



# ADVENT RESOURCES, INC.

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## IN THE NEWS

Data from  
*Powergram*®

### Hyundai, Ford, Kia Brands Gain Most Share in First Ten Months

Through the first 10 months of 2009, the three brands with the largest market shares in the U.S. market were Hyundai, Ford and Kia, respectively, and each captured nearly 1 or more points of share vs. the same period in 2008, according to the J.D. Power and Associates Sales Report.<sup>SM</sup> Highlights for the first 10 months:

■ Hyundai gained the most share in the U.S. market on a year-to-date basis. The South Korean automaker's largest brand garnered another 1.22 points of share to end the first 10 months with a 4.32% share, up from 3.10% a year ago. Together with affiliate brand Kia, which gained nearly 1 point (0.92%), the Hyundai Group captured 7.34% of U.S. sales, up from 5.20% a year ago.

■ Ford had the second-largest share gain in the U.S. market during the first 10 months its market share rose slightly more than 1 point to 13.49% from 12.49% in the same period of 2008. The volume domestic brand was less than 1 point behind top-performing Toyota, which posted a fractional gain of 0.23% to garner 14.22% of industry sales up from 14.00% a year ago.

■ Subaru, a brand produced by Fuji Heavy Industries, which has posted year-over-year sales gains in nearly every month this year, also posted the fourth-highest share increase this year and recorded a 0.69% gain in share to 2.04% vs. 1.35% a year ago. Subaru's market share nearly matched the 2.05% share garnered by Volkswagen. Subaru also had a sales share larger than either Chrysler or Pontiac.

■ More than 42% of the 38 brands in the U.S. market (or 16 brands) increased their market shares during the first 10 months of 2009 from last year.

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## Advent Welcomes



Advent welcomes another True North dealership, **Orchard Ford**, located at 2741 Hwy 97 in N. Kelowna, British Columbia, a premier retailer of new and used Ford vehicles. General Manager Dan Assam has worked hard to make sure that the online resources at his dealership work to streamline auto purchases for his customers. Orchard Ford can be contacted online at [www.orchardford.com](http://www.orchardford.com).

From the southern United States, Advent welcomes **BMW of Mobile**, located at 3025 Government Blvd. in Mobile, Alabama, serving the greater Mobile area including Daphne, Saraland and Atmore. This outstanding dealership offers the promise of a 30-minute quote for car shoppers, free trade-in valuations and a state-of-the-art parts and service department. BMW of Mobile can be contacted online at: [www.gradyautomotive.com](http://www.gradyautomotive.com).

From the Eastern seaboard, welcome to **Nissan of East Providence**. Jack Clagg, GM for this store, is proud to trumpet his dealership's exclusive "10 Point Value Guarantee," which offers his customers assurance that they have unparalleled protection both during the buying process and after they leave the showroom floor. Located at 8 Taunton Avenue East in East Providence, Rhode Island, Nissan of East Providence is a valued addition to our client family and can be contacted online at: [www.nissanofeastprovidence.com](http://www.nissanofeastprovidence.com).

Advent is please to welcome another new member from the East Coast, **Toyota of Dartmouth**, located at 100 Faunce Corner Mall Road in North Dartmouth, Massachusetts. Service Manager Tom

Menchi has set up a service department that is unrivaled in the eastern United States. They pride themselves on professional expertise that can handle anything from a scrape to a major collision. And, of course, they run an outstanding service center for regular maintenance. Toyota of Dartmouth can be contacted online at:

[www.toyotaofdartmouth.com](http://www.toyotaofdartmouth.com).

Finally, we welcome from Southern California, **Mercedes-Benz of Foothill Ranch**. This new enterprise, just off the Portola Parkway, at 81 Auto Center Drive, is a full-service dealership, offering online resources, parts and service and outstanding customer relations. You can contact Mercedes-Benz of Foothill Ranch online at: [www.mbfoothill.com](http://www.mbfoothill.com).

A very warm welcome is extended to all our new members as we enter a new year that promises mutual prosperity for our partnership. 🌴

## Thanksgiving in the UK

A few years ago, an American and a British journalist were discussing Thanksgiving on a British radio program. The American asked if Thanksgiving was celebrated in the UK.

"Yes," the British journalist replied, "but we celebrate it on the 6th of September."

"Why then?"

"That's when you chaps left." 🌴

## Thanksgiving Message

"I have never understood why anyone would roast the turkey and shuck the clams and crisp the croutons and shell the peas and candy the sweets and compote the cranberries and bake the pies and clear the table and wash the dishes and fall into bed exhausted when they could just as easily sit back and enjoy a hamburger or a pork sandwich."

Sincerely,

The Turkey 🌴

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## CRM 5.30

Here are some of the highlights for the new 5.30 software that will be available soon. Please contact support@adventresources.com if you want to be among the first to get it.

### ■ APPLICATION DESIGN

- 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 the user open up to 5 different pages at once.
- Quick change store feature which updates content of any open tab.

### ■ Menu

- Searchable left menu that 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' that automatically open in tabs when user logs in.

### ■ GRID

- 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 any grid.
- Users can select multiple records and perform actions on all records at once.
- Grid will save the following attributes of a grid as user preference:
  - Column visibility.
  - Column width.
  - Column order.
  - Column sort.
  - Group by column

### ■ FEATURES

And finally, the user can change their theme color to one of Blue, Slate, Olive or Gray. 🌿

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## Holiday Travel

### ★ HERS

Pulls off at wrong exit. Opens window. Asks directions from a knowledgeable police officer. Arrives at destination presently.

### ★ HIS:

Pulls off at wrong exit absolutely positive it's the correct one. Drives five miles into wilderness, still thinks he's right. Drives an extra 5 miles just in case. Finally rolls down window just to get fresh air.

Pulls up to a 7-11. Gets three hot-dogs, a large slurpee, and beef jerk Asks person behind counter how to get back onto the highway. Gets back into car. Laughs at the idea of looking at a map as he pulls away from the 7-11. Drives down a dirt road with no streetlights insisting this is the way back because guy from 7-11 said it was. Almost hits a deer.

Curses the night. Curses you. Curses the large slurpee Drives and fiddles with radio. Yells at you for suggesting the map again. Admits he didn't want to go to Thanksgiving at your sister's anyway. He hates your sister. Ever since she called him a pernicious weasel. He had to look up pernicious. Couldn't find a dictionary. Finally found a dictionary. Couldn't spell pernicious. Seethes at the memory of it all But she is laughing inside. And of course you're still lost. 🌿

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## Country in Trouble

**A** DC airport ticket agent offers some examples of 'why' the USA is in trouble!

1) I had a New Hampshire Congresswoman (Carol Shea-Porter) ask for an aisle seat so that her hair wouldn't get messed up by being near the window. (On an airplane!)

2) I got a call from a Kansas Congressman's (Moore) staffer (Howard Bauleke), who wanted to go to Capetown. I started to explain the length of the flight and the passport information, and then he interrupted me with, "I'm not trying to make you look stupid, but Capetown is in Massachusetts."

Without trying to make him look stupid, I calmly explained, "Cape Cod is in Massachusetts, Capetown is in Africa"

His response click.

3) A senior Vermont Congressman (Bernie Sanders) called, furious about a Florida package we did. I asked what

was wrong with the vacation in Orlando He said he was expecting an ocean-view room. I tried to explain that's not possible, since Orlando is in the middle of the state.

He replied, "Don't lie to me, I looked on the map and Florida is a very thin state!" (OMG)

4) I got a call from a lawmaker's wife (Landra Reid) who asked, "Is it possible to see England from Canada?" I said, "No."

5) She said, "But they look so close on the map." (OMG, again!)

6) An aide for a cabinet member (Janet Napolitano) once called and asked if he could rent a car in Dallas. I pulled up the reservation and noticed he had only a 1-hour layover in Dallas. When I asked him why he wanted to rent a car, he said, "I heard Dallas was a big airport, and we will need a car to drive between gates to save time." (Aghhhh)

7) An Illinois Congresswoman (Jan Schakowsky) called last week. She needed to know how it was possible that her flight from Detroit left at 8:30 a.m., and got to Chicago at 8:33 a.m. I explained that Michigan was an hour ahead of Illinois, but she couldn't understand the concept of time zones. Finally, I told her the plane went fast, and she bought that.

Now you know why the Government is in the shape that it's in! Could anyone be this DUMB?

**YES, THEY WALK AMONG US, ARE IN POLITICS, AND THEY CONTINUE TO BREED.** 🌿



## Happy Thanksgiving

**To all our friends and family, especially those far from home who are in our hearts this holiday.**

