



Ryan Gerardi &lt;yhurg05@gmail.com&gt;

## Dealer Digest Daily -- November 30, 2007

1 message

Automotive Digest &lt;mailer@automotivedigest.com&gt;

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To: ryan@autoconversion.net



NoVEMBER 30, 2007



### An Overview of the Auto Market by Federal Reserve Districts

The Federal Reserve issued a summary from all 12 districts on economic indicators going into 2008. Most districts report auto sale declines, although used cars picked up slightly in some districts. Inventories have leveled off for most districts.

*AutoRemarketing, November 28, 2007*



### Ford Seeks To Increase Escape Output Using Overtime Option

Ford seeks UAW approval for overtime at its U.S. facilities building Escape and Mariner small SUVs (and hybrid counterparts) due to surging demand. If approved, deal would provide a blueprint for handling demand spikes in the midst of a fluctuating though declining market.

*Wall Street Journal, November 29, 2007*



### Chrysler weighs deal to build cars in Russia

Top Chrysler LLC executives will meet with Leonid Dolgov, president of Russian automaker GAZ, owned by tycoon Oleg Deripaska, to discuss building Chrysler vehicles there. GM and Ford already have made inroads into Russia's booming market with car sales growing 25% annually.

**Detroit News, November 29, 2007**



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What's significant this week in the news

- [US Gets Smart in January](#)  
Perky and economical, Smart Fortwo goes on sale in the US in January, but don't expect to get your hands on one anytime soon. Anyone placing a deposit now probably would not receive a car until very late in 2008, says the president of Smart USA, Dave Schembri. The smallest car in the US when it hits showrooms, Smart Fortwo touts its steel "safety cell" to allay consumer safety concerns. Along with its gas sipping habit, inexpensive price and front-end smile, Fortwo looks like a winner.
- [Thefts of GPS Devices Soar](#)  
Authorities notice increase in thefts of portable GPS devices from locked autos. They cite many factors, including higher

numbers, affordability, ease of fencing and difficulty in tracing. GPS thefts rose from 33 in the first eight months of 2006 to 88 in the same period of 2007.

- [Black Book Reports on Residuals](#)

Black Book says residual values for minivans and SUVs are expected to increase during the next year despite rocketing fuel prices. Other segments, including luxury cars and premium sports models, are expected to take a hit. Overall analysts predict residual values for 2008 models to average \$19,804, or 49.19% of the original value.

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- [Can U.S. Economy Avoid a Recession?](#)

[TOM WEBB](#)

[Chief Economist, Manheim](#)



- [The Real Challenges for Dealers Right Now](#)

[ANDREW KOBLENZ](#)

[General Council and VP, NADA](#)



- [On Concerns of the Independent Dealer Base](#)

[BILL JENSEN](#)

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Now Playing: Can U.S. Economy Avoid a Recession?

Manheim Economist outlines the impact of current subprime housing crisis, the falling dollar, and cost of money on the auto market & dealer sales



### Why Dealers Need to Spend Money to Make Internet Advertising Work

In spite of the fact that more than 70 percent of consumers go online before ever walking in, calling, or emailing a dealership, many dealers are still hesitate to spend the money necessary to really make an impact online.

What are reasons that dealers give for not investing more in Internet Advertising?

#### 1) Too expensive

Let's say on average your dealership spends 15,000 dollars a month on Internet advertising. That seems pretty expensive, but does your other advertising get as much traffic or exposure? What about everything else you get from the Internet?

#### 2) Already have enough providers

This excuse only works if you have no more cars to sell...

#### 3) Poor ROI

If your ROI is poor, more than likely you are not using all the features offered by the. Remember there's more than one kind of lead. Are you looking at all the traffic they send you or just the emails and phone-ups?

#### 4) Confidence in a product

Any Internet products that you used prior to the past six months have more than likely added or enhanced features for their program. You owe it to your dealership and your sales to re-visit these options. At least you will be well informed and know all your options.

What is the answer? It's about getting the most exposure for your dealership, not just about emails and phone-ups. The more eyeballs visiting your site and viewing your vehicles online: *The more cars you will sell!*

Jamie Williams is an automotive Internet marketing executive for Belo Media Group. She can be reached at 206-448-4585 or email [jwilliams@king5.com](mailto:jwilliams@king5.com).



NADA 2008 is quickly approaching...the must see company this year is **Autobase, Inc.** as they will be celebrating their **20th year** supporting automotive dealers with premier Marketing and Sales Solutions. As many of you already know, Autobase delivers ***much more than just CRM!***

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At the 2008 NADA Convention, Autobase will be releasing many new and exciting solutions to assist you in increasing the profitability at your dealership. Their amazing Marketing Suite of products that include Virtual Marketing, Permission-based Marketing, and Digital Marketing will provide you with a notch above the competition when marketing to your database and beyond. Stop by to see how several Top 100 dealers contribute their success to Autobase and receive a complementary Virtual Marketing consultation. **Autobase, Inc.** helps dealers retain more customers, save more deals, and generate more leads in their dealership. Visit [www.autobase.net](http://www.autobase.net) for more information.

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## NADA @ NADA

ACTIVITIES & EVENTS



### NADA...Voice of the Dealer®...Focus on Profitability!

Registration for NADA's 91st annual Convention & Expo is open  
Advanced registration will close at 3 p.m. on Friday, December 21, 2007

[Register Online Here](#) , OR

[Download and print the registration form \(PDF\)](#) , then fax your completed form to (703) 883-9480.

Please read our [registration instructions](#) carefully before registering. Complete the registration form and submit to NADA with appropriate fees attached. Expect to receive your registration confirmation from NADA in two to four weeks.

**Pre-Paid registration closes on December 21, 2007, at 3:00 p.m., Eastern time, with NO EXCEPTIONS.** Registration forms and fees received in the NADA Convention Services Office after December 21, 2007 will be returned to you and you must then register on-site at the Moscone Center, beginning Friday, February 8, 2008 at 10:00 a.m.



### Places to See in SF

The Coit Tower

Built to fulfill the bequest of Lillie Hitchcock Coit, who left funds to be used to beautify the city she loved, Coit Tower is an icon on

the San Francisco skyline, a simple tower crowning Telegraph Hill overlooking the San Francisco waterfront. To drive to Coit Tower; you can walk up Telegraph Hill to Coit Tower, or take the #39 MUNI bus from Washington Square.



### Chez Spencer

Tucked away on a quiet street South of Market Chez Spencer feels like a culinary oasis. The French-California style food includes a stellar salad Lyonnaise made with smoked duck breast, sauteed sweet breads and excellent lamb. -- Michael Bauer

82 14th St. (near Folsom Street) San Francisco

Tel. (415) 864-2191

image

### Sailing in San Francisco

You can charter private sailboats and rides. Boats leave daily for \$40 per person for a 90-minute ride or charter your own starting at \$100 an hour. Last minute and day of not a problem. March-Dec. daily 9am-9pm. AE, MC, V. Captains are ready everyday to take you sailing With boats for 1 to 28 passengers, it is perfect for any event. In the heart of the city with the finest yachts and offer the best rates

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