



ADVENT RESOURCES, INC.

P.O. Box 1740, San Pedro, CA 90733-1740

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IN THE NEWS

Data from
Powergram®

Honda Web site ranks tops

For a second consecutive time, Honda receives the highest index score for the usefulness of its consumer Web site during the new-vehicle shopping process, according to the J.D. Power and Associates 2009 Manufacturer Web Site Evaluation StudySM. Honda scores 883 (on a 1,000-point scale). The semi-annual study, which includes responses from more than 11,700 new-vehicle shoppers, evaluates the effectiveness of automaker Web sites as rated by new-vehicle shoppers who plan to buy or lease a new vehicle during the next 24 months. A few highlights from Wave 2 of the study, which was fielded between April and May 2009:

Honda ranks first in all four key factors that drive satisfaction: appearance, speed, navigation and information/content. Following Honda to round out the top 10 in the Web site rankings are, respectively: Porsche (862); MINI (861); Infiniti and Jeep (860 in a tie); Nissan (858); Dodge (856); Kia (855); Acura (854); and Mitsubishi (850).

Among the 24 manufacturer Web sites that score above the industry average of 836, 10 are luxury or premium brand Web sites, while 14 are non-luxury sites and include those for volume brands Toyota and Ford.

Implication: Providing a satisfying Web site experience greatly increases the likelihood that a new-vehicle shopper will visit the showroom for a test drive, which creates a solid opportunity for manufacturers to increase dealer traffic. "Given Honda's U.S. market share growth, compared with 2008, the high scores for its Web site, in addition to other factors, are among components leading to the brand's success," said Arianne Walker, director of marketing/media research at J.D. Power and Associates.

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Advent Welcomes



Advent is pleased to welcome **DCH Toyota City**, in Mamaroneck, NY to our roster of members.

Just one customer testimonial sums up the focus of this outstanding dealership, in particular the dedication to customer service of sales manager George Paonessa.

"While car trouble on the road is never a welcome development, I feel so fortunate that by serendipitous chance I found myself at Toyota City. George really went above and beyond, spending a considerable amount of his personal time to ensure my safety and decrease my inconvenience. Joe, Suzanne, and the rest of the crew in the service department pleasantly and efficiently dealt with the problem, and enabled me to get home as quickly as possible. To sum up, Toyota City is a fantastic dealership."

You can contact DCH Toyota City online at www.dchtoyotacity.com.

Another new member, **Saratoga Honda**, is determined not to be just another giant superstore. Located at 3402 Route 9 in Saratoga Springs, New York, Saratoga Honda specializes in Hondas. General Sales Manager Mark David believes specialization enables his certified sales and service consultants to give customers unparalleled personalized attention.

Among Honda dealers in upstate New York they we are ranked Number 1 in their district. Contact them online at www.saratogahonda.com.

Advent also welcomes **Northeast Acura**, located in Lathan, New York. This outstanding store prides itself on offering value, selection and price and making certain their customers can research features and options on their user-friendly

Web site at www.northeastacura.com. They are justifiably proud of their Acura vehicles featuring sophisticated technologies, and their dealership insures that customers get the kind of state-of-the-art technical service they demand. ☸

Power User of the Month

Rene Garcia

*BDM/Sales Manager
DCH Toyota City*



Rene was instrumental in the success of the Advent installation at Toyota City. With his previous Advent experience, Rene practically became another Advent trainer.

Rene's confidence in the software gave his coworkers confidence that Advent was going to be an excellent solution to their software needs.

Thanks Rene for all your help! ☸



Did You Know?

Did you know in Classic Advent one can edit a field without having to retype?

Simply by selecting the CTRL key along with the "L" key, you can move your cursor to the RIGHT in editable field. By selecting the CTRL and "K" key, one can move the cursor to the LEFT.

No more RETYPING the entire address when you only have to input the Apartment number! EASY!!!

Ben said it

Franklin's Wit & Wisdom

- Where there's marriage without love, there will be love without marriage.
- Any society that would give up a little liberty to gain a little security will deserve neither and lose both.
- They that can give up essential liberty to obtain a little temporary safety deserve neither liberty nor safety.
- Be civil to all; sociable to many; familiar with few; friend to one; enemy to none.
- Some are weather-wise, some are otherwise. 🌴

Unclear on Concept

Nicholas took his four-year-old son, Bryan, to several baseball games where "The Star-Spangled Banner" was sung before the start of each game.

Later, Nicholas and Bryan attended St Bartholomew's church on the Sunday before Independence Day.

The congregation sang The Star-Spangled Banner, and after everyone sat down, Bryan suddenly yelled out at the top of his voice, 'Play ball.' 🌴

Fifty Bucks

Buddy and his wife Edna went to the 4th of July fair every year, and every year Buddy would say, "Edna, I'd like to ride in that helicopter"

Edna always replied, "I know Buddy, but that helicopter ride is fifty bucks, and fifty bucks is fifty bucks"

One year Buddy and Edna went to the fair, and Buddy said, "Edna, I'm 85 years old. If I don't ride that helicopter, I might never get another chance"

To this, Edna replied, "Buddy that helicopter ride is fifty bucks, and fifty bucks is fifty bucks."

The pilot overheard the couple and said, "Folks I'll make you a deal. I'll take the both of you for a ride. If you can stay quiet for the entire ride and don't say a word I won't charge you a penny! But if you say one word it's fifty dollars."

Buddy and Edna agreed and up they went.

Enjoy a
very
happy



The pilot did all kinds of fancy maneuvers, but not a word was heard. He did his daredevil tricks over and over again, but still not a word...

When they landed, the pilot turned to Buddy and said, "By golly, I did everything I could to get you to yell out, but you didn't. I'm impressed!"

Buddy replied, "Well, to tell you the truth, I almost said something when Edna fell out, but you know, "Fifty bucks is fifty bucks!" 🌴

Searching

A man is stumbling through the woods, totally drunk, when he comes upon a preacher baptizing people in the river.

He proceeds to walk into the water and subsequently bumps into the preacher. The preacher turns around and is almost overcome by the smell of alcohol, whereupon he asks the drunk, 'Are you ready to find Jesus?'

The drunk answers, 'Yes, I am.' So the preacher grabs him and dunks him

in the water.

He pulls him up and asks the drunk, 'Brother have you found Jesus?'

The drunk replies, 'No, I haven't found Jesus.'

The preacher shocked at the answer, dunks him into the water again for a little longer.

He again pulls him out of the water and asks again, 'Have you found Jesus my brother?'

The drunk again answers, 'No, I haven't found Jesus.'

By this time the preacher is at his wits end and dunks the drunk in the water again - but this time holds him down for about 30 seconds and when he begins kicking his arms and legs he pulls him up.

The preacher again asks the drunk, 'For the love of God have you found Jesus?'

The drunk wipes his eyes and catches his breath and says to the preacher, 'Are you sure this is where he fell in?' 🌴

Only in America

★ Only in America.....can a pizza get to your house faster than an ambulance.

★ Only in America.....are there handicap parking places in front of a skating rink.

★ Only in America.....do drugstores make the sick walk all the way to the back of the store to get their prescriptions while healthy people can buy cigarettes at the front.

★ Only in America.....do banks leave both doors to the vault open and then chain the pens to the counters.

★ Only in America.....do we leave cars worth thousands of dollars in the driveway and put our useless junk in the garage.

★ Only in America.....do we buy hot dogs in packages of ten and buns in packages of eight.

★ Only in America.....do we use the word 'politics' to describe the process so well: Poli' in Latin meaning 'many' and 'tics' meaning 'bloodsucking creatures'. 🌴

