaheim. 🌴

## Customer Satisfaction

Dear Tide,

*I am writing to say what an excellent product you have! I've used it all of my married life, as my Mom always told me it was the best.*

*Now that I am in my fifties I find it even better! In fact, about a month ago, I spilled some red wine on my new white blouse. My inconsiderate and uncaring husband started to belittle me about how clumsy I was, and generally started becoming a pain in the neck. One thing led to another and somehow I ended up with his blood on my new white blouse! I grabbed my bottle of Tide with bleach alternative, and to my surprise and satisfaction, all of the stains came out!*

*In fact, the stains came out so well the detectives who came by yesterday told me that the DNA tests on my blouse were negative and then my attorney called and said that I was no longer considered a suspect in the disappearance of my husband.*

*What a relief! Going through menopause is bad enough without being a murder suspect! I thank you, once again, for having a great product.*

*Well, gotta go... have to write to the Hefty bag people.*

*Thanks again, a satisfied customer* 🌴

## Woman's Perfect Breakfast

She's sitting at the table with her gourmet coffee.

Her son is on the cover of the Wheaties box.

Her daughter is on the cover of Business Week.

Her boyfriend is on the cover of Playgirl.

And her husband is on the back of the milk carton. 🌴

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## Advent Offers Classes

*Our Place, Your Place or via the Web*

**R**esponse to Advent's training classes has been so positive we want to remind you that we continue to provide extensive training for your staff. Among the classes offered are:

- Sales Staff-(Prospect Control and our Web-based CRM)
- Managers-(Sale Control, Inventory Control and CRM)
- System Administrators-(Environment Control)

Training not only consists of how to utilize our software, but more importantly, implementing Advent to assist you in **SELLING MORE CARS** and improving your CSI!


Training classes are offered in a classroom setting at our facility, remote web sessions or at your dealership.

For more information or to schedule a class, please email:

training@adventresources.com

Amanda L. Gensel

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## Exercising Restraint

"Cash, check or charge?" the clerk asked, after folding items the woman wished to purchase.

As she fumbled for her wallet the clerk noticed a remote control for a television set in her purse.


"So, do you always carry your TV remote?" he asked.

"No," she replied, "but my husband refused to come shopping with me, and I figured this was the most evil thing I could do to him legally." 

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## Understanding Women *A Man's Perspective*

*I know I'm not ever going to understand women*

*I'll never understand how you can take boiling hot wax, pour it on your upper thigh, rip the hair out by the root, and still be afraid of a spider.* 


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## Marriage Seminar

*And You Wonder Why Tide Gets Letters*

**W**hile attending a Marriage Seminar dealing with communication, Tom and his wife Grace listened to the instructor, "It is essential that husbands and wives know each other's likes and dislikes."

He addressed the men, "Can each of you name your wife's favorite flower?"

Tom leaned over, touched his wife's arm gently and whispered, "It's Pillsbury, isn't it?" 

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**You can win a thousand dollar credit if you refer another dealer to us and the deal closes. The credit can be used for new products or can be applied against your monthly dealer support fee.**

**For more information contact:**

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## Wife vs Husband

*No Contest*

**A** couple drove down a country road for several miles, not saying a word.

An earlier discussion had led to an argument and neither of them wanted to concede their position.

As they passed a barnyard of mules, goats, and pigs, the husband asked sarcastically, "Relatives of yours?"

"Yep," the wife replied, "in-laws." 


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## Creation Argument

*Again, No Contest*

*(Why do they even try?)*

**A** man said to his wife one day, "I don't know how you can be so stupid and so beautiful all at the same time."

The wife responded, "Allow me to explain: God made me beautiful so you would be attracted to me; God made me stupid so I would be attracted to you!" 

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## Silent Treatment

*Try, Try, Lose Again*

**A** man and his wife were having some problems at home and were giving each other the silent treatment.


Packing for a trip, the man found his alarm broken and realized that the next day he would need his wife to wake him at 5:00 AM for an early morning business flight.

Not wanting to be the first to break the silence (and LOSE), he wrote on a piece of paper, "Please wake me at 5:00 AM."

He left it where he knew she would find it.

The next morning, the man awakened, only to discover it was 9:00 AM and he had missed his flight. Furious, he was about to confront his wife and demand why she hadn't wakened him, when he noticed a piece of note paper on the floor next to the bed.

The note read, "It is 5:00 AM. Wake up."

Men are simply not equipped for these kinds of contests. 

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## Communication

*See, We CAN all Get Along*

**C**ouples who have lived together a long time have their own way of communicating.

A woman overheard her aunt and uncle one day, "What are you looking for in that closet?" she asked.

"Nothing," he answered.

"Well, it's not in there. Look under the bed." 