



Celebrating our 20<sup>th</sup> Anniversary 1988 – 2008

# ADVENT RESOURCES, INC.

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Advent Resources Inc. (310) 241-1500

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## IN THE NEWS

Data from  
*Powergram*®

### Dealers Subscribe To More Online Lead Providers

Dealers subscribe to an average of 6.8 online lead providers, up from 5.6 in 2006, according to the J.D. Power and Associates 2008 Dealer Satisfaction with Online Buying Services Study.<sup>SM</sup> In addition, slightly more than one half (53%) of dealers report subscribing to a lead notification program, which immediately alerts dealers to an incoming lead by cell phone voice or text messages. "Dealers who subscribe to lead notification programs tend to have high levels of satisfaction with the services," said Jon Osborn, research director at J.D. Power and Associates, noting that two-thirds of subscribing dealers "completely agree" that lead notification programs work well and are worth participation. The study is based on 4,141 dealer evaluations.

### Honda Brand Gains Most Share In '08

The Honda brand captured the most market share in the first 7 months of 2008 vs. 2007—slightly more than 1.5 points—according to the J.D. Power and Associates Sales Report.<sup>SM</sup> Other brands to garner the biggest share gains this year were Nissan (+0.64%); Toyota (+0.50%); Kia (+0.28%); and Hyundai (+0.25%). All of these brands offer lineups with a number of small models.

In addition, the 17 brands in the U.S. market that gained market share this year vs. 2007 were foreign brands. However, the 5 brands that posted the largest year-to-date share declines were domestics: Chevrolet, down nearly 1 point; Chrysler (-0.75%); Dodge (-0.69%); Jeep (-0.35%); and GMC (-0.34%). All 5 brands feature lineups with many light-truck models.

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## Advent Welcomes



Four new additions to Advent's client family are outstanding examples of the DCH motto: "Driven by a Better Way." First, Advent welcomes **Academy Honda**, located on Route 9 in central New Jersey. The staff at **Academy Honda** promise to deliver a superior sales and service experience to their customers. They demonstrated how to deliver on their pledge when they became the proud recipients of The President's Award in 2007, an honor given by Honda to only 15% of their dealerships each year in recognition of superior management and outstanding customer satisfaction. **Academy Honda** has also received the JD Power Dealer of Excellence Award for 8 years in a row - an honor that is based on customer satisfaction as reported by customers. You can contact them online at [www.dchacademyhonda.com](http://www.dchacademyhonda.com).

We welcome another award-winning DCH dealership: **DCH Milburn Audi**, also located in New Jersey. Milburn Audi is the recipient of the Audi Magna Society Award in 2006 and 2007, an honor achieved only by Audi dealers with consistently outstanding customer satisfaction and superior management performance. General Manager Sean Timmons and General Sales Manager Andrew Woolcock welcome you to this premiere Maplewood, New Jersey Audi store. You can reach them online at [www.dchmilburnaudi.com](http://www.dchmilburnaudi.com)


GM Lee W. Burns directs a dedicated staff at **Wappingers Falls Toyota** in New York on Route 9. This new member store has two customer care specialists, Liliam Abril and Paul Holt, dedicated to making sure each customer has every need met and every expectation exceeded. Customers like J. Churton testify: "Everything was

awesome! Great customer service via the internet. Everything is great and we love the truck! You will be highly recommended."

You can reach them at [www.dchwappingerstoyota.com](http://www.dchwappingerstoyota.com).

New member store **DCH Heart Acura** on Route 9 in Wappingers Falls New York has a tech savvy staff and they are especially proud of their outstanding online service that offers both Carfinder service and interactive driving directions so you can reach them easily. Their greater Poughkeepsie, NY Acura showroom has state of the art design. You can reach them at [www.dchheartacura.com](http://www.dchheartacura.com).

From the west coast we welcome **Auburn Honda** in Auburn, California, serving Grass Valley and the greater Sacramento area. **Auburn Honda** offers an extensive inventory of new and used Hondas as well as a state-of-the-art service department. You can reach them online at [www.auburnhonda.com](http://www.auburnhonda.com).

Welcome to all our new members. We are confident that our partnership will result in a profitable future together. 

## Power User of the Month


*Steve Butler*

*Auburn Honda*

When we made the new install at Auburn Honda in



the Sacramento area of California, **Steve Butler**, who handles IT for the store, was virtually an extra installer for Advent. He just showed up every day of the installation, ready to pitch in. Steve helped staff to quickly master the interface and generally made certain that the transition was as smooth as possible. He is a great asset to Auburn Honda as well as an incredible resource for the Advent team.

Thanks Steve. Technical expertise like yours makes sure the Advent System is up and running quickly, smoothly and used to best advantage. We couldn't ask for a better partner. 



### *Did You Know?*


Setting the mouse functions will prevent locking up your deals. Dealers that have this set properly will use the scroll (send arrows to host) to go quickly through customer or inventory screens instead of hitting the arrow key 20 times. You can also set it up to easily cut and paste for transferring vin numbers or customer info to 3rd party websites. For the settings, just remember: ctrl+insert = copy  
shift+insert = paste  
Call Advent Support at 310-241-1500 if you need help to set this up

## New Features Debut

Once again, Advent offers more integration! Advent was recently certified by American Honda to integrate with iN leads. Having your iN leads along with your 3rd party Internet Leads directed to Advent is nearly a foolproof way to make certain you don't miss out on ANY sales opportunities!

In addition to this new relationship, Advent is also pleased to announce our integration with the vAuto vehicle appraisal tool. Users can export vehicle information to vAuto from Sale Control, Inventory Control and CRM.

These features and others are further proving that Advent is your "one stop shop" automotive software that aids in your day-to-day processes as well as the promotion of more vehicle sales.

For additional details on Internet Lead Handling, vAuto, or any other integrations we offer, please contact your sales representative or Advent directly at (310)241-1500. 

## The Golden Years

The other day I went downtown to run a few errands. I went into the local coffee shop for a snack. I was only there for about 5

minutes. When I came out, there was this cop writing out a parking ticket.

I said to him, "Come on, man, how about giving a retired person a break?"


He ignored me and continued writing the ticket. His insensitivity annoyed me, so I called him a Nazi.

He glared at me and then wrote out another ticket for having worn tires. So I proceeded to call him 'doughnut eating Gestapo.'

He finished the second ticket and put it on the windshield with the first. Then he wrote a third ticket when I called him a moron in blue.

This went on for about 20 minutes. The more I talked back to him the more tickets he wrote.

Personally, I didn't really care. I came downtown on the bus.

I try to have a little fun each day now that I'm retired 

## Bulwer-Lytton 2008

*It's award time again*

Garrison Spik is the 26th grand prize winner of the contest that began at San Jose State University in 1982.

An international literary parody contest, the competition honors the memory (if not the reputation) of Victorian novelist Edward George Earl Bulwer-Lytton (1803-1873). The goal of the contest is childishly simple: entrants are challenged to submit bad opening sentences to imaginary novels.

Although best known for "The Last Days of Pompeii" (1834), which has been made into a movie three times, originating the expression "the pen is mightier than the sword," and phrases like "the great unwashed" and "the almighty dollar," Bulwer-Lytton opened his novel Paul Clifford (1830) with the immortal words that the "Peanuts" beagle Snoopy plagiarized for years, "It was a dark and stormy night."

And the winners for 2008 are:

### Grand Prize Winner

Theirs was a New York love, a checkered taxi ride burning rubber, and like the city their passion was open 24/7, steam rising from their bodies like slick streets exhaling warm, moist, white breath through manhole covers stamped "Forged by DeLaney Bros., Piscataway, N.J."  
*Garrison Spik  
Washington, D.C.*

### Runner-Up

"Hmm . . ." thought Abigail as she gazed languidly from the veranda past the bright white patio to the cerulean sea beyond, where dolphins played and seagulls sang, where splashing surf sounded like the tintinnabulation of a thousand tiny bells, where great gray whales bellowed and the sunlight sparkled off the myriad of sequins on the flyfish's bow ties, "time to get my meds checked."

*Andrew Bowers*

### Winner: Adventure

Leopold looked up at the arrow piercing the skin of the dirigible with a sort of wondrous dismay -- the wheezy shriek was just the sort of sound he always imagined a baby moose being beaten with a pair of accordions might make.

*Shannon Wedge  
New Hampshire*

### Runner-Up

"Die, commie pigs!" grunted Sergeant "Rocky" Steele through his cigar stub as he machine-gunned the North Korean farm animals.

*Dave Ranson  
Calgary, Alberta*

### Winner: Purple Prose

The mongrel dog began to lick her cheek voraciously with his sopping wet tongue, so wide and flat and soft, a miniature pink fleshy cape soaked through and oozing with liquid salivary gratitude; after all, she had rescued him from the clutches of Bernard, the curmudgeonly one-eyed dogcatcher, whose own tongue -- she remembered vividly the tongues of all her lovers -- was coarse and lethargic, like a slug in a sandpaper trench coat.

*Christopher Wey  
Pittsburgh, PA*

### Runner-Up

The complementary crepuscularities of earth and sky shrank away from one another as the roseate effulgence of a new dawn burst forth, not unlike a reclining pneumatic beauty's black silk stocking splitting apart at the seam to reveal the glowing radiance of an angrily sunburned leg.

*Graham Thomas  
St Albans, Hertfordshire, U.K.* 