



ADVENT RESOURCES, INC.

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IN THE NEWS

Data from
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Vehicle Styling—A Major Influence

Vehicle styling is the most important physical characteristic in determining where a buyer shops and what model is purchased, according to Chris Denove, a partner at J.D. Power and Associates. He recently spoke about the automotive shopping process to participants at the J.D. Power and Associates International Automotive Roundtable in Dearborn, MI. A few highlights from Denove's remarks on the impact of vehicle styling based on the firm's research:

- Nearly two-thirds (63%) of buyers of the Chevrolet SSR, Chrysler Crossfire and Dodge Magnum purchased these models because of styling.

- Seven other models with the highest number of consumers selecting them based on styling in rank order are: the Chrysler 300, Volkswagen Beetle, Mini Cooper, Ford Thunderbird, Mitsubishi Eclipse, Chrysler PT Cruiser and Cadillac XLR.

Honda Opens CA Studio

Honda Motor will open a design studio in California in an effort to increase its emphasis on styling. An advanced design studio will be located in Pasadena, about 30 miles from Honda's U.S. sales and product research operations in Torrance. The Wall Street Journal reports.

The goal for the new studio is to develop future designs with more emotion that will be based on research on lifestyle, fashion trends and youth culture. The separate location keeps designers in an environment where they can design from "their gut feeling."

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Advent Welcomes



From the beautiful southwest, Advent is pleased to welcome **Honda of Superstition Springs** in Mesa, Arizona. This dynamic new car dealer is a welcome addition to our client family.

Located in sunny Southern California, we also welcome **Tustin Toyota**, a powerhouse dealer on Auto Center Drive in Orange County. We look forward to a long and rewarding partnership with these new members. 🌴

Power User of the Month

Ron Rai
IT Manager
Lancaster Auto Group



Ron Rai, IT Manager for Lancaster Auto Group, and owner Mike Tehari are always eager to test our new products. Ron is always in the thick of things, helping us fine tune every aspect of the program. His expertise is invaluable to us as we continue to roll out innovations that meet our customers' needs.

The success of the Advent system depends in great part on the kind of customer collaboration we enjoy with Lancaster Auto Group. It's great to have an Advent champion like Ron working on our side. 🌴

E-vil

A woman arrives at the Pearly Gates and finds St. Peter is not there, but a computer terminal is sitting next to the arch. She walks up to it and sees, "Welcome to www.Heaven.com. Please

enter your User ID and Password to continue."

She doesn't have either, but underneath the fields is a small line reading:

"Forgot your ID or Password? Click Here." So she does.

Up pops a screen that reads, "Please enter at least two of the following, and your password and ID will be e-mailed to you." The fields included "Name," "Date of birth," "Date of death," and "Favorite Food."

The woman enters her name and date of birth, and clicks "Submit."

Up pops another screen that reads, "We are sorry, we did not find a match in our database. Would you like to register?" So the woman clicks the button marked "Yes."

A long and detailed form appears on the screen, and the woman spends some time filling it out. Then she clicks the "Submit" button.

Now she is faced with a screen reading, "We are sorry, this service is temporarily unavailable. Please try again later."

There is a button marked "Back." She clicks it.

A new page appears.

It reads, "Welcome to www.Purgatory.com. Please enter your User ID and Password to continue." 🌴

Recycling

Here, Kitty, Kitty, Kitty

A German inventor announced in September that he has found a way to convert a mixture of weeds, old tires, and dead cats into an inexpensive diesel fuel.

Dr. Christian Koch claims that he can extract 2.5 liters of usable fuel from the body of a full-grown feline.

We apologize from the bottom of our hearts to lovers of weeds, old tires and cats. Advent in no way endorses this misuse of scientific inquiry. 🌴

Alton Burkhalter

Will Other States Follow

California's Car Buyer's Bill of Rights?

On July 26, 2005, California car dealers lost their two year battle to self regulate their relationships with consumers when Governor Schwarzenegger signed the Car Buyer's Bill of Rights. Although not as tough as the law he vetoed in 2004, it sets a new precedent in that it controls how profitable portions of a transaction can be, and further restricts how a dealer can advertise, negotiate and structure a car deal. As a result, all dealers in the state now face mandatory caps on dealer mark ups for arranging loans on used cars, and must offer a 2 day return option. They must also itemize the cost of additional products and services, and they must disclose to the consumer their credit scores.

In 1982, California became the first state to enact a "lemon law" for consumers. Within two decades, all 50 states and several countries followed suit. The big question now may not be will other states also enact their own Car Buyer's Bills of Rights, but how soon?

According to comments made by Rosemary Shahan, president of the nonprofit consumer organization CARS (Consumers for Auto Reliability and Safety), dealers in all other states should expect the battle to begin immediately. Already Massachusetts, Maryland and Virginia have begun to address the issue, and lobbying efforts are currently under way in virtually every other state.

Are there lessons to be learned from California's battle? First, win the battle for public perception. California dealers, who have shown remarkable effectiveness in prior legislative campaigns, failed to agree on voluntary self regulation, which they could have touted. Other states still have the opportunity through state and local associations to advocate for voluntary self-control, such as a maximum allowed loan mark up for credit score ranges and terms. And, assuming such voluntary controls are agreed upon, make sure consumers

know that the dealers in their state have already taken action; they don't require more regulation. Second, educate your local legislators. Arm yourself with facts about the cost of operating a successful dealership in this competitive environment, and make sure he or she understands how significant your industry is to the state and local tax coffers. And, remind him that manufacturers keep close eyes on their dealers based on consumer feedback such as CSI and SSI scores. Of course, you will want to remind your state senator or representative that your scores are at or above the region's average. And, obtain their commitment to alert you as soon as they hear of efforts to enact similar legislation in your state, so you can sound the alarm in your trade associations and industry groups. Finally, control what you can for now. There is nothing to prevent you from setting your own internal standards for loan mark ups and for consumer marketing, such as use of the term "certified" in the context of use vehicles. And, be aggressive in resolving consumer complaints. Make it hard for your state to use your dealership as the reason why consumers need statutory protection.

Alton Burkhalter is the senior partner with Burkhalter, Michaels, Kessler & George LLP in Irvine, California. He has spent the last 20 years counseling car dealers. His firm has the two largest jury verdicts in the history of California for car dealers against manufacturers. His firm publishes the quarterly newsletter, the Dealers Advocate, and the web site www.dealersadvocate.com.



Simplicity Itself

I Thank Thee


An Amish woman was driving her buggy to town when a highway patrol officer stopped her. "I'm not going to cite you," said the officer. "I just wanted to warn you that the reflector on the back of your buggy is broken and it could be dangerous."

"I thank thee," replied the Amish lady. "I shall have my husband repair it as soon as I return home."

"Also," said the officer, "I noticed

one of your reins to your horse is wrapped around his testicles. Some people might consider this cruelty to animals so you should have your husband check that too."

"Again I thank thee. I shall have my husband check both when I get home."

True to her word when the Amish lady got home she told her husband about the broken reflector, and he said he would put a new one on immediately. "Also," said the Amish woman, "the policeman said there was something wrong with the emergency brake." 

Creative Science

Kid's Science Exam Answers

Q: Name the four seasons.

A: Salt, pepper, mustard and ketchup.

Q: Explain one of the processes by which water can be made safe to drink.

A: Flirtation makes water safe to drink because it removes large pollutants like grit, sand, dead sheep and canoeists.

Q: How is dew formed?

A: The sun shines down on the leaves and makes them perspire.

Q: How can you delay milk turning sour?

A: Keep it in the cow.

Q: What causes the tides in the oceans?

A: The tides are a fight between the Earth and the Moon. All water tends to flow towards the moon, because there is no water on the moon, and nature hates a vacuum. I forget where the sun joins in this fight.

Q: What are steroids?

A: Things for keeping carpets still on the stairs.

Q: What happens to your body as you age?

A: When you get old, so do your bowels and you get intercontinental.

Q: What happens to a boy when he reaches puberty?

A: He says good-bye to his boyhood and looks forward to his adultery

Q: What is the fibula?

A: A small lie.

Q: Give the meaning of the term "Caesarean Section"

A: The Caesarean Section is a district in Rome. 