



# ADVENT RESOURCES, INC.

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Advent Resources Inc. (310) 241-1500

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## IN THE NEWS

Data from  
*Powergram*®

### Compacts Dominate Top 20 In U.S.

Through the first 11 months of 2007, 8 of the 20 best-selling models in the U.S. were compacts and 1 was a hybrid—the Toyota Prius, with sales of 167,009 units, according to the J.D. Power and Associates Sales Report. SM Last year in the same time period, only 4 of the 20 best-sellers were compacts and there were no hybrids. This year, the market leaders remain two large pickups: the Ford F-Series followed by the Chevrolet Silverado—both garnering more than 1.18 million unit sales this year. But the 8 best-selling compacts outpaced the trucks by more than 450,000 units, capturing more than 1.63 million unit sales.

In sales rank order, the leading compact models were: Toyota Corolla (No. 6); Honda Civic (No. 7); Honda CR-V (No. 10); Chevrolet Cobalt (No. 11); Toyota Prius Hybrid (No. 13); Ford Focus (No. 15); and Ford Escape (No. 20). Toyota had 6 of the top-selling models through November, followed by Ford and Honda—each with 4 models. The Ford models in rank order were: F-Series, Focus, E-Series and Escape. Honda's 4 models in the top 20 in rank order were: Accord, Civic, CR-V and Odyssey. There were 3 GM models, Chevrolet Silverado, Impala and Cobalt, in the top 20; followed by Chrysler LLC with Dodge Ram and Caravan and Nissan with the Altima.

Three Toyota models are new to the top 20 list through November: the Toyota Prius, RAV-4 and Tundra. Prius sales have nearly doubled from last year (167,009 units vs. 97,680 unit sales in 2006).

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



Advent welcomes nine new dealerships this month, all Prime stores in the Northeast.

**Prime Acura North**, in North Hampton, New Hampshire, provides outstanding sales support, along with high tech parts and service departments to maintain long-term relationships with their customers.

**Prime Audi/Porsche** in Westwood, Massachusetts, offers a wide selection of new and pre-owned Audis, genuine Audi parts and certified Audi service.

**Prime Honda** in West Roxbury, Massachusetts, gets repeat customers from all over New England, from Maine to Massachusetts, matching buyers with the perfect Honda at a great value.

**Prime Honda Saco**, on Portland Road in Saco, Maine, has a wide selection of new and Honda Certified pre-owned Hondas and also offers genuine Honda parts and certified Honda service.

**Prime Saco VW**, also in Saco, Maine, has an outstanding warranty behind every one of their Volkswagen models and boasts one of the highest customer satisfaction ratings in the Northeast.

**Prime Saco Ford Lincoln Mercury**, on Portland Road in Saco, Maine, is the leading Ford Lincoln Mercury dealer in the area. A state-of-the-art service department is dedicated to maintaining customer satisfaction.

**Prime Toyota/Scion** in West Roxbury, Massachusetts, works tirelessly to keep customers coming back. They offer sales service Monday through Sunday and a state-of-the-art parts and service department open Monday through Saturday.

**Mercedes-Benz of Westwood**, located on Providence Highway in Westwood, Massachusetts, welcomes clients with a generous promise: "Our goal is simple: to help you discover the true joy of driving. From the minute you enter our showroom and throughout the life of your vehicle, we'll do whatever it takes to make your driving experience a pleasurable one."

Advent is delighted to include these Prime dealerships among our client family and we look forward to a profitable future as we enter the new year. 🌴

## Power User of the Month

*Felicia Davila-Mason*

*Manager, Customer Support Center  
Valley Toyota of Hanford*



Felicia has had more communication with our tech support center than anyone else in the country this month. Why is this a good thing? It means Felicia is really using the Advent System, trying to get every last bit of performance from it and learning how to fine tune applications by asking questions and trying out new operations.

Advent treasures this kind of back-and-forth. We learn a lot too, and everyone benefits when our powerhouse programs are tested and their uses expanded.

Thanks, Felicia. 🌴



## Did You Know?

If you hit "T" in the date field it will autofill the current date.

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## Advent CRM Powerhouse Tool

Is your Internet Staff utilizing a completely different tool to manage their Internet Leads? If so, Advent CRM offers full integration with your Internet Leads.

Long gone are the days of your Internet department having to do double work by entering clients into Advent. With our full integration, all leads can be managed by your staff as well as monitored by you through various reports, Desk Log integration and Management Workplan.

Utilizing Advent CRM to maintain leads will also allow users to interact via email with their dealership's clients with all communication being saved in the client profile.

Encompassing Advent's Internet Lead Handling integration, Advent CRM also has capabilities of generating mass email campaigns with the use of email templates.

Put this workhorse program to work for you. For more information, or to answer any questions about how to best utilize the features of Advent CRM, call 310-241-1500. 

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## Letters to God From Kids

For children it is always the season of wonder and change. We hope you can recapture some of the wonder with a smile.

*Dear GOD,  
Are you really invisible or is that just a trick?  
Lucy*

*Dear GOD,  
Is it true my father won't get in Heaven if he uses his bowling words in the house?  
Anita*

*Dear GOD,  
Did you mean for the giraffe to look like that or was it an accident  
Norm*

*Dear GOD  
Instead of letting people die and having to make new ones, why don't you just keep the ones you have now?  
Jane*

*Dear GOD,  
Who draws the lines around the countries?  
Nan*

*Dear GOD,  
I went to this wedding and they kissed right in church. Is that okay?  
Neil*

*Dear GOD  
What does it mean You are a Jealous God? I thought You had everything.  
Jan*

*Dear GOD  
Thank you for the baby brother, but what I prayed for was a puppy.  
Joyce*

*Dear GOD,  
Why is Sunday school on Sunday? I thought it was supposed to be our day of rest.  
Tom L.*

*Dear GOD, Please send me a pony. I never asked for anything before, You can look it up.  
Bruce*

*Dear GOD  
If You give me a genie lamp like Aladdin, I will give you anything you want except my money or my chess set.  
Raphael*

*Dear GOD,  
Maybe Cain and Abel would not kill each other so much if they had their own rooms. It works with my brother.  
Larry*


*Dear GOD,  
I want to be just like my Daddy when I get big but not with so much hair all over.  
Sam*

*Dear GOD,  
I think the stapler is one of your greatest inventions.  
Ruth M.*

*Dear GOD,  
I bet it is very hard for You to love all of everybody in the whole world. There are only four people in our family and I can never do it.  
Nan*

*Dear GOD,  
If You watch me in church Sunday, I'll show You my new shoes.  
Mickey D.*

*Dear GOD,  
I would like to live 900 years like the guy in the Bible.  
Love, Chris*

*Dear GOD,  
We read Thomas Edison made light. But in school they said You did it. So I bet he stoled your idea.  
Sincerely, Donna *



**Happiest of Holidays  
and a Joyous New Year  
to All Our Friends  
from  
All the Staff  
at Advent Resources**



