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Carolina Auto Auction Has Been On Top Of Their Game For 20 Years!

By: M.J. Porter

\$85,000 worth of cash and game-themed prizes and an expected

consignment of over 2,000 units is what Carolina Auto Auction is offering at their Anniversary

Sale on April 14 at its 87-acre facility in Anderson, South Carolina. The auction runs more than 1,300 units through its eight state-of-the-art lanes weekly featuring fleet,

Move Over CARFAX & AutoCheck, For instVIN™

Accident History Reports Starting At \$1.99

By: M.J. Porter

And then there were three. Now there is a third player in the vehicle history report services arena. This feisty start up is shaking things up with the launch of instaVIN™ Vehicle History Reports at the National Association of Automotive

Dealers (NADA) show in February. This game-changing service is turning the history report business on its head with real-time data, a

lease, repo, dealer trade, salvage and new car trades.

When owners Henry and Patty Stanley purchased the three-lane bankrupt auction in 1990, their focus was making

the auction live up to its motto of "The Right Choice" with their employees making the difference. Henry Stanley says, "As I often say, 'all

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mobile SMS text service and an unbeatable price for both consumers and dealers- starting at \$1.99.

"The response at the show has



been fantastic," said Jim Irish, the CEO of MobileTrac, the providers of instaVIN. "There are so many benefits for the dealers, at auction or on

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Consumer Misconceptions Fueled By Misinformed Media

By: Mark Ragsdale

During my book's debut at NADA 2010, I spoke with hundreds of industry insiders: dealers, automakers, vendors, and journalists. The common topic of discussion both inside and outside of the make meetings was a renewed interest in leasing vehicles. Three brands in particular, each pursuing unique market positions and volume goals, have defined leasing as a key means to their strategy:

- **Volkswagen's Goal:** Sell 450,000 cars annually in the U.S.A. by 2012. This requires doubling sales over the next 18 months. VW has publicly announced its intention to overtake Toyota as the world's largest automaker.

Dealer Response: According to automotive news, dealers are unified in calling for more aggressive leasing programs to spur slow-moving models such as the Routan minivan.

- **Suzuki's Goal:** Grow its U.S. business to 200,000 units annually. Suzuki will spend \$30 million launching its new Kisashi sedan. The company intends to sell 12,000 Kisashis per year, increasing annual volume to 30,000 units, before leveraging the platform to offer more body styles. The closely held automaker has already announced plans to offer a 48-month, \$219 Kisashi lease with \$2,000 consumer cash due at signing.

Dealer Response: According to automotive news, James Morrell, president of Advantage Suzuki in Albany, N.Y., said the brand's recent rebound in residual values allows dealers to re-enter leasing—which, in Morrell's case, represented 60 percent of his sales.

- **Lincoln-Mercury's Goal:** Recover from a 50,000 unit sales loss occurring between 2008 and 2009. According to Edmunds.com, Ford Motor Company (parent to the L-M brands) is projected to surpass Toyota in U.S. sales this year.

Dealer Response: Bob Tasca Jr., chairperson of the Ford Lincoln-Mercury Dealer Council said in an Automotive News interview, "I can see leasing coming back, and that's very encouraging and has to continue. It's good for our customers to have competitive leasing because it makes new cars and trucks affordable."

Liars figure, but figures don't lie. Mathematically speaking, leasing is a good thing for the entire industry. I dedicated Chapter 7 of my book to teaching consumers and insider pros about the merits of leasing. Unfortunately, most of the personal finance gurus, including Consumer Reports and Dave Ramsey, disagree with me. They have never sat across the table from an angry customer, buried in his car loan, or a happy one returning his leased vehicle debt-free.

One journalist covering the convention challenged my book's pro-leasing position over a forty-minute debate. That was until I asked him to estimate the drop in Toyota auction values since the recalls. We all know trade-in appraisals are based upon these auction values. Moreover, Kelly Blue Book has been reducing its used Toyota valuations virtually on a daily basis since early February. He finally agreed that Toyota customers, accustomed to receiving generous trade-in allowances at trade-in time, would get pounded by this loss of equity.

Those customers that leased their Toyotas however, find themselves in the driver's seat. At the end of their lease term, they can just drop off the keys no matter what the market value of their car. From a dealer's perspective, debt-free customers required to make a fresh transportation decision, trump those who will be upside down. In the meantime, the media continues to deliver the wrong message to consumers through their misconceptions. It is my job to teach them otherwise.

Mark Ragsdale is the author of *Car Wreck; How You Got Rear-Ended, Run Over, & Crushed by the U.S. Auto Industry* (Langdon Street Press, 2010; \$15.95), which is offered in stores nationwide and online. The book sold hundreds of copies during its debut at NADA 2010, and Ragsdale was recently interviewed by Neil Cavuto on Fox Business Channel. More information about the book and author is available at www.MarkRagsdale.com. Mark teaches dealers how to use his book to sell and lease more vehicles at www.CarDealerLife.com.



MITO Corporation Exclusive U.S. Distribution Point For Eclipse Dealer Option Navigstion Solutions

Los Angeles – Fujitsu Ten Corp. of America has appointed MITO Corporation as the exclusive distributor of Eclipse integrated navigation solutions to automotive retailers and service providers throughout key regions of the U.S. market.

MITO Corporation, a 36 year old company located in Elkhart, Indiana, is a leading supplier of high technology electronics to the recreational vehicle and automotive industries. Since 2005, MITO Corporation has been the exclusive supplier of various Eclipse electronics to RV manufacturers. With this appointment, MITO Corporation will begin supplying application specific Eclipse navigation systems to expeditors that provide products and services for Toyota vehicles.

The Eclipse integrated navigation solution kits are unique in that they include specially engineered components and software which enables them to integrate and function with factory installed accessories, thereby eliminating the need for customers to sacrifice any of the functions and features that originally came with the vehicle. In addition, these systems feature the Eclipse Direct Connect capability, which substantially improves the integrity of the installation while reducing the labor time required. All harnesses and connectors are manufactured specifically for these systems and have met Fujitsu Ten's rigorous design and quality criteria for OEM applications.

"MITO Corporation and Fujitsu ten have worked closely over the last 5 years to develop in-dash technology solutions for RV manufacturers. We now look forward to the addition of Eclipse dealer option products to enable MITO to build upon their strong relationships with Toyota dealers and expeditors. MITO's participation in the SEMA Pro Pledge program also provides dealers with added benefits and value when choosing Eclipse OEM Option products for their vehicles" said Michel Odle, Vice President OEM Sales & Marketing for Fujitsu Ten.

"MITO Corporation is extremely pleased that Fujitsu Ten has appointed MITO Corporation as the exclusive distributor of Eclipse integrated navigation solutions to automotive retailers and service providers," said Marvin Metzler, Vice President of MITO

Corporation. "The Eclipse product fits in well with the existing line of products MITO is currently selling to Toyota Dealers."



Toyota dealers and expeditors may contact MITO directly at 800-433-6486 or visit their website at www.mitocorp.com to obtain more information on how to

participate in this unique opportunity to increase revenue and profits with the Eclipse dealer option program.

About FUJITSU TEN

FUJITSU TEN LIMITED operates worldwide businesses including car audio, car navigation systems, home Hi-Fi audio, and "Automotive electronics devices" including engine and air bag control ECU etc. FUJITSU TEN delivers genuine products for Toyota Motor Corporation and other domestic and overseas automotive manufacturers.

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Publisher: Michelle Dones

CFO: Linda Clemons

Sales: Jennifer White

Nina Way

Editorialist: M.J. Porter

Graphics Manager: Leah Mendoza

Subscriptions: Sue Barnes

Mailing Address

12323 SW 264 Terr.

Homestead, FL 33032

Phone: 786-601-2099

Cell: 786-380-9798

Fax: 786-339-9715

Email: Michelle@adealersjournal.biz

www.adealersjournal.biz



The Auction Happenings

Manheim Fort Lauderdale and Ford Credit are running 250+ units with an "Electronic Bonanza" on March 12th and the 26th, with Citi financial running March 5th and the 19th with 100+ units, and as an added bonus All Buyers between now and March 31st will be entered into a drawing for a lavish Vacation Getaway Package. Plus every Friday buyers for a feature Consignment lane will be entered into an end of sale drawing for a prize giveaway. For more information call 954-791-3520 or come on by to 5353 State Road 7 in Davie, Florida.

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It wasn't luck that has Citi Financial naming **Carolina Auto Auction** number one in the Nation. It was the excellent service the auction provides. Help Carolina Auto Auction celebrate 20 years of excellence this March and April. Plan to be at Carolina every Wednesday for their sales. For Detailed sale info call the sales team 864-231-7000.

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FOR MORE INFORMATION CONTACT:

LINDA CLEMONS
Vice President, Branch Manager
Sun American Bank
8099 South Dixie Highway
Miami, Florida 33143
Ph: 305 639-7241 Fax: 305 661-1019
email: Lclemons@sunamericanbank.com

Sears To Franchise Auto Centers

By: Sue Barnes

For the second time this year, Sears Holdings Corp. is making good on Chairman Edward S. Lampert's goal of letting outside businesses buy rights to the name of Sears' once-proprietary brands.

Sears announced that it will franchise its Sears Auto Center business to auto dealers who have lost their dealerships in the Chrysler and General Motors downsizings.

The new franchised centers will offer the same products and services for cars, light trucks and motorcycles as do Sears' company-owned auto centers, according to the Hoffman Estates-based retailer. Sears Auto Centers offer repair service and sell products such as DieHard batteries and Michelin, Goodyear, BF Goodrich and Bridgestone tires.

Some of the franchised auto centers will be located next to body-shop operations, making them convenient for customers, Sears said.

The first franchisee is Coleman Auto Group in East Windsor, N.J., which will operate a Sears Auto Center on the site of a former Chrysler dealership.

Sears announced it had signed a licensing agreement to sell DieHard battery chargers, jump starters and power inverters to Schumacher Electric Corp.

Lampert, the hedge-fund billionaire who engineered Kmart's \$12.3 billion takeover of Sears five years ago, introduced the idea of selling Sears' proprietary brands to outside companies three years ago.

Sears has also advertised for entrepreneurs to run its Sears Hometown dealer stores, which sell tools, electronics, lawn mowers and vacuum cleaners.

Ford Cutting Jobs At Auto Alliance Plant

By: Leah Mendoza

An estimated 900 jobs are being cut at the Auto Alliance facility in Flat Rock. In July, the factory will be cut from two shifts to one, but the assembly line speed will be increased for that one remaining shift by 35 percent.

Ford says it's part of the process of matching capacity with demand. Some of the Flat Rock workers will be shifted to plants that are adding capacity, such as Michigan Assembly Plant or Chicago. Auto Alliance is the joint venture between Ford and Mazda. Workers make parts for the Ford Mustang and the Mazda 6. A sales decline of the Mazda 6 prompted the elimination of the shift.

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A Newbie's Day At The 62nd Annual NADA Expo

By M.J. Porter

WOW! AMAZING! MASSIVE! Those were just some of the words running through my mind as I entered the 62nd annual NADA expo in Orlando with my Publisher, Michelle Dones of "A Dealer's Journal."



Our morning began with a band marching down Expo Main Street playing "When the Saints Go Marching In" to kick off the convention. The floor was lined with hundreds of booths representing more than 30 categories of related auto accoutrements- a dealer's shopping paradise.

Our first stop was a lift - the unveiling of Rotary Lift's new "Y" to increase dealer productivity and profitability. The company is celebrating 85 years by demonstrating its new Y and 15 years of global sales from Algeria to Russia of its Smart Lift, a popular green product to prevent ground contamination. The campaign includes a giveaway of its 50,000th Smart Lift and the company's online educational programs for architects. This was the first of many new unveilings and new products on the market for dealers to choose and use.

Next it was time to get an update on the auto marketplace at a press conference with Manheim executives. With a goal of helping dealers succeed, they offered pearls of wisdom for problem solving and competition. The good news is they see a trend for an improving market after franchise's toughest years in 2008-9 with a return to the previous peak of 2007 in the year 2013.

The speakers stressed the ideas of trust and safety for the marketplace.

Our next stop was a visit with Jim Irish of



MobilTrak and the unveiling of his new InstaVIN, but more about that in another article. As we continued

our walk around the floor, we noticed larger numbers of browsers than when we arrived. Then an amazing "Dodge Challenger" caught our attention and we stopped to talk with its creators at Hurst Performance Vehicles. With more than 50 years in the automotive performance arena, their focus is now on "Gentlemen's Hot Rods" and some charitable works. Company chairman Nate Shelton said their sales of two vehicles last year netted more than 200k to charities and publicity with a Mustang, the Hurst Official Pace Car for Ford Racing Mustang Challenge. Hurst offers cars for me and everyone to dream about owning.

The blinking lights and bright colorful booths were replaced by the relaxing sounds of Caribbean music and food inviting time for a sit down break. Michelle, a veteran of numerous auction and other expos, said, "I wasn't expecting it to be so big with so many attending."

After resting, we decided to do a walkabout of all



the booths and see some of the fun stuff for everyone. We found author Mark Ragsdale, one of "A Dealer's Journal" more popular contributors,

busily autographing copies of his new book, "Car Wreck: How You Got Rear-Ended, Run-Over & Crushed by the U.S. Auto Industry."

By this time, the expo was in full swing and thousands of attendees were carrying bags full of goodies, stopping to chat over coffee, checking out the new products or having a seated chair massage or mechanical foot massage. Numerous booths caught our eyes and we stopped for chats. Of course the Talent+ was an interesting one where Mark W. Juron offered some insight into choosing talented employees via interview processes specific to profit center manager, sales, customer development and service to build top-performing dealerships.

With so much info on the net, dealers unable to attend this amazing event can visit NADAFrontPage.com for up to the minute auto news in detail and plan to attend the next event Feb. 2-5, 2011 in San Francisco. Can we go boss?

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2011 Porsche Panamera and Panamera 4 to Debut at the Beijing Auto Show

By Leah Mendoza

The **Beijing Auto Show** will see the debut of the entry-level V6-powered **Porsche Panamera** in April later this year. A combination of performance and

economy, the 90-degree V6 built at Porsche's engine plant in Zuffenhausen is a successful expansion of the **Porsche Gran Turismo** model series. It combines a sporting

character with a high degree of comfort and everyday driving qualities. The V6 stands out with its dual exhaust system, one on each side instead of a four-tail pipe unit, a matte-black window trim, and other changes. Very similar to its cousin **Panamera S**, it is powered by a newly developed 3.6-liter V6 engine with direct fuel injection that outputs 300 PS which is 220 kW/296 bhp with a torque of 295 lb-ft. It is evident the performance figures are not outstanding but pretty decent. It has a pick-up figure of 60 mph in 6 seconds. Fuel consumption stands at 9.3 liters/100kms (30.4 mpg in the UK).



The Porsche Panamera V6 comes equipped with low rolling resistance tires complete with 19-inch wheels which help in reducing fuel consumption by

0.2 liters/100 kms. The overall weight of the vehicle is pegged at 3,815 pounds. Also, a regular steel suspension set-up is available with variable dampers, shock absorbers and adaptive air suspension as an

option.

It has a standard rear wheel drive besides the company's state-of-the-art **PorscheDoppelkupplungsgetriebe (PDK)** dual clutch gearbox and a six-speed manual. With an automatic engine stop-start feature, the V6 Porsche also fulfils the LEV standard.

Set to hit the roads sometime in May, the German market price will start around Euros 63,600 excluding VAT and local taxes. It is set to arrive in the US in June with a retail price of 74,400 US Dollars.

Kia Ray Hybrid Revealed At Auto Show

By A Dealer's Journal Staff

Kia's latest Ray Concept was revealed at this year's Chicago Auto Show. Based on the Forte platform this car with a futuristic design measures 4,400 mm long, 1,850 mm wide, 1,360 mm high and has a wheel-base that is figured at 2,700 mm in length.

"This Kia Ray Concept provides an impressive fuel consumption figure of 1.2 litres per 100 kilometres"

Ray is a four-seater which utilizes a plug-in hybrid powertrain that is mated to a 1.4-litre Gamma GDI engine which outputs 153hp along with 78 kW from the electric motor. The Ray is



able to deliver 1,200 kilometres in terms of overall range and can travel for 80.5 kilometres on pure electric power.

Among the salient features of the Kia Ray concept are "cool car" technology which comprises of nano-laminate films and cool-glazing materials that reduce solar heat keeping the interior cool. This will then reduce air conditioning loads and subsequently greenhouse emissions.

No word at the moment whether the Kia Ray concept will grace us at this year's Melbourne/Brisbane Motor Show.

Email Manager Deluxe To Help Dealers Close Prospects From OEMs & Third-Parties

ORLANDO, Fla. (BUSINESS WIRE) — Autobytel Inc., a leader in providing online consumer leads and marketing services to the auto industry, announced the extension of its highly successful Email Manager(SM) program to all online leads, regardless of source. Now, Autobytel member dealers can apply the benefits of Email Manager's customized campaigns to leads from OEMs, their own websites and other third-parties at no extra cost and without having to engage multiple vendors. Email Manager is specifically designed to help auto dealers easily, consistently and cost-effectively interact with today's car-buyer across a lengthening purchase cycle one that has doubled since 2001, according to CNW Research. The program consistently achieves high open rates, helping dealers solidify relationships with those customers who take longer to decide.

"Communicating with today's less-decisive car-buyer first, faster and longer is critical to closing a sale which is why Email Manager has proved to be so popular with our member dealers," said Autobytel COO Mark Garms. "In a resource-challenged environment, juggling multiple email vendors for each lead source takes valuable time away from what dealers do best, build customer relationships and sell cars. Our dealers have asked us to apply the advantages of Email Manager across the board, whether a lead comes from Ford, other third-parties, or their own website. Autobytel listened and Email Manager Deluxe delivers."

Email Manager currently sends out nearly 200,000 branded, customized emails a month for Autobytel Member Dealers and has an open rate over 50% higher than traditional email campaigns. The program is one of several highly effective "lead treatments" included with Autobytel's new car lead program for dealers and is the only product in the industry to feature real-time "Dealer Alerts" sent as soon as a consumer opens or clicks on any of the links in the email. This important feature increases sales effectiveness and efficiency by enabling dealers to communicate with a potential car buyer precisely at the point when that consumer is engaged with a campaign email and armed with knowledge of the consumer's specific vehicle interest and place in the buying cycle.

Garms noted that in combination with the company's just announced Quality Advantage and iControl programs, Email Manager Deluxe is part of Autobytel's mission to create a new standard for

third-party leads that 1. Provides dealers with greater control and 2 Enables the best of its value-added programs and lead treatments to apply to all online leads, at no extra cost, regardless of source.

How Email Manager Deluxe Works

Email Manager is used by the majority of Autobytel dealers to follow-up and help close customers who take longer to decide. It is automated, easy-to-use and generates a unique, dealership-branded and appealing email for each phase of the critical 90-day decision-to-purchase cycle. Email Manager campaigns are automatically deployed on a strategic 5, 10, 15, 30, 45, 60, and 90 day cycle, timed from the date the customer first submits a Purchase Request. Each email is dealership-branded and customized by vehicle type and by the consumer's position in the buying cycle. Each email covers issues relevant to the car buyers (vehicle information, trade-ins, lease vs. buy, safety features, etc.). Dealers receive real-time notification reports when a consumer engages with an email, including opens, website click-throughs, and survey responses to update the dealer on the consumer's buying status are instantly alerted by email when a customer clicks on the email campaign.

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Rotary Lift Launches Campaign To Give Away 50,000th SmartLift

Madison, Ind.— Rotary Lift announces a campaign to celebrate the 15th anniversary and 50,000th unit of SmartLift®, the original environmentally friendly inground lift. The “Proven 15/50” campaign will highlight the features that have inspired more dealers to install the Rotary Lift SmartLift than any other inground lift.

“When Rotary Lift introduced the SmartLift in 1995, it was the first fully contained, modern inground lift. We invented the category,” says John Podczerwinski, Vehicle Service Group (VSG) general manager for North and South America. “Fifteen years later, we’re proud to announce that we’ve sold 50,000 SmartLift inground lifts. This milestone was made possible by the confidence and trust that dealers have placed in our product and our company.”

As part of the Proven 15/50 campaign, dealers can enter to win the 50,000th SmartLift inground lift. They can enter the drawing online at <http://www.rotarylif.com/SLgiveaway.aspx> through Dec. 31, 2010.

Dealers have traditionally preferred inground lifts over any other lift style because inground lifts provide the best vehicle access, take up little space and give the service department a streamlined appearance. They enhance technician productivity and can make a positive impact on profitability. SmartLift inground lifts can be installed in bays that are just 11 feet wide, while two-post lifts need 12-foot bays. As a result, 12 SmartLift inground lifts will fit in the same amount of space as 11 surface lifts, providing an increase in annual revenue of around \$200,000. Alternatively, shop size can be reduced by 15 percent without decreasing the number of bays, providing an upfront construction cost savings, as well as an ongoing reduction in utility use and expense.

Prior to Rotary Lift’s introduction of the SmartLift, inground lifts carried the risk of leaking

hydraulic fluid underground. Rotary addressed this concern by enclosing all of the SmartLift’s underground components in a polymer composite housing made from recycled materials. The containment unit protects the environment from any potential leaks, while at the same time protecting the lift itself from corrosion and electrolysis. The

SmartLift also uses less than five gallons of hydraulic fluid vs. 62 gallons required by traditional inground lifts.

Bio-fluid can be used in place of petroleum-based hydraulic fluid.

Other environmentally friendly aspects of the SmartLift inground lift include:

• **Recyclability.** At the end of its useful life, the SmartLift inground lift’s composite housing and steel components can be recycled.

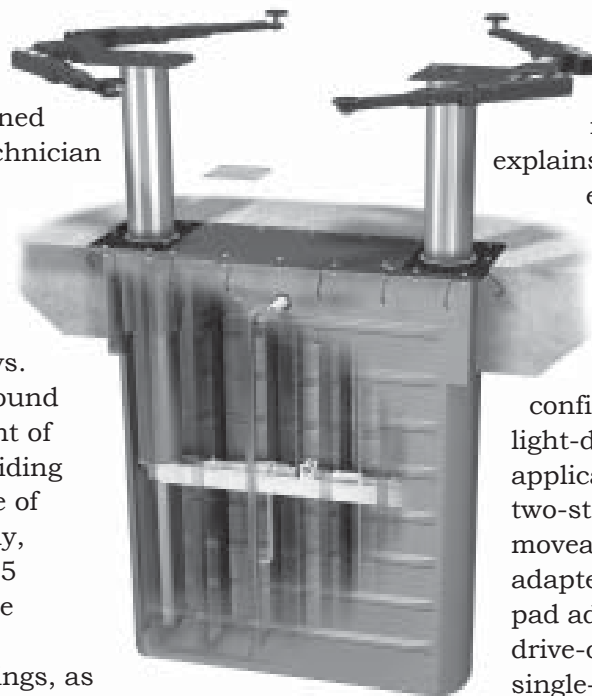
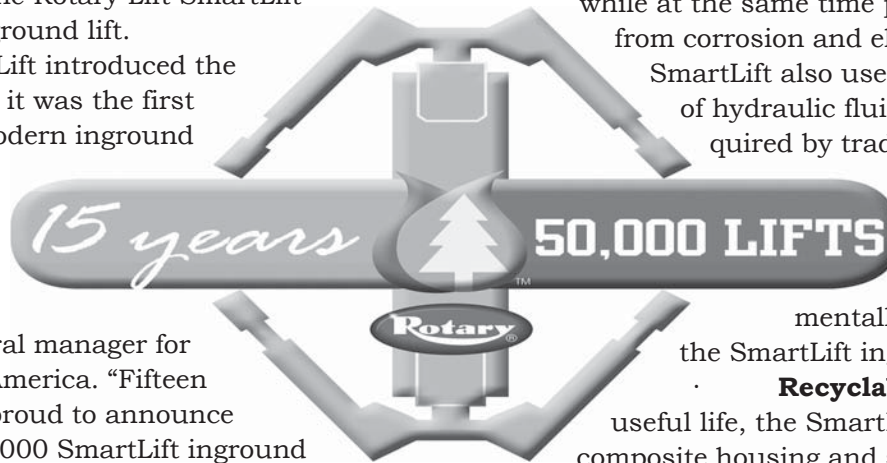
• **Liquid Detection System.** On SmartLifts equipped with *inbay*®, the patented LDS™ alerts the technician if moisture develops in the housing. The available liquid removal system can be used to extract any liquid.

• **Minimal packaging.** The lift’s containment unit protects the lift components during shipping, minimizing the need for excessive packaging materials.

“The SmartLift helps dealers meet their environmental goals, while at the same time driving more revenue to the bottom line,” explains Podczerwinski. “With 15 years of experience and 50,000 units in the field, dealers know they can count on the Rotary Lift SmartLift. It’s the proven original.”

Rotary Lift SmartLift inground lifts are available in a variety of configurations to suit virtually any light-duty maintenance and repair application. They can be equipped with two-stage arms, three-stage arms or moveable pads, three-position flip-up adapters, polymer screw-up adapters, pad adapters, stackable adapters and drive-on runways. Both twin-post and single-post models are available. Lifting capacity is from 8,000 to 12,000 lbs.

All SmartLift inground lifts are third-party tested by ETL and ALI certified to meet ANSI standards. The SmartLift is made in the U.S.A.



Cont: Rotary Lift Launches Campaign To Give Away SmartLift

Continued From The Previous Page

For more information about the Rotary Lift SmartLift and Proven 15/50 campaign, contact your local Rotary Lift distributor, log on to <http://www.rotarylif.com/SLgiveaway.aspx> or call (800) 640-5438. You can also find Rotary Lift on Facebook.

About Rotary Lift

Rotary Lift is the leading brand of vehicle lifts and equipment designed to increase technician productivity. Founded in 1925 by the inventor of the first automotive hydraulic lift, Rotary offers the broadest line of lifts for use in professional automotive service, commercial truck and transit, and enthusiast/residential customer segments. There are more Rotary Lift products used in vehicle repair shops around the world than any other brand.

With an uncompromising commitment to product

quality, testing and safety, Rotary Lift's products have achieved the reputation as the world's most trusted lifts. A founding member of the Automotive Lift Institute, Rotary Lift is also the only North American lift manufacturer certified to ISO 9001 quality standards.

Rotary Lift is a VSG brand. VSG brings together several top brands of vehicle service and repair equipment, including Rotary Lift and Chief Automotive Technologies. Based in Madison, Ind., VSG has operations worldwide.

VSG is part of the Industrial Products segment of Dover Corporation (NYSE: DOV), a multi-billion dollar, global producer of innovative equipment, specialty systems and value-added services.

Navterra Revolutionizes Global Automobile Export Business

STOCKHOLM & SAN FRANCISCO - Navterra (www.navterra.com) announced the formal launch of its global automobile export business. Founded by automotive industry professionals Matti Klintberg and David Fitzpatrick, Navterra gives dealers around the world direct online access to U.S. auto auctions while minimizing the risk of buying used vehicles online and on a different continent. Navterra raises the bar in the used automobile export business by combining the best practices of new car manufacturers with its unique "Q5 Zero Risk™ Process."

Navterra's newly launched used vehicle auction web site contains thousands of off-lease, rental-return and wholesale vehicles from America's leading financial, leasing and dealer institutions. Almost every brand of American, European and Asian car, truck and SUV is represented, including those popular in European, Middle Eastern, Asian-Pacific, African and Latin-American markets. Navterra's inventory also includes green vehicles powered by alternative fuel/hybrid technologies.

According to Klintberg, "We allow dealers outside of the United States to bypass traditional brokers and place bids online for the actual vehicles they wish to purchase." Fitzpatrick emphasized, "With our comprehensive "Q5 Zero Risk Process", we virtually eliminate the risk of buying used vehicles from the U.S." Both executives assert that Navterra addresses the major roadblocks that have constrained the used vehicle export business: lack of overseas dealers' control over purchases, no quality control process and no buyback guarantee.

Q5 Zero Risk Process

Navterra's Q5 Zero Risk Process guarantees that

each vehicle is inspected and documented as it moves through the following rigorous quality process:

- Q1 Vehicle Condition: details vehicle title and accident history and states condition prior to purchase (Inspection A) and by Navterra specialists after purchase (Inspection B);
- Q2 Reconditioning: makes certain vehicles are ready to display/sell upon arrival (optionally offered to dealers seeking to avoid delays with parts availability and repairs);
- Q3 Export Preparation: maximizes protection during transit, modeled after best practices used by major automobile manufacturers for new car exports;
- Q4 Logistics: insures against severe damage and total loss during export over land/sea/air;
- Q5 Buyback Guarantee: Navterra will buy back any Navterra Certified vehicle that does not arrive in the condition as documented prior to export.

About Navterra

With operations in San Francisco, New York and Stockholm, Navterra specializes in exporting top quality used vehicles to automobile dealers around the world. Providing overseas dealers with direct online access to U.S. auto auctions, the company combines the best business practices of new car manufacturers with its "Q5 Zero Risk™ Process" a rigorous five-step quality control protocol that guarantees each Navterra Certified vehicle arrives at its destination in the condition as documented prior to export.

Stargate Redefines the Myths of Online Car Auctions

By: A Dealer's Journal Staff

Are you looking for the best deals on the car of your fantasy without blowing up all your savings in one go? Does the vast world of internet car auction sites make you feel confused? Remember, that a large number of choices can be difficult for any consumer but you could easily find your way with the right sites. One such site to help your auction woes is <http://www.stargate-int.com/> which offers the best deals in both car availability and customer service for all your needs.

"Buying a car can play on a person's mind because of all the associative risks", quotes The Managing Director, Daniel Thornes. "One is always presented with too many cluttered options and many fall to scamming traps without doing proper research into the online auction before hitting the pay button."

So what makes stargate special from the rest of its competitors? "We believe in innovations and a new approach", Thornes continues, "When you arrive at <http://www.stargate-int.com/> the first thing you would notice is the simple layout and auctioning system. We know that people are bothered only about the quality of products offered and not multiple bidding schemes. Our primary focus is to provide them the top of the line luxury factory models to tailor their needs, so every customer is a satisfied one."

Another thing that is essential to the customer at auto auctions is proper documentation and shipping, which can make and break relations. Thornes agrees

vehemently as he adds "The role of a site during online car auctions does not end only with the bidding. Infact, the real job of pleasing the loyal customers start from that moment. Here at <http://www.stargate-int.com/> we believe in the finest quality of customer service as we make sure to have all legal documentation and warranties ready as soon as possible. We even call up the customer to enquire about his color scheme choices, because in the end the car truly belongs to him."

When asked about the shipping hassles and exorbitant shipping charges levied by online sites which auction cars, Thornes smiles and says "The biggest reward we get is in seeing satisfied customers day in and day out. To make the experience truly memorable, we do not charge for any form of shipping. We make arrangements for the car to be delivered from the dealer nearest to the customer's location and pick up all the tabs ourselves. The shipping is free but the customers pay us back with a smile and a vote of confidence, which only make us strive harder towards delivering excellence of service."

There is probably no other auction site which offer such a vast range of functionality like <http://www.stargate-int.com/> with reference to luxury car models, documentation and customer service. With trusted references and a long list of satisfied customers to their site, it is your best option to buy a new imported set of wheels at an online auction.

ShipCarsNow Survey Reveals Auto Dealer Demand For Delivery Options from Internet Auctions

Auburn Hills, MI — Auto dealers are increasingly turning to the Internet to find inventory for their lots as the supply of wholesale used vehicles tightens, according to a recent ShipCarsNow survey. In addition, two out of three dealers surveyed said they would buy more cars from Internet auctions if auto shipping were better integrated with the online purchase transaction.

ShipCarsNow conducted the dealer survey as part of its annual market research into dealer attitudes about auto transport and online trading of used cars. Out of 169 dealers surveyed, 95 percent of the respondents indicated they expect to purchase the same number of vehicles, or more, over the Internet in 2010 than in 2009. Dealers ranked time and cost savings, followed by ease of use and better inventory selection as the top reasons for sourcing via the Internet.

According to industry analysts, the flow of used cars into the wholesale market from trade-ins, consumer lease returns, and fleet/rental cars is expected to continue to decline until 2011 and perhaps longer. With fewer cars to choose from at the local auctions, more dealers are going online and sourcing vehicles from greater distances.

When buying most other items online, people rarely concern themselves with shipping details related to their purchase, other than delivery time and cost. However, shipping logistics are not usually built into an auto auction purchase. The ShipCarsNow survey suggests that dealers actually restrict their Internet trading based upon their ability to coordinate transportation for their purchases. Two-thirds of the dealers said they would buy more vehicles online if auto transport were more

Continued On Page 19

Rare Pontiacs At Mecum

By: A Dealer's Journal Staff

Mecum Auction President Dana Mecum has decided to offer his ultra-rare collection of '60s Pontiacs during the 23rd Dana Mecum Original Spring Classic Auction, May 19-23, 2010, in Indianapolis, In. "I started in the automotive business selling new Pontiacs with my dad," said Dana Mecum, "So the brand has always been special to me." We're not sure why he's decided to part with his beloved Ponchos, but it does offer Pontiac loyalists a rare chance to get their paws on some incredible vintage muscle.

The Pontiac Collection will be sold during the Mecum Spring Classic Auction, which will be broadcast live on national TV during "Mecum Auto Auction: Muscle Cars & More" on HD Theater - Discovery Communications' first 24-hour high-definition cable network.

Lot S111 - 1963 Pontiac Catalina 421 Super Duty Swiss Cheese. This car was the first of 14 Swiss Cheese Super Duty Pontiacs produced and is from the Randy Williams Collection.

Lot S112 - 1963 Pontiac Tempest Station Wagon, which is the only model left of the six Super Duty Wagons that were built. This car is also from the Randy Williams Collection.

Lot S113 - 1963 Pontiac Tempest Coupe 421 Super Duty. One of only six Super Duty Coupes built

Continued On Page 26

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*-Brain Beanland
Manager, Brewster Honda*

Tesla Motors Co-Founder Gets Auto Industry Award

By: A Dealer's Journal Staff

The annual executive of the year award in the auto industry will go to an entrepreneur from Silicon Valley. The 2010 Automotive Executive of the Year Innovator Award will be presented to Elon Musk, chairman, product architect and chief executive officer for Tesla Motors, organizers of the award program.

"Elon Musk is a man who came from humble beginnings to accomplish the extraordinary," said Robert Djurovic, executive director of the Automotive Executive of the Year Award program, and director of automotive services North America, DNV Business Assurance.

The Automotive Executive of the Year Award nominating committee includes industry media, analysts and automotive supplier CEOs.

Based in California's Silicon Valley, Tesla Motors is the only automaker selling

electric vehicles that are both highway-capable cars and in serial production. Tesla also has been cred-



ited with pushing the entire automotive industry toward electric vehicles.

Musk co-founded Tesla and continues to oversee the company's product strategy including the design, engineering and manufacturing of more affordable electric vehicles for mainstream consumers.

He has been interested in electric vehicles for two decades. He planned to do graduate studies at Stanford University in materials science and applied physics but put school on hold to start Internet companies Zip2 and PayPal. In addition to his Tesla duties, he serves as CEO and chief technical officer of SpaceX, and he is chairman of SolarCity.

Since 1964, the Automotive Executive of the Year Award has recognized excellence in industry leadership. Past recipients such as Carroll Shelby, William Clay Ford Jr., Dieter Zetsche, Henry Ford II, Bob Lutz, Nobuhiko Kawamoto, Carlos Ghosn and Lee Iacocca.



Iacocca Makes A Pitch For Auto History

By: A Dealer's Journal Staff

The Automotive Hall of Fame in Dearborn, like nearly every other nonprofit outfit in metro Detroit, is in financial trouble. So now the Hall has turned to Lee Iacocca, its most famous living legend, to help keep the doors open. "For reasons that are obvious to all of us," Iacocca wrote in a letter the Hall started mailing to prospective donors, "the industry is unable to support the Hall of Fame to the extent that it has in past years. It's time that we rededicate ourselves to our own heritage."

"Just as inconceivable as it would be for baseball to turn its back on Cooperstown, we, too, cannot desert the Automotive Hall of Fame in its time of need," added Iacocca, the former president of Ford and CEO of Chrysler who was enshrined at the Hall of Fame in 1994.

Despite this plea from the auto industry's greatest-ever pitchman, the Automotive Hall of Fame faces an uncertain future. It's running at a deficit now, as the costs of upkeep and a three-person staff exceed the small revenue stream from visitors and the

shrinking corporate donations from a battered auto industry.

Less than a decade ago, the bulk of the Hall's budget came from annual donations of \$100,000 each from General Motors, Ford, Chrysler and Toyota. Smaller gifts from Honda and major auto suppliers pushed corporate funding over \$500,000 a year, enough to cover basic expenses.

But the auto industry's upheaval has shattered the old funding model. Donations from GM, Chrysler and some suppliers dried up entirely. Ford's has shrunk. Toyota was the largest corporate donor last year, but given this year's crisis, who knows?

Bruce Brownlee, an official at Toyota's Ann Arbor technical center who will replace recently retired Toyota exec Irv Miller on the Hall of Fame board, says Toyota will continue to support the Hall, whose members include former Toyota chairmen Eiji Toyoda and Shoichiro Toyoda, father of current CEO Akio Toyoda.

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Cont: ShipCarsNow Survey Reveals Auto Dealer Demand For Delivery Options from Internet Auctions

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integrated with the purchase transaction.

Survey respondents contradicted a common view of some industry experts that delivery speed matters more to car dealers than delivery cost. Approximately 64 percent said that if Internet auto auctions offered shipping, they wanted the option to choose between expedited delivery or lower cost standard service depending on their business needs. Until now, the primary transportation service offered by auto auctions has been exclusively truck, which could be categorized as 'expedited'.

In response to these shifting trends in the used car market, ShipCarsNow is working with Internet auto auctions and used car dealers to offer multimodal auto transportation services that include both truck and rail options. In the past, a multimodal delivery option for autos was limited to auto manufacturers and high-volume shippers. With the introduction of ShipCarsNow and its vehicle logistics technology, used car dealers - even those shipping single units - can now take advantage of rail's economies of scale. Rail transport offers lower cost, higher efficiency and less damage over longer distances - and is more environmentally friendly than truck transportation.

"We help auto dealers expand their trading radius beyond the 200 to 500 mile range," said Sarah Harvey, Director of Business Development for ShipCarsNow. "We make it easy and affordable to ship cars nationwide so auto dealers can expand their markets and buy the cars they need, wherever they can get the best deal."

About ShipCarsNow:

ShipCarsNow is a subsidiary of Insight Network Logistics and part of Union Pacific Corporation. Formed in 2006, ShipCarsNow was created to provide the used car industry with affordable multimodal auto shipping services. The company brings nationwide transportation resources and technology to the auto remarketing industry as a natural extension of Insight's logistics and transportation operations for new car distribution. ShipCarsNow.com provides used car shippers (e.g. auto manufacturers, auto auctions, dealers, finance companies, fleet operators, etc.) with a fast and easy way to book affordable vehicle transportation online.

For more information, visit <http://www.ShipCarsNow.com> or contact ShipCarsNow Toll Free (866) 207-3360

Cont: Iacocca Makes A Pitch For Auto History

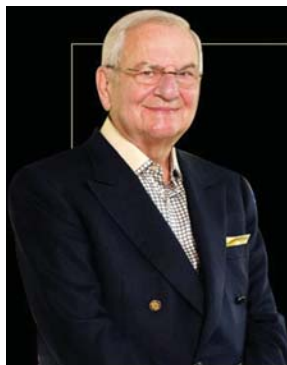
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The Hall dates back to 1939, when a group met in New York to create an entity to honor early automotive pioneers. In 1975, the first permanent Automotive Hall of Fame building was opened on the campus of Northwood University in Midland. In 1997, the Hall moved to a new building on Oakwood Boulevard near the Henry Ford.

The Hall honors auto industry leaders from around the globe and showcases their achievements with exhibits and programs. It used to draw about 20,000 visitors a year, but that dropped to about 13,000 last year.

Admission is \$8 for adults, with reduced rates for seniors, children and school groups.

Jeff Leestma, president of the Hall of Fame, knows his business model must change, just as the U.S. auto industry has. "The funding landscape has changed dramatically the past few years," Leestma said, "so I believe one of the solutions is to broaden the net getting more donors giving less money each."



That approach, with an assist from Iacocca, may help. But it will take more than that to sustain the Hall of Fame, along with a host of auto-related

museums and other attractions that dot the Michigan landscape from Detroit to Flint, Lansing and Kalamazoo.

No one is more passionate about preserving this region's automotive history than Nancy Darga, interim director of the MotorCities National Heritage Area, which helps to coordinate and seek federal funds for preservation projects.

But at a time when social needs such as housing and hunger are growing, it's critical that museums and other historical projects collaborate, consolidate and find new ways to self-finance. "They can't be dependent on gifts," Darga said.

She's right. Even if it's Iacocca doing the asking, the Automotive Hall of Fame likely will need to supplement its donations with some new revenue-generating ideas to survive in its current location.

“HURST EQUIPPED” And “HURST SERIES 1” PROGRAMS

AVAILABLE TO AUTHORIZED HURST DEALERS In 2010

Irvine, Calif. – Hurst Performance Vehicles announced that its all-new “Hurst Equipped” program will be available to authorized Hurst dealers nationwide, beginning in Spring of 2010.

Hurst Equipped authorized dealers who have certified installation centers will be able to order Hurst Equipped packages which will include: a Hurst Shifter, Hurst Wheels (2) 20"x9" fronts and (2) 20"x10" rears, a Matte Black finished ‘AIR SPEED’ rear wing, HURST-EQUIPPED badges, Hurst Floor Mats and a certificate for a Hurst Windbreaker and Cap. The Hurst Series 1 Kit includes all of the above mentioned components, plus a Hurst/Magnaflow Stainless Steel Exhaust, Hurst/ Eibach Pro Kit, Hurst Numbered Dash Plaque, Hurst Fender Decals and BFG-KDW Tires.

This program is a completely new approach to the sale of Hurst’s “Halo” Performance vehicles and has been received by its dealer network with rave reviews. In fact, this is the first time a dealer can participate in revenues at every level of the dealership parts, installation and sales with the sale of a Halo Performance Vehicle.

What’s more, is that Hurst Performance is making a concentrated effort to elevate the aforementioned retail dealer network by signing on new Dodge, Ford and Chevrolet dealerships across the United States and into Canada. The company is looking for about 40 Chevrolet, 40 Ford and 25 Dodge dealers nationally.

Authorized Hurst dealers will benefit from protected territories, a national advertising campaign, PR programs crafted for specific dealer awareness, Hurst provided leads, limited production collectible performance vehicles and of course, participation in the all-new Hurst-Equipped program available for in-house dealer installation.

While dealers can use this as another tool to increase sales, customers with pre-existing Challengers, Mustangs or Camaros will also have the opportunity to add Hurst-Authorized components to their cars, essentially creating unique “Hurst-Equipped” vehicles.

Presently, there are 20 dealers already signed up

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MANHEIM MARKET REPORT GOES MOBILE

ATLANTA – Manheim, the world's leading provider of vehicle remarketing services, announced the launch of a mobile version of Manheim's Market Report (MMR), offering a faster, free and simplified version of Internet MMR for dealers using handheld mobile devices. Mobile MMR is viewable via Web browsers on most major handheld devices, and is now available.

Mobile MMR, available at m.manheim.com on most mobile devices, will provide on-the-go Manheim customers with access to a mobile-optimized version of the company's industry-leading wholesale vehicle pricing guide. Users will now be able to access vehicle pricing data and research anytime, anywhere.

"The Manheim Market Report has historically been a go-to resource for used vehicle dealers on a daily basis," said Sue Boehlke, senior vice president, Manheim Online Solutions and Technology. "In a survey conducted, we found that 77 percent of customers surveyed accessed Internet sites through their mobile devices. Manheim recognized the need to give customers on-the-spot access to mobile MMR, a technology whose time has arrived." When survey respondents were asked which services they most needed, MMR values were at the top of the list. Mobile MMR can be accessed on any mobile phone with a Web browser, with usability optimal on smart phones. With mobile MMR, customers can search wholesale pricing guides and average Manheim auction prices by month and week, after inputting the VIN or make, model and style. Mobile MMR users also have the option to view individual transactions by region, auction site and sale type.

In addition, Manheim sought out dealer feedback through a beta test of mobile MMR. "Mobile MMR makes life easier when I'm out in the lot, on the road or at the auction," said Adam Thrasher, operations manager, VW Hyundai of Murfreesboro, who participated in mobile MMR beta tests. "I can find what I need immediately and move on. I don't need to take notes back to my desk to start my research."

"Manheim is committed to developing technologies that help our customers do business more

efficiently," added Boehlke. "Customer feedback drove the creation of mobile MMR, and it will drive the continued development of additional high-value technologies like mobile search, which we expect to introduce in the near future. Our aim is to place the power of Manheim in the palm of your hand."

Customers interested in providing feedback about mobile MMR are invited to click the feedback button on the mobile site or to e-mail mobilefeedback@manheim.com.



About Manheim (www.manheim.com)

Manheim is the world's leading provider of vehicle remarketing services. Through its 130 worldwide wholesale operating locations, Manheim impacts every stage of a used vehicle's life cycle, helping commercial sellers and automobile dealers maximize the full value of their vehicles. Drawing from its auction transaction volume, Manheim Consulting publishes the annual Used Car Market Report, the definitive source of data for the used car industry. Manheim Consulting offers a wide range of services including custom analytics, business optimization and macro economic analysis. Manheim is the online vehicle remarketing leader, connecting buyers and sellers to the world's largest, most comprehensive wholesale marketplace through its extensive in-lane and online offerings. Manheim.com receives nearly 900,000 visitors each week. Additionally, Manheim offers services including reconditioning, certification, inspections, dealer financing, title management and marshaling, among others. Through its wide array of services and technologies, industry publications, customer support and educational offerings, Manheim gives its customers maximum control over how they buy and sell vehicles, helping them to conduct business in the most efficient way possible. In 2009, Manheim handled nearly 10 million used vehicles, facilitating transactions worth more than \$50 billion in value. Headquartered in Atlanta, Georgia, Manheim is a subsidiary of Cox Enterprises, a leading communications, media and automotive services company.

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Driven Brands Are Dealing The Disenfranchised A Winning Hand With 'Jump Start Program'

Charlotte, NC —Driven Brands' retail branding program for disenfranchised auto dealerships is gaining widespread interest as a unique solution for an industry that has been particularly hard hit by the recession. Driven Brands, parent company to six franchised automotive brands, including Meineke Car Care Centers and Maaco Collision Repair & Auto Painting, launched its "Jump Start Program", offering dealerships faced with closing their doors or becoming used car service dealers the opportunity to become franchisees of the company's nationally recognized brands at highly discounted costs.

"We started this program with only the concept that our 70+ years of combined brand experience could assist disenfranchised dealers in a new business model," said Dave Schaefer, senior vice president of business development for Driven Brands. "Now we have 50 to 70 business customers who have been extremely successful over many years looking at our Jump Start Program as a real opportunity, in fact, nearly 10 dealerships have already committed to the program."

The Jump Start custom assistance program allows distressed dealerships to take advantage of facilities, equipment and staff already in place, while at the same time gaining the experience, resources, training, support and marketing of one of the most successful franchisors in the automotive industry.

Meineke and Maaco are two of the industry's most recognized brands with almost 1,500 domestic and international locations combined. Driven Brands' other concepts include Econo Lube N' Tune (automotive repair/quick-lube services), Aero Colours (automotive paint repair), AutoQual (vehicle reconditioning, protection and appearance maintenance services) and Drive N Style (aftermarket installation services), as well as Tortal.net, a training company that specializes in developing interactive online training solutions. "The program is designed to give disenfranchised dealers the opportunity to jump start their business by putting well-known brands into an already established business," Schaefer said. "We are simply creating incremental dollars to what they are already used to doing."

Highlights of the program include: A 50 percent discount off the initial franchise fee for individual

concepts and a 65 percent discount off franchise fees with the purchase of all six concepts. A royalty rebate of 75 percent during the first year and 50 percent and 25 percent in years two and three, respectively. A co-brand opportunity with Econo Lube N' Tune at no additional cost with the purchase of a Meineke Car Care Center license. Conversion of an existing dealership to a multi-service, nationally branded retail center in as few as 60 days. Besides the unparalleled brand identity of Meineke and Maaco, Driven Brands has found strong success with its Meineke/Econo Lube N' Tune co-branding model, giving consumers who value their time a fast and affordable lube center that adds value to dealership service bays. About 100 such co-brand centers are opening nationwide. In addition, mobile brands like Aero Colours, AutoQual and Drive N Style allow dealerships to offer scratch repair, auto restoration and custom accessory installation from their



existing lot. Because dealerships have service and operational systems already in place, there is no need to pay for costly systems development and training. "The Jump Start Program fits the needs of these disenfranchised dealerships and they get it," Schaefer said. "Their staffs already have incredible amounts of training."

Driven Brands hired 30-year industry veteran Jim Evans, a former top executive with two major auto dealership groups, to serve as senior director of Jump Start Program development. "Jim understands the dealership side as well as the Driven Brands model," Schaefer said. "Bringing him aboard has been instrumental to the success of the Jump Start Program." The Jump Start Program allows Driven Brands to create unique alliances with dealerships and provide them a viable business alternative when they are facing difficult decisions.

"Driven Brands is unique because of our many different automotive brands," Schaefer said. "We have 30-plus years of history and a great deal of institutional knowledge of our industry coupled with an incredibly strong involvement in franchising. Having the opportunity to partner with businesses that have enjoyed great successes of their own but are now facing difficult times is a win-win opportunity for the betterment of the whole."

Continued: Launch Of InstaVIN™ At 2010 NADA Expo

Continued From Front Cover

the lot with consumers. With our patent pending SMS text service to any mobile phone, you can get the answers you need in seconds on whether a car is safe to buy. “

Time is of the essence at an auto auction or when car buying, making instaVIN the real-time answer for dealers or any car buyer. Users create an account for free online at www.instavin.com and can immediately begin using the service. There are no long-term contracts and no sign up fees; the users credit card is simply charged per report run. The first Accident History Report is only \$1.99 and each additional report is only \$2.99.

The company will be offering bundled package plans that can effectively keep the cost at \$1.99 ongoing.

Users just text the last eight digits of the vehicle's VIN number to 'INSTA' or 46782 and receive an immediate text messages with that they really want to know. Does this car have a clean accident history? If you need more detail, full vehicle history reports are available online for only \$6.99.

“This makes it easy for consumers to purchase quick accident history reports inexpensively, without relying on the dealer to supply expensive full vehicle history reports on multiple vehicles,” comments Mr. Irish. “We've heard a lot of pushback from dealers over the 'show me the CARFAX' campaign.”

In addition, all reports come with instaVIN's proprietary Vehicle Valuator™, a price guide based on what's available for sale in your local market, including available inventories. instaVIN also offers



other services to help make buying or selling a used car a snap. These services include, Title Transfer, Bill of Sale Document service, Deal Negotiation tools and the Vehicle Valuator. Dealers and Consumers can go online and use the Deal Negotiator and Vehicle Valuator for free anytime.

Irish said that one key difference between his report and those currently available for much larger fees is that comprehensive vehicle history data is updated and delivered in real time from thousands of sources including state DMV records, insurance and police records. Irish said, “It's live, streaming data in real time, so the data is current and delivered in an instant. It reduces the chance of picking up a vehicle that has had an accident.”

Another service offered by MobileTrac in partnership

with eBay is instaLEADS™ to help dealers increase sales of their vehicle inventory listed on eBay. When a consumer input's a vehicle VIN number into their mobile phone, instaLEADS searches the eBay database for similar vehicles in their area and sends the best match to the buyer and the buyer's contact info is sent to the dealer. Only one lead is generated per entry and delivered at the closest point to a consumer's purchase decision, making this the ultimate one-to-one lead generation tool for dealers.

It appears that the “Luck of the Irish” is with MobileTrac and Mr. Irish this March for the launch of this industry changing service.

For details, visit www.instavin.com or call toll free 888-98-INSTA (46782).

GSP Investigates Auto Auction Crash That Left At Least Twenty-Seven People Injured

By A Dealer's Journal Staff

Twenty-seven people were injured when a vehicle, which was about to be auctioned, careened through a crowd of people at an automobile auction. The violent accident occurred at the Blue Ridge Auto Auction, located at 107 Whitepath Road. Authorities from the Gilmer County Sheriff's Office reported that the Volvo 960 was on its way into the auction when it suddenly increased its speed and hit several people inside the building. Sheriff's deputies seemingly claimed to believe the indoor traffic accident was unintentional and that the driver seemed very troubled by the incident. Georgia State Patrol (GPS) officials noted that injuries suffered by 27 people ranged from minor

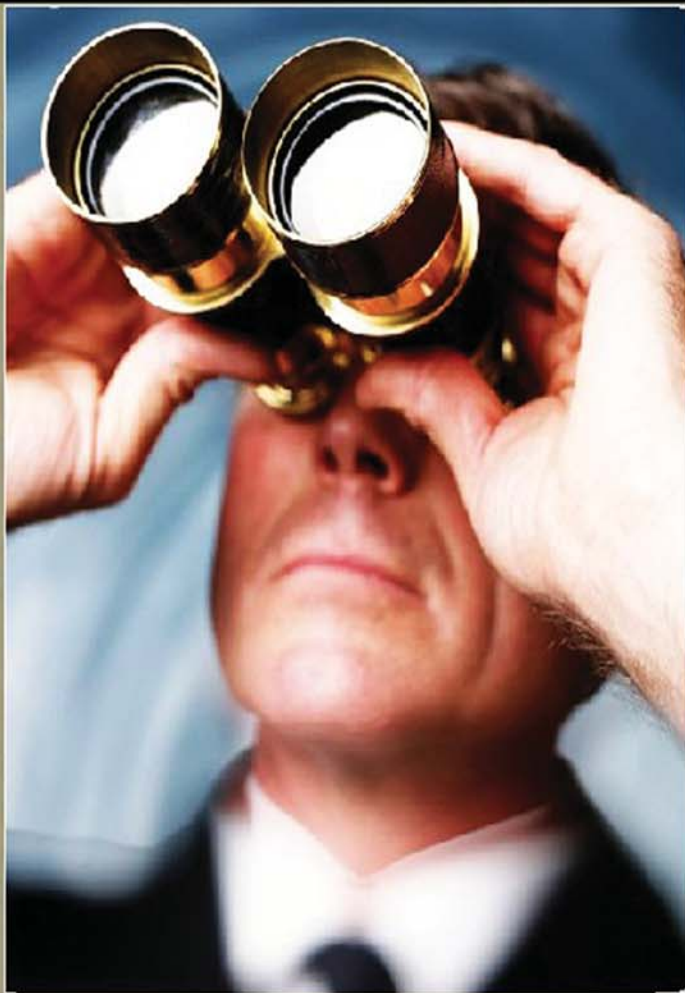
to critical. It was reported that four people were airlifted to Atlanta Medical Center and North Fulton Hospital, one to Hamilton Medical Center, and another to Erlanger Hospital, to be treated by doctors and nurses. Eight other injured victims were transported to Gilmer County hospitals via ambulance while thirteen others were treated at the scene by responding medical professionals. A man who was flown to Atlanta Medical Center was allegedly listed in critical condition after the incident. No charges have been filed against the unidentified driver, as GSP accident investigations are pending.

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Cont: Carolina Auto Auction Celebrates 20 Years!

Continued From Front Cover

auctions are similar. At Carolina Auto Auction it is the Employees that make the difference.”

Tommy Rogers, the general manager with 14 years in the business, added “Every auction functions as a holding lot for vehicles.



It is how effective we are in offering exceptional service and letting the dealer know that he matters that allows us to realize the successes we have known.”

Those successes include the recent CitiFinancial Auto’s Auction of the Year Award presented to the Stanley’s on Feb. 11 in Denver, Colo. Stanley accepted the award and expressed gratitude to Citi for the opportunity to make Carolina number one. Sal Terranova, Carolina’s national remarketing manager, added, “We know that to some degree, CitiFinancial Auto gave us the initial run in October of 2007 just to get us off their backs. We were persistent in asking for their inventory. We knew we could be number one. They gave us the opportunity. And for that, we say thank you.”

Annual special events are not limited to the Anniversary Sale with monthly promotions and the three “Mega Events”: the Anniversary Sale in April, Christmas in July, and Autoberfest with its annual Golftoberfest golf tournament the day before the sale in October. These events total more than \$125,000 in cash and giveaways a year.

Sale Day is every Wednesday at 10 a.m., with the first and third Wednesday also running a Salvage Sale beginning at 9 a.m. Carolina Auto Auction offers online inventory viewing and bidding at www.carolinaautoauction.com. The auction also offers onsite state-of-the-art reconditioning facility, mechanic shop, PDR



vendors and locksmith services.

Stanley equates the success of Carolina Auto Auction with love of the business. “I started auctioneering at Capital City Auto Auction in Columbus, Ohio, in 1961. In 1969, we purchased the sale from one of the original owners, Paul Kremm, and changed the name to Ohio Auto Auction. After successfully growing that sale, we then built a new facility in 1978 in Grove City, a suburb of Columbus. We sold Ohio Auto Auction (to) General Electric in 1987 and retired. In 1989 we purchased the then closed facility of Fort Knox Auto Auction and changed the name to Carolina Auto Auction...Patty and I have strived hard to find the right employees that share in our passion of the auction business. They all work very hard to separate Carolina from other auctions, as the friendliest and one of the most successful independent auto auctions in the South... We started with 19 acres and three lanes. We now



have 87 acres and 8 lanes employing over 300 people...Patty came up with the idea of a customer service counter in the arena to take care of all our customers’ needs. All of our employees strive to give our customers the very best and quickest customer service. The auction business is something Patty and I enjoy deeply and we get to go to work every day.”

Rogers added, “Being an independent auction, we are able to make quick responses to the ever-changing auction environment which reflects as seamless transitions to our customers.”

Call (864) 231-7000.

Ferrari Confirms Its Hybrid Will Debut In March Show

By A Dealer's Journal

Like any pending Ferrari debut, rumors about a hybrid have circulated for years. Now, the rumor has been confirmed as true. According to Reuters, among several agencies, Ferrari will introduce its hybrid technology in March and the first model to get it will be the 599. Luca di Montezemolo, the automaker's chairman confirmed at the presentation of the race team's 2010 Formula One car. Montezemolo said the prototype 599 hybrid will be unveiled at the Geneva Auto Show. The Italian magazine *Quattroruote*

has reported the Ferrari hybrid new system will use lithium batteries and an electric motor to cut the fuel requirements of the 599's V12 by 35 percent. Montezemolo said he wants Ferrari to lead F1 in the transfer of race technology to road cars. Experts



report the Ferrari hybrid system is derived from the KERS (kinetic energy recovery system) used in

2009 F1 racing season.



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Iowa-based Crashed Toys Comes To Delta Township

By: A Dealer's Journal Staff

An Iowa company is bringing its crashed and damaged vehicle business model to the Lansing area. Crashed Toys LLC gives dinged, dented and otherwise damaged motorcycles and other recreational vehicles a second chance. The company is moving into the Michigan market, with its first location in the state at 7819 Lanac St. in Delta Township.

Crashed Toys sells motorcycles, all-terrain vehicles, snowmobiles, watercraft and recreational vehicles through online auctions on its Web site, www.crashedtoys.com. Buyers can pick up the items at the Delta Township warehouse or arrange to have them shipped. The company gets its inventory by purchasing vehicles from insurance companies that have been declared total losses, damaged items from other dealers and repossessions from banks, said marketing manager Joe Woit.

An all-terrain vehicle, or ATV, can be deemed a total loss for something as simple as a dented gas tank, he said. "It's perfect for the enthusiasts who want a little project for the winter or want to save a lot of money," Woit said. "People are able to save a lot of money by buying these and fixing them themselves." People also buy the vehicles for their parts. Replacement parts from dealerships can be expensive, so some people buy damaged vehicles, strip off the pieces they need and sell the rest, ATV enthusiast Larry Reynolds said. Reynolds is president of Delta Township-based Dirt Mafia, an ATV and motor-

cycle club. Crashed Toys' local inventory includes about 40 motorcycles, a dozen snowmobiles and eight four-wheelers, said Ken LaPeer, manager. Recreational vehicles, boats and other watercraft should be available as spring approaches.

The facility has about 5,000 square feet of indoor storage and more than three and a half acres of outdoor storage space. Crashed Toys, an affiliate of Eldridge, Iowa-based QCSA Auto Auctions, has locations in Michigan, Minnesota, Iowa and Missouri. Last year was the company's best year since it started in 1999, Woit said.

Crashed Toys sold more than 7,000 items in 2009, Woit said. He wouldn't provide more detailed sales or profit figures for the privately owned company. "When people have less expendable income, people obviously pay less for vehicles," he said, adding that the company has seen an influx of repossessed vehicles due to the economy.

Michigan's economy has been tough on some salvage companies, such as privately owned Slick's Great Lakes Salvage in Mason, said co-owner John Deemer. He didn't provide further details on the company's sales. Slick's has been around since 1988 and sells distressed and damaged motorcycles, snowmobiles and ATVs. Slick's offers on-site sales, while Crashed Toys sells vehicles through online auctions.

Cont: "HURST EQUIPPED" And "HURST SERIES 1" PROGRAMS AVAILABLE TO AUTHORIZED HURST DEALERS

Continued From Page 19

including Galpin Ford, the largest Ford volume dealer worldwide and Woodhouse Auto Family, a dealership that is consistently one of the top three Ford Dealerships in the United States. "We look forward to expanding upon relationships with our dealers and feel confident that our limited edition cars and our Hurst Equipped and Hurst Series 1 programs will be well-received within that network," said Hurst President and Chairman, Nate Shelton. "Hurst has a long-standing history in pioneering high performance products and has provided shifters to various OEM's over the years; now, we look ahead to welcoming additional authorized dealers into the Hurst family."



About Hurst Performance

Founded in 1958, Hurst Performance is one of the most recognized and revered names in the automotive performance arena. The Hurst brand has long been synonymous with speed, performance and quality, with an impressive track-

record of pioneering high performance products and vehicles for all forms of motorsports and hot-rodding. Hurst was one of the first specialty companies to partner with the OEMs and bring enthusiasts limited edition performance vehicles like the legendary Hurst/Olds. For more information please visit www.hurst-performance.com.

The Toyota Recall Ripple Effect

By A Dealer's Journal Staff

The Toyota story isn't going away. It's been well documented that the company has suspended new car sales and recalled eight models due to sticking accelerators the cause of 19 fatalities in the last decade. Toyota President Akio Toyoda expressed his dismay over the deaths of four people in California. Recalls at that time involved concerns about gas pedals being jammed under the floor mats. Since then, Toyota has redesigned the gas pedals and revised the floor mats, along with other recommendations. However, these and other issues are creating a ripple effect and greatly impacting new and used car sales.

Dealers around the country are at a stand still, unsure of how Toyota will repair effected models, or when. The automaker started shipping new parts to its assembly plants. Dealers are not sure which way to turn. It's unclear whether the new parts are from a new supplier or the existing parts maker.

Used car sales have ground to a halt. It's difficult to single out specific models that need repair, they could be pulled aside, while waiting for further instructions. Keith Whann, CEO and president of the Columbus Fair Auto Auction keeps an inventory of up to 10,000 Toyotas for auction to used car dealers. "The tentacles of this thing go very, very deep," he said. Whann can't take chances; he estimates having several hundred cars that need repair. Like many others dealers, Whann is waiting for directions from Toyota. Until the repairs take place, he won't sell any of those cars. "I'm going to have a logistics issue with repairs," he added.

The National Auto Auction Association has recommended to its members that they suspend

sales of affected models also. One accident could result in a crippling lawsuit. CarMax, the nation's premier used-car dealer has stopped selling the eight effected Toyotas all together.

The vehicle pricing service, Kelley Blue Book, warns of a used car shortage. When the cars return to the market, they expect volatility in the brand. Prices will surely drop at the end of the recall.

Rental markets are feeling the pain as well from this last recall. Avis Budget Group has 20,000 Toyotas sitting idle. Hertz owns and rents almost 60,000 Toyotas, not all are part of the recall, but business owners as well as individuals are wary of the situation. Consumer Reports has suspended its recommendations of the cars for the time being.

"Although incidents of sudden acceleration are rare, we are taking this action because the vehicles have been identified as potentially unsafe without a fix yet being available to consumers," said Jim Guest, president of Consumers Union, the publisher of Consumer Reports. "In general, our position is that you shouldn't compromise on safety."

Toyota reported, "We've identified the cause of the problem and are focusing all of our energy and resources on developing and thoroughly testing remedies." U.S. safety regulators have given Toyota their confidence, they are satisfied with the automakers plan for solution to the recall. The National Highway Traffic Safety Administration (NHTSA) have assessed Toyota's decision, and agreed with the carmaker. Toyota President Akio Toyoda apologized for the recall, saying, "We're extremely sorry to have made customers uneasy."

Continued: Rare Pontiacs at Mecum Auction

Continued From Page 15
and the only complete example still in existence today.

Lot S114 - 1965 Pontiac GTO known as "The GeeTO Tiger." The holy grail of GTOs, this car was given away as a contest grand prize during the '65 NHRA Indy Nationals. It features gold Hurst wheels and a gold Hurst shifter.

Lot S115 - 1965 Pontiac GTO Hurst Riverside 500 Pace Car, which was originally purchased by Motor Trend and George Hurst of Hurst Performance Products. It is the only surviving pace car from the Riverside 500.



Of course there will 1,750 other classics on the block as well, which we figure makes it worth \$10 ticket price.

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North Alabama Dealers Auction

Alaska

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Alaska Auto Auction

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Please include Contacts, sale information, and anything valuable you would like listed.
Fax The Complete listing to 786-339-9715. Guide Listings Are \$15 Per Month.



Fort Lauderdale



TOTAL RESOURCE AUCTIONS
 LeasePlan Hertz ENTERPRISE HOLDINGS Ford FordCredit
DON'T MISS TRAVEEVERY
TUESDAY @ 12PM - 100+ UNITS



FordCredit
 March 12th and 26th **250+units**

Electronic Bonanza

Ford Credit will be giving away a variety of ELECTRONICS to random buyers that purchase a unit from the Ford Credit sale

March						
Su	M	Tu	W	Th	F	Sa
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

April						
Su	M	Tu	W	Th	F	Sa
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	



citi financial auto

ALL BUYERS between Feb. 1 - Mar. 31 will be entered into a drawing for a lavish Vacation Getaway Package

March 5th & 19th **100+units**



Imagine the chance to bargain for the "Deal or No Deal" Grand Prize throughout Q1 with Remarketing by GE and Manheim.

Remarketing by GE
Every Friday 75+units

- Grand Prize: Two tickets to a "Deal or No Deal" studio taping Los Angeles* - Includes airfare and accommodations for two
- Play our "Deal or No Deal" every 2 weeks to win GE prizes

*Two national winners chosen randomly for this Grand Prize from designated Remarketing by GE regions.

LANE of the WEEK

1,200+ Dealer Cars each week
 Every Friday buyers for a feature Consignment lane will be entered into an end of sale drawing for a prize giveaway.

ENTERPRISE HOLDINGS. DTG Operations, Inc. Vehicle Remarketing WORLD OMNI FINANCIAL GROUP CenterOne FINANCIAL SERVICES TOYOTA Westlake FINANCIAL SERVICES TOTAL RESOURCE AUCTIONS
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Sale Days | Tuesday 9:30am - 500+units Friday 9:00am - 1,500+units

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