



ADVENT RESOURCES, INC.

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

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IN THE NEWS

Data from
Powergram®

Ford Ups Mustang Output

Ford will increase production of the redesigned Mustang by 70% to 192,000 units —80,000 more units than in 2004, according to a company statement. "Sales are up more than 45% (on a retail basis) over last year," said Steve Lyons, Ford Division president. Lyons said that Ford hasn't been able to keep up with demand for V-8 GT and convertible models. The production increase will mean Ford will be able to sell 160,000 to 165,000 Mustangs in the U.S. this year. Year to date, total Mustang sales in the U.S. are up 18.5% from last year and the model has a 45% share of the sporty car segment, according to the J.D. Power and Associates Sales Report. SM In Canada, Mustang sales have risen in the triple digits.

Toyota U.S. Sales Rise

Toyota U.S. sales in March have been strong, according to Jim Press, executive vice president of Toyota Motor Sales U.S.A. He told The Wall Street Journal that Toyota, Lexus and Scion brands combined sold 22,000 units during the past weekend, including Friday, which represents growth of 10%-20% for an average three-day weekend. Press attributed stronger deliveries to better weather and new product introductions. Press said Toyota will not raise its calendar-year sales forecasts, however, since capacity is constrained. The major Japanese automaker is projecting 3% to 4% year-over-year growth in the U.S. in 2005. He notes that higher gasoline prices and a change in consumer attitudes about the environment are hurting sales of large SUVs

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Power User of the Month

Maricris Santiago
Loeber Motors,
Lincolnwood, Illinois



Maricris wears many hats at Loeber Motors. She is the lead when it comes to everyday sales follow up and client relations. She is chief assistant to General Manager Kevin Jones, who is right hand man to 3rd generation owner Mike Loeber. Maricris also helps coordinate Internet and showroom traffic. She also made sure that all previous customers were extracted and imported into the new Advent Web Based CRM, and she had each client assigned to the appropriate sales consultant for the establishment of continuous customer relations.

Thanks, Maricris for helping Loeber Motors and Advent Resources establish a successful and strategically planned partnership. We at Advent Resources measure our success by our customers' success. 🌴

(Ig)Nobel Prizes

Deserving Winners

This year the Ig-Nobel Prizes (the spoof of the Nobel awards which awards achievements that "cannot and should not be reproduced") were particularly noteworthy for their goof factor.

Peace Prize: to the inventors of karaoke.

Engineering Award: to the developers of a method to disguise partial baldness.

Medal for Medicine: for a study on the effect of country music on suicides among white people.

Biology Prize: shared by five scientists for discovering that herring communicate by

"bubble explosion from the anal duct" (i.e., farting)

Public Health Award: to a woman for invalidating the Five-Second Rule (if food touches the floor for less than five seconds, it's OK to eat it).

Chemistry Award: to Coca-Cola for taking Thames River water and using technology to turn it into bottled water that was so full of bromides that it became unsellable to consumers.

We salute the victors and beg them to rest on their laurels. 🌴

Potties for Pachyderms

Relief for Sanitation Workers

Elephants can paint, dance and play musical instruments. In Thailand, they are now getting toilet-trained.

Giant human-styled toilets have been installed in Chiang Mai to rid the tourist city of unsightly droppings. Seven elephants are being trained to sit on the huge white fixtures, which they can flush by tugging on a rope with their trunks, according to a local newspaper which showed a picture of a five-year-old elephant on a concrete potty. 🌴

American Justice

Leftovers Anyone?

The Illinois Court of appeals has reversed an award of \$68,000 to a man who found a half-eaten chicken wing "concealed" in his pot roast at Denny's. The shocking discovery put a strain on his marriage, says Nathaniel Washington, and caused him to start drinking half a pint of liquor a day. The chicken wing itself remains in Washington's freezer, "so if I get sick somewhere down the line, my wife can then take it to a lab and have it analyzed."

Mr. West didn't reveal if he's preserving any of the liquor he was driven to drink. 🌴

Working Partners

Advent and Carousel Insurance, Inc.

Advent Resources and Carousel Insurance Services, Inc. have announced their agreement to work together to provide auto dealers who are currently using the Advent Products and Services with access to convenient and cost effective "spot delivery" insurance coverage which the auto dealer can order at the time of sale. The program is available online and by utilizing the Advent designed software, the auto dealer can instantly order insurance coverage to satisfy both the lien holder's funding requirements and the customer's financial responsibility insurance obligation. This program will allow auto dealers to safely deliver vehicles 24 hours a day without having to wait on the customer to provide proof of existing insurance coverage.

The vendor interface to Carousel Insurance is simplicity itself. The interface allows the dealer to purchase a binder insurance policy via direct integration to the Carousel web site without the requirement of leaving the Advent screen and processing a binder on the Carousel web site. When a binder purchase is submitted using the Advent integration feature, the application is processed electronically and if accepted, a fully executed binder ready for signature is sent by fax to the dealer within seconds of submission. The binder may also be emailed to a specific email address.

If you would have any questions regarding this program, please contact Mark Kassity at Advent 310-241-1500 or Chris Mercer with Carousel Insurance Services 800-452-7743 x224. 🌴

Empathy

Has Sensible Limits

Avery genteel Southern Lady was driving across the Savannah River Bridge in Georgia one day. As she neared the top of the bridge, she noticed a young man ready {fixing} to jump. She stopped her car, rolled down the window and said, "Please

don't jump, think of your dear mother and father."

He replied, "Mom and Dad are both dead; I'm going to jump."

She said, "Well, think of your wife and children."

He replied, "I'm not married and I don't have any kids."

She said, "Well, think of Robert E. Lee."

He replied, "Who's Robert E. Lee?"

She replied, "Well, just go ahead and jump, you dumb ass Yankee." 🌴

Noblesse Oblige

To Behave as Badly as if Elected

Malawi President Bingu wa Mutharika fled his 300-bedroom state mansion after deciding the building was haunted. He then ordered state clergy to exorcise the palace and had his state minister call for public prayers to protect the president from ghosts sent "from the pits of hell."

When journalists reported that the President was afraid of ghosts they were charged with reporting news "likely to cause fear and alarm in the community," and jailed. 🌴

Stella Award Nominee

Bright Idea

Shawn Perkins of Laurel, Ind. Perkins was hit by lightning in the parking lot Paramount's Kings Island amusement park in Mason, Ohio. A classic "act of God", right? No, says Perkins' lawyer. "That would be a lot of people's knee-jerk reaction in these types of situations."

The lawyer has filed suit against the amusement park asking unspecified damages, arguing the park should have "warned" people not to be outside during a thunderstorm. 🌴

Homeland Security

Your Tax Dollars at Work

Declassified documents show that the Pentagon considered developing an aphrodisiac chemical that would make enemy soldiers sexually irresistible to each other.

Another idea was to develop a chemical that would cause extreme and lasting bad breath, making it easier to identify guerrillas trying to blend in with civilians. 🌴

Deadbeats

Tax Man with Imagination

In Southern India, provincial tax officials hired drummers to play around the clock outside the homes of people who had not paid their taxes. Within a week, 18 percent of the delinquents rushed to government offices and paid in full. 🌴

Stella Award Winner

City of Madera, California

Madera police officer Marcy Noriega had the suspect from a minor disturbance handcuffed in the back of her patrol car. When the suspect started to kick at the car's windows, Officer Noriega decided to subdue him with her Taser.

Incredibly, instead of pulling her stun gun from her belt, she pulled her service sidearm and shot the man in the chest, killing him instantly. The city, however, says the killing is not the officer's fault; it argues that "any reasonable police officer" could "mistakenly draw and fire a handgun instead of the Taser device" and has filed suit against Taser, arguing the company should pay for any award from the wrongful death lawsuit the man's family has filed. 🌴

Dog: A kind of additional or subsidiary Deity designed to catch the overflow and surplus of the world's worship. This Divine Being in some of his smaller and silkier incarnations takes, in the affection of Woman, the place to which there is no human male aspirant. The Dog is a survival – an anachronism. He toils not, neither does he spin, yet Solomon in all his glory never lay upon a door-mat all day long, sun-soaked and fly-fed and fat, while his master worked for the means wherewith to purchase an idle wag of the Solomonic tail, seasoned with a look of tolerant recognition.

Ambroise Beirce

