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IN THE NEWS

Data from
Powergram®

Basic Black Still a Classic

Black edged out silver as the most popular exterior color choice for all model-year vehicles purchased in calendar 2009, and also increased in popularity from 2008 when it also was the top color choice. More than one-fifth of all new model purchases or leases in 2009 were black vehicles, according to Power Information Network® (PIN) retail transaction data collected by J.D. Power and Associates. A few more highlights about color choice:

■ More than one of every five (21.0%) vehicles purchased in the 2009 calendar year was black, an increase of 0.7% from calendar 2008 when 20.3% of all model-year vehicles purchased had black exteriors.

■ The average buyer of a black vehicle in 2009 was 46, which was the youngest average age for all color choices. In 2008, the age of the average buyer of a black vehicle was even younger - only 43 years old.

■ Orange and yellow vehicles both had the second-youngest average buyer demographic in 47 years old. Gray, the sixth-most-popular color in 2009 (11.1%), had the third-youngest average buyer demographic - 48 years old.

■ Red and green were more popular with slightly older buyers - the average customer age was 52. Some 12.4% of all vehicles purchased in 2009 were red, while only 2.8% were green. There were very small percentages of vehicles selected in beige and gold - these colors attracted buyers who averaged ages 54 and 56, respectively.

■ In 2009, gray models remained on retailer lots the fewest number of days before selling (66 days) while the retail turn rate* for all black models during the past year averaged 71 days..

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Advent Announces

Advent is pleased to announce the general release of our new administration-free Document Scanning Solution. Unlike other available document archiving systems, Advent's offering is practically administration free. The user simply prints a key page from the transaction which contains a barcode, basic transaction data and description and inserts it as page one in the document stack and hits one button, Send to Advent. The Kodak duplex scanner scans both sides of the document package in a single pass, OCR's the data in the document file and builds a metadata packet which is stored along with the document image as an encrypted pdf in the transaction record.

Should the user wish to add more documents to the transaction file, they simply repeat the processes. The system automatically appends the document file and appends the additional data and documents to the packet from subsequent scans. This requires no indexing, shuffling, stacking in order or other administrative functions. To view, you simply have to look up the transaction record and click on the document image link and it opens in Adobe Viewer.

All image and data elements are encrypted in the stored state and access to the document images and data is controlled through your normal advent user security. These images can be searched for textual content in the pdf and reprinted anytime enterprise wide. The images can also be emailed from the advent system to anywhere they may be required.

From a usage standpoint the Advent Document Scanning Solution is so easy to use it will fit well in any business office work flow process and reduce the costs of imaging significantly. The system can be configured to handle as many scanners as your business needs require.

We think the Advent Document Scanning Solution will streamline



Stop by and visit Advent Resources at Booth #1115
during the NADA 2010 Convention & Expo

document creation while reducing your imaging costs

More 5.30 enhancements.

■ Advent now supports document printing packages in F&I. The user can set up unlimited numbers of preset retail, lease, wholesale or any document packages. When the user selects the package the system prompts the user to insert each and every document set up to the standard document package and prints them in the required order. Both laser generated and preprinted print jobs can be set up in this manner.

■ Advent now supports the OKI Data 8810 high usage printer for production printing on the Advent System.

■ Advent also now supports the OKI Data 320 and 321 contract printer for use outside of California.

■ Advent has enhanced the masking of Personal and Private information and data within the Advent system. New user security settings control whether a user can view and or print this information and will help to more tightly control access to this sensitive data. Just a reminder on this: Advent can also delete this data from the system after a configured number of days automatically should you wish to eliminate all risk of abuse.

■ Advent now supports the ability to email pdf's such as quotes and menu presentations directly from the Advent Application. This is designed to help support the growing trend of internet based selling in our industry.

CRM 5.30 Changes

Advent has enhanced productivity by several application design enhancements:

- Application is converted to a Web 2.0 single page application.
- New layout that allows users to optimize their workspace by collapsing unnecessary panels.
- Multiple tab interface which lets user open up to 5 different pages at once.
- Quick change store feature which updates content of any open tab.
- More intuit icons to quickly identify what you are looking for.
- Consistent application design across all pages.

The menu has been improved with user-friendly features:

- Searchable left menu which filters as you type.
- Users may add commonly used pages as 'favorites' to quickly access what they need.
- Users may add commonly used pages to 'auto start' which automatically open in tabs when user logs in.

Advent has improved grids for more functionality:

- All grids are printable to a PDF file.
- All columns can be sorted on.
- New filtering UI that lets users filter data by any field in a grid.
- Utilize more space to show users maximum number of records on a grid.
- Users can select multiple records and perform actions on all records at once.
- Grids will save the following attributes of a grid as user preference.
 - Column visibility.
 - Column width.
 - Column order.
 - Column sort.
 - Group by column

Forms have their own improvements:

- Support editing multiple records
- Required fields are clearly marked.
- Errors will display next to fields that caused errors.
- All drop downs will type ahead and filter list.

The following special features are on board:

- Twitter integration
- Admins can control access to secured functions down to group level just like they can with the CRM menu.
- Welcome page
- Dash board to users activity.
- Shows counts of pending and completed activities for the day on the welcome page.
- Popup notifications
- User can change their theme color to one of Blue, Slate, Olive or Gray.
- Cisco call log will automatically link phone calls made to clients.
- User can search for customer using any of their phone numbers.
- Entering a phone number will trigger a client match when inputting new clients.
- New UI for manipulating user securities (Drag N Drop Functionality).
- Redesigned view stock card to a new look and feel
- Added Home Phone # and Email column to prospect match screen
- Added Station Id as an input field on login page to clearly state what station id is being used.
- Combined Reassign Salesperson/Agent into one page for improved usability
- Added ability to search client list by home/work/cell and other phone numbers all in the same field
- Goal Tracking page will show totals on the fly as user enters information
- Sale Cycle Event Tracking now available in the CRM
 - Ability to add/edit/delete:
 - Event Codes
 - Event Rules
 - Application Event Codes
 - Application Event Mappings
- Personal E-Mail, including:
 - Improved UI with standard grids and forms
 - Clicking on the from/to email address will open up a new email window with the To: field populated
 - Clicking on the subject will open the email for viewing
 - Added the ability to save e-mail drafts



Need A New Car?

- You lose the stop-light challenge to a 14-year old on a moped.
- 15 minute Jiffy Lube needs to keep your car for 3 days.
- When you gas up, the attendant asks, "Can I re-duct tape that windshield for you?"
- You keep losing dates on left turns.
- Traffic reporters are starting to refer to you by name when discussing morning tie-ups.
- The engine burns more oil than gas.
- You judge suitable parking spaces by the degree of downhill slope.
- You have the local tow company on speed dial.
- Public transportation starts to look good.
- You double the value of your car every time you fill the tank.
- When you try to sell it, The Old Car Trader won't accept your ad because they, "have a reputation to protect."



A Kid You Can Love

Little Johnny's at it again. A new teacher was trying to make use of her psychology courses. She started her class by declaring, 'Everyone who thinks they're stupid, stand up!' After a few seconds, Little Johnny stood up. The teacher said, 'Do you think you're stupid, Little Johnny?' 'No, ma'am, but I hate to see you standing there all by yourself!

Little Johnny watched, fascinated, as his mother smoothed cold cream on her face. 'Why do you do that, mommy?' he asked. 'To make myself beautiful,' said his mother, who then began removing the cream with a tissue. 'What's the matter?' asked Little Johnny. 'Giving up?'

Little Johnny's kindergarten class was on a field trip to their local police station where they saw pictures tacked to a bulletin board of the 10 most wanted criminals. One of the youngsters pointed to a picture and asked if it really was the photo of a wanted person. 'Yes,' said the policeman. 'The detectives want very badly to capture him.. Little Johnny asked, " Why didn't you keep him when you took his picture'



Hear Me Now?

A man feared his wife wasn't hearing as well as she used to and he thought she might need a hearing aid.

Not quite sure how to approach her, he called the family doctor to discuss the problem.

The Doctor told him there is a simple informal test the husband could perform to give the doctor a better idea about her hearing loss.

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"Here's what you do," said the Doctor, "stand about 40 feet away from her, and in a normal conversational speaking tone see if she hears you. If not, go to 30 feet, then 20 feet, and so on until you get a response."

That evening, the wife is in the kitchen cooking dinner, and he was in the den. He says to himself, "I'm about 40 feet away, let's see what happens."

Then in a normal tone he asks, "Honey, what's for dinner?"

No response. So the husband moves closer to the kitchen, about 30 feet from his wife and repeats, "Honey, what's for dinner?"

Still no response. Next he moves into the dining room where he is about 20 feet from his wife and asks, "Honey, what's for dinner?"


Again he gets no response.

So, he walks up to the kitchen door, about 10 feet away. "Honey, what's for dinner?"

Again there is no response.

So he walks right up behind her. "Honey, what's for dinner?"

"Ralph, for the fifth time,

CHICKEN!" 

Object of Desire

■ Is fuel efficiency really what we need most desperately? I say that what we really need is a car that can be shot when it breaks down. ~ *Russell Baker*.

■ If the automobile had followed the same development as the computer, a Rolls-Royce would today cost \$100, get a million miles per gallon, and explode once a year killing everyone inside. ~ *Robert Cringely*.

■ A car can massage organs which no masseur can reach. It is the one remedy for the disorders of the great sympathetic nervous system.... The craving for opium can be endured in a car ~ *Jean Cocteau, Opium, 1929.*

■ Walking isn't a lost art - one must, by some means, get to the garage. ~ *Evan Esar*.

■ New Scientist magazine reported that in the future, cars could be powered by hazelnuts. That's encouraging, considering an eight-ounce jar of hazelnuts costs about nine dollars. Yeah, I've got an idea for a car that runs on bald eagle heads and Faberge eggs. ~ *Jimmy Fallon*.

■ Whither goest thou, America, in thy shiny car in the night? ~ *Jack Kerouac*.

■ I have a BMW. But only because BMW stands for Bob Marley and The Wailers, and not because I need an expensive car. ~ *Bob Marley*.

■ You have to get a car that handles really well. This is extremely important, and there's a lot of debate on this subject - about what kind of car handles best. Some say a front-engined car; some say a rear-engined car. I say a rented car. Nothing handles better than a rented car. You can go faster, turn corners sharper, and put the transmission into reverse while going forward at a higher rate of speed in a rented car than in any other kind. You can also park without looking, and can use the trunk as an ice chest. Another thing about a rented car is that it's an all-terrain vehicle. Mud, snow, water, woods - you can take a rented car anywhere. True, you can't always get it back - but that's not your problem, is it? ~ *P.J. O'Rourke, Republican Party Reptile, 1987*.

■ The car as we know it is on the way out. To a large extent, I deplore its passing, for as a basically old-fashioned machine, it enshrines a basically old-fashioned idea: freedom. In terms of pollution, noise and human life, the price of that freedom may be high, but perhaps the car, by the very muddle and confusion it causes, may be holding back the remorseless spread of the regimented, electronic society. ~ *J. G. Ballard, "The Car, The Future," Drive, 1971*.


■ I think that cars today are almost the exact equivalent of the great Gothic cathedrals: I mean the supreme creation of an era, conceived with passion by unknown artists, and consumed in image if not in usage by a whole population which appropriates them as a purely magical object. ~ *Roland Barthes, "The New Citroën," 1957*.

Americans are broad-minded people. They will accept the fact that a person can be an alcoholic, a dope fiend, a wife beater, and even a newspaperman, but if a man doesn't drive, there is something wrong with him. ~ *Art Buchwald, "How Un-American Can You Get?", 1966*.

■ With over 50 foreign cars already on sale here, the Japanese auto industry isn't likely to carve out a big slice of the U.S. market. ~ *Business Week, August 2, 1968*

■ Did you ever notice when you blow in a dog's face he gets mad at you? But when you take him in a car he sticks his head out the window. ~ *Steve Bluestone*.

■ For those readers too young to remember, a car used to be a simple piece of machinery, something like a very fast rider mower but better because you couldn't mow the lawn with it. You started this up, drove off at pretty much any speed you desired, and then exercised a variety of constitutionally guaranteed liberties.... No more - nowadays if a car cannot survive a drop from the Gateway Arch and emits any vapors more noxious than Evening in Paris, the federal government won't let you own it, and what they will let you own you can't really drive, because fifty-five miles an hour is the speed at which a spirited person parallel-parks, not motors to Chicago. ~ *P.J. O'Rourke, Republican Party Reptile, 1987*.

■ Automobiles are free of egotism, passion, prejudice and stupid ideas about where to have dinner. They are, literally, selfless. A world designed for automobiles instead of people would have wider streets, larger dining rooms, fewer stairs to climb and no smelly, dangerous subway stations. ~ *P.J. O'Rourke, "An Argument in Favor of Automobiles vs. Pedestrians," Give War a Chance, 1992*. 

Routing Sheet

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