



# ADVENT RESOURCES, INC.

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## IN THE NEWS

Data from  
*Powergram*®

### World Car Finalists Named

The top three contenders for the third annual World Car of the Year awards are the Audi TT, Lexus LS 460 and the new Mini. A jury of 44 global auto journalists will pick the winner and announce the selection at the New York auto show next week. Contenders also have been announced for three other world categories. Finalists for World Performance Car are the Audi RS4, BMW 335i and Porsche 911 Turbo. The World Green Car award finalists include: the BMW Hydrogen 7, Mercedes-Benz E320 Bluetec and the Volkswagen Polo BlueMotion, and the three models competing for the World Car Design of the Year award are the Audi TT, Citroen C4 Picasso and the Fiat Grande Punto.

### Crossovers Still Attract Buyers

Nissan consistently has had the youngest average buyer average age among the top seven mass market brands during the past few years, according to retail transaction data collected by the Power Information Network (PIN), a division of J.D. Power and Associates. Nissan's average buyer age is 42, while Dodge's is 44. Honda is next with a customer average age of 45. Ford's average buyer age is 46, while both Chevrolet and Toyota average buyer age is 47 years old. Toyota's average buyer has remained at 47 during the past three years, while Chevrolet's average buyer is two years older than in '04, according to PIN data. Hyundai's average buyer age—49 years old—is the oldest among the volume brands.

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## Advent Welcomes



Advent is pleased to welcome **Go Hyundai**, located in Stockton. **Go Hyundai** is part of the Zamora Auto Group which has served the Central Valley of California for over 20 years. We're delighted to include them in our client family.

**Toyota of San Juan Capistrano** has been serving South Orange County since 1996. Located in the early California town where the famous swallows return to the historic mission every year, **Toyota of San Juan Capistrano** has built a loyal following for it's one-stop shopping automotive center, part of the Superior Auto Group.

**Toyota of Yuba City** is located in the northern California town that began as a farming community to provide food for the miners during the California Gold Rush. It is now a bustling county seat as well as remaining an agricultural center. **Toyota of Yuba City** has built a dynamic dealership in this gateway to the Gold Rush Country of California. 🌴

## Power User of the Month

*Rich Piccone*

*Group One Northeast*



We named Rich Piccone as our Power User in

October of 2006. We saluted him then for his outstanding work as liaison with the Group One Automotive dealerships in the Northeast during installation of the Advent System. But Rich has stepped up to the plate again and performed like a champion. He has been instrumental in making sure that the Daily Log feature is running smoothly in the Ira Motor Group stores in Massachusetts. Ira Motor Group services

the area with Lexus, BMW, Porsche, Toyota, Scion, Subaru, Dodge, Audi, Mazda and Nissan brands and Rich took on a huge job in working with us to get Daily Log integrated into daily business operations.

We just have to recognize him again for helping us insure that powerhouse programs like Daily Log do their job for our members.

Thanks again Rich. 🌴

## WARNING

*From the British Columbia Fish and Wildlife Department*

Due to the rising frequency of human-bear encounters, the B.C. Fish and Wildlife Branch is advising hikers, hunters,



fishermen, and any persons that use the out-of-doors in a recreational or work related function to take extra precautions while in the field.

We advise the outdoorsman to wear little noisy bells on clothing so as to give advanced warning to any bears that might be close by so you don't take them by surprise.

We also advise anyone using the out-of-doors to carry "Pepper Spray" with him or her in case of an encounter with a bear.

Outdoorsmen should also be on the watch for fresh bear activity, and be able to tell the difference between black bear scat and grizzly bear scat.

Black bear scat is smaller and contains lots of berries and squirrel fur. Grizzly bear scat has bells in it, and smells like pepper. 🌴


## A Girl & Her Horse

A blonde decides to try horseback riding, even though she has had no lessons or prior experience. She mounts the horse



unassisted and it immediately springs into motion. It gallops along at a steady and rhythmic pace, but the blonde begins to slip from the saddle. In terror, she grabs for the horse's mane, but cannot seem to get a firm grip. She tries to throw her arms around the horse's neck, but she slides down the side of the horse anyway. The horse gallops along, seemingly ignorant of its slipping rider.

Finally, giving up her frail grip, the blonde attempts to leap away from the horse and throw herself to safety. Unfortunately, her foot becomes entangled in the stirrup, and she is now at the mercy of the horse's pounding hooves as her head is struck against the ground over and over.

She starts to lose consciousness, but to her great fortune, Bobby, the Wal-Mart greeter, sees her and unplugs the horse. 

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## Desk Log

### *Desk Log Functions of AdventCRM*

The new desk log functions of Advent CRM provide real time details and analysis of showroom activity. The Desk Log consists of:

#### ■ DAILY LOG

The Daily Log shows prospects as they are entered into the AdventCRM and updates their progress through the sales process. The Daily Log provides a view of a single day's activity, starting on the day you log in, and is continually updated as activities are performed on the system through the day. The view may be changed to any past day for historical analysis

A manager viewing the Daily Log can drill into the detail by simply clicking the client name link. Critical values displayed on the log can be quickly changed via a quick edit box, providing customized detail for the user.

Additional information such as vehicle of interest, salesperson, desk manager and TO manager shows in the log, as well as tracking of status showup, phoneup, beback, and flags for demo, trade appraised, price quoted, and sales result. The log also includes an icon to indicate if the prospect is physically present in the store.

The Daily Log allows the sales department to indicate sales from orders and deposits, providing a "Motivator Board" approach. It also indicates delivered vehicles as indicated by the RS'ing function in Finance.


#### ■ The Daily Appointments

The Daily Appointments page shows all scheduled appointments for a specific day. The appointments can be tagged complete from the page. Columns similar to the Daily Log are displayed.

#### ■ The Monthly Log and Log Summary

The Monthly Log and Log Summary provide month-to-date statistics on showroom activity. Penetration percentages and gross per up and averages are provided on a daily basis, as well as in monthly totals. These values may be analyzed by up type (showup, phoneup, internetup, beback).

#### ■ Daily Deals

The Daily Deals page shows all RS'ed deals for a specific day. This page may be used to reconcile differences between sales results from the Daily Log and RS'ed (delivered) vehicles from Finance. 


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## Service for the Dog

Muldoon lived alone in the Irish countryside with only a pet dog for company. One day the dog died, and Muldoon went to the parish priest and asked, "Father, my dog is dead. Could ya' be saying' a mass for the poor creature?"

Father Patrick replied, "I'm afraid not; we cannot have services for an animal in the church. But there are some Baptists down the lane, and there's no tellin' what they believe. Maybe they'll do something for the creature."

Muldoon said, "I'll go right away Father. Do ya' think \$5,000 is enough to donate to them for the service?"

Father Patrick exclaimed, "Sweet Mary, Mother of Jesus! Why didn't ya tell me the dog was Catholic?" 



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## Busted

A burglar has just made it into the house he's intending ransacking, and he's looking around for stuff to steal. All of a sudden, a little voice pipes up, "I can see you, and so can Jesus!"

Startled, the burglar looks around the room. No one there at all, so he goes back to his business.

"I can see you, and so can Jesus!"

The burglar jumps again, and takes a longer look around the room. Over in the corner by the window, almost obscured by curtains, is a cage in which sits a parrot, who pipes up again, "I can see you, and so can Jesus!"

"So what," says the burglar, "you're only a parrot!"

To which the parrot replies, "Maybe, but Jesus is a rottweiler!"

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## Good News, Bad News

A frog telephones the Psychic Hotline and is told, "You are going to meet a beautiful young girl who will want to know everything about you."

The frog says, "This is great! Will I meet her at a party, or what?"

"No," says the psychic. "Next semester in her biology class."

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## Immigrant Bats

Two vampire bats wake up in the middle of the night, thirsty for blood. One says, "Let's fly out of the cave and get some blood."

"We're new here," says the second one. "It's dark out, and we don't know where to look. We'd better wait until the other bats go with us."

The first bat replies, "Who needs them? I can find some blood somewhere." He flies out of the cave.

When he returns, he is covered with blood.

The second bat says excitedly, "Where did you get the blood?"

The first bat takes his buddy to the mouth of the cave. Pointing into the night, he asks, "See that black building over there?"

"Yes," the other bat answers.

"Well," says the first bat, "I didn't." 