



ADVENT RESOURCES, INC.

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IN THE NEWS

Data from
Powergram®

Luxury Car Buyers

In August 2009, the average luxury vehicle buyer was slightly older, more apt to have a trade-in and to finance a premium car or light-truck rather than lease, compared to August 2008, according to Power Information Network (PIN) retail transaction data from J.D. Power and Associates. A few more highlights about changing demographics for luxury vehicle buyers and lessees based on deals in August 2009 and August 2008:

■ In August 2009, as in earlier months this year and a year ago, nearly two-thirds of luxury vehicle buyers were male (64.5%) vs. 64.2% in August 2008.

■ The average age of luxury vehicle buyers and lessees was 51 years old, up from 49 in August 2008.

■ Slightly more than 41% of luxury vehicle transactions in August this year included a trade-in (excludes lease returns), up nearly 9 points (8.7) from August 2008 when less than one-third of luxury deals (32.4%) included a trade-in.

■ Only 12.5% of luxury vehicle buyers in August had negative equity (were "upside-down") in their trade-in, which was nearly 7 points lower than in August 2008.

■ In August 2009, 35.9% of luxury new-vehicle buyers leased their new car or light truck, which was down from last year when 40.0% of luxury deals in the same month were lease transactions.

■ More than one-third of luxury new-vehicle transactions in August '09 were financed (36.7%), compared with 35.5% a year ago.

Source: *Power Information Network (PIN) retail transaction data from J.D. Power and Associates*

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Advent Welcomes



Advent is pleased to welcome **Powerhouse Motosport**, located in Edmonton, Alberta, Canada. Our new member stocks motorcycles, snowmobiles, tillers, trimmers, motors – in fact, anything that Honda sells.

This outstanding industry leader from True North is a welcome addition to the Advent client family. We anticipate a profitable partnership as we move into a recovering economic landscape. 🌴

Power User of the Month

John Klempler

Internet Director

Lake Elsinore Ford

John Klempler works in technology at Lake Elsinore Ford in

Southern California, where the staff recently started using Advent's CRM and John is taking to it so well that the dealership has had outstanding results.

John just jumped right into training with both feet and hit the ground running. With his tech savvy, he's able to appreciate the advantages of the program, using mail merges and other features in creative ways to suit his needs.

Thanks, John. We enjoy working with someone who uses our programs with such imagination and style. 🌴



Economic Indicators

These are a few signs that the economy is in a bit of trouble.

➤ CEO's are now playing miniature golf.

- I got a pre-declined credit card in the mail.
- I went to buy a toaster oven and they gave me a bank.
- Hot wheels and Matchbox car companies are now trading higher than GM in the stock market.
- McDonalds is selling the 1/4 ounce.
- People in Beverly Hills fired their nannies and are learning their children's names.
- The most highly-paid job is now jury duty.
- People in Africa are donating money to Americans.
- Motel Six won't leave the lights on.
- The Mafia is laying off judges.
- If the bank returns your check marked as "insufficient funds," you have to call them and ask if they meant you or them. 🌴

A Farmer's Tale

A man owned a small farm in North Carolina. The North Carolina Wage & Hours Department claimed he was not paying proper wages to his help and sent an agent out to interview him.

"I need a list of your employees and how much you pay them", demanded the Agent.

"Well," replied the farmer, "there's my farm hand who's been with me for 3 years. I pay him \$400.00 a week plus free room and board.

The cook has been here for 18 months, and I pay her \$300.00 per week plus free room and board.

Then there's the half-wit. He works about 18 hours every day and does about 90% of all the work around here. He makes about \$10.00 per week, pays his own room and board, and I buy him a bottle of Bourbon every Saturday night. He also sleeps with my wife occasionally."

"That's the guy I want to talk to.....the half-wit", says the Agent.

"That would be me", replied the farmer. 🌴

Advent and Mercedes-Benz

By PR Newswire

Mercedes-Benz Financial is the first luxury captive to unveil a full contract data validation system integrated with a dealer service provider (DSP), aimed at increasing dealer profitability and customer satisfaction.

Mercedes-Benz Financial has launched eValidate, a full contract data validation system that integrates with the dealer management system (DMS). The new system is available at dealerships in some of its largest U.S. markets -- California, New York, New Jersey, and Florida.

Mercedes-Benz Financial is rolling out eValidate with DSPs who have Mercedes-Benz dealerships as clients across the country. Advent Resources, Inc., of San Pedro, Calif., was the first DSP to incorporate the eValidate functionality into its dealer management system. Advent's Mercedes-Benz dealerships now have eValidate fully integrated into their dealer management systems.

Some of Advent's Mercedes-Benz clients include Mercedes-Benz of Laguna Niguel, CA, Fields Motorcars, FL, and the corporate-owned store Mercedes-Benz of Manhattan, NY. These Mercedes-Benz dealers now have the ability to check the accuracy of their Lease Worksheets, Lease Agreements, Retail Contracts, and Retail Law Contracts accepted by Mercedes-Benz Financial.

Dealer service provider Automatic Data Processing (ADP) began piloting its Mercedes-Benz stores with eValidate in August. Working closely with ADP throughout the rollout, Mercedes-Benz Financial's goal is to make eValidate available to all of the Mercedes-Benz dealerships that subscribe to ADP by next June. Also scheduled to integrate eValidate are DSPs Reynolds & Reynolds and Arkona.

Designed to perform over 100 validations on worksheets, agreements and contracts, eValidate is already making a noticeable difference in dealership and customer satisfaction.

As one of the first stores to pilot eValidate last December, the team at Calstar Motors in Glendale, Calif., is very familiar with the benefits of the system.

"eValidate has caught problems before we could even call them

problems," states Loren Anderson, Finance Manager at Calstar Motors. "Since we started using eValidate, we have virtually eliminated residual errors along with the contract rewrites and customer call backs that used to result from them." "For the first time, Mercedes-Benz Financial now has a direct interface with a Dealer Service Provider, which will enable us to provide more seamless and efficient operational processes for our dealer network," states Jeffery Stevens, Contract Acquisition Strategies Manager for Mercedes-Benz Financial.

"eValidate supports our commitment to be the first choice provider of financial services for our dealers," Stevens said. "By significantly reducing contract discrepancies and customer re-contracting, dealerships will increase their profitability, operational efficiency, and overall customer satisfaction." In seconds, over 100 validations are performed and the integrated approach provides the dealership's finance decision makers a seamless user experience in their Finance & Insurance process.

"Over 70 percent of our business is lease and with all of the manufacturer special programs being offered, contract discrepancies are inevitable," said George Bik, F&L Manager at Mercedes-Benz of Encino, Calif. "eValidate confirms contract accuracy or advises of a contract discrepancy in about five seconds." Please follow us on Twitter at: twitter.com/mbfinancialusa About Mercedes-Benz Financial Mercedes-Benz Financial, now in its 27th year of operation, provides financing for Mercedes-Benz dealers' inventories and their retail customers. Currently, more than 450,000 drivers in the United States enjoy the benefits of leasing or financing their Mercedes-Benz vehicles through Mercedes-Benz Financial.

Mercedes-Benz Financial and its affiliates operate in the United States, Canada, Mexico, Brazil and Argentina. Mercedes-Benz Financial is part of Daimler Financial Services, headquartered in Berlin, Germany, operating in 40 countries.

Daimler Financial Services is one of the leading financial services enterprises worldwide. For more information visit www.mercedesbenzfinancial.com.

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COMING ATTRACTIONS

Advent is pleased to announce the imminent release of Advent High Performance System 5.3.

The October newsletter will preview the new and improved features offered in this latest version of our premier software.

Advent is excited about the powerful program innovations and we think you will be, too.

Kids Win Again

TEACHER: Maria, go to the map and find North America.

MARIA: Here it is.

TEACHER: Correct. Now class, who discovered America?

CLASS: Maria.

TEACHER: Glen, why do you always get so dirty?

GLEN: Well, I'm a lot closer to the ground than you are.

TEACHER: George Washington not only chopped down his father's cherry tree, but also admitted it. Now, Louie, do you know why his father didn't punish him?

LOUIS: Because George still had the axe in his hand

TEACHER: Now, Simon, tell me frankly, do you say prayers before eating?

SIMON: No sir, I don't have to, my Mom is a good cook.

TEACHER: Clyde, your composition on 'My Dog' is exactly the same as your brother's. Did you copy his?

CLYDE: No, sir. It's the same dog.

TEACHER: Harold, what do you call a person who keeps on talking when people are no longer interested?

HAROLD: A teacher. 

