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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Proceeding	91173105
Party	Plaintiff Honda Motor Co., Ltd.
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Date	10/01/2009
Attachments	Chu exhibits part 3.pdf (48 pages)(7965857 bytes)

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**

In the Matter of Application Serial No. 78/339,571

Published: May 30, 2006 at TM 674

Mark: DEALERDASHBOARD

HONDA MOTOR CO., LTD.,)	Opposition No. 91/173,105
)	
Opposer,)	
)	
v.)	
)	
MICHAEL DALTON,)	
)	
Applicant)	

NOTICE OF FILING OF TESTIMONY

Opposer Honda Motor Co., Ltd. hereby files the transcript of Tracy Chu taken on September 11, 2009, along with Exhibits 1 through 44, pursuant to 37 C.F.R. § 2.125. Further to 37 C.F.R. § 2.123, this transcript has been certified by the officer taking the deposition and the exhibits have been properly prepared.

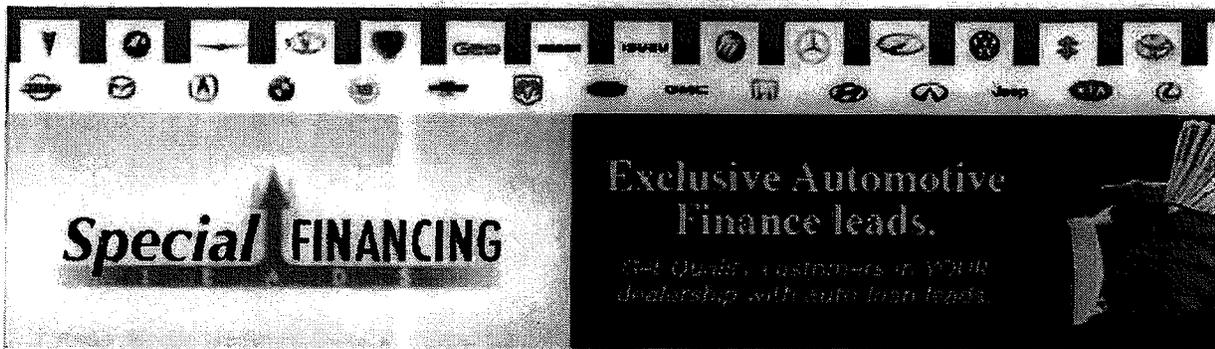
Dated: New York, New York
September 30, 2009

Respectfully submitted,

WILMER CUTLER PICKERING
HALE and DORR LLP

By: 
Dyan Finguerra-DuCharme
399 Park Avenue
New York, NY 10022
(212) 937-7203

EXHIBITS TO
CHU
DEPOSITION
TAKEN ON
SEPTEMBER 11,
2009
EXHIBITS 31-44



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Dealer Dashboard

AutoLoanDaily Lead Filter System

Once a serious auto loan consumer submits their auto loan lead information, the AutoLoanDaily Lead Filter System takes over. Leads are processed by AutoLoanDaily scrubbing technology. Our 37-point content filter checks names, email addresses, phone numbers, and other data it flags duplicates, and prevents questionable auto loan leads from being delivered to our dealer partners.

Valid leads verified by the Lead Filter System are distributed to the AutoLoanDaily Dealer Network; while any questionable leads are sent to AutoLoanDaily phone verification service for personal attention. Our representatives telephone questionable leads to clarify information, make corrections, or delete the lead on a case by case basis. Consumers make mistakes, typos and sometimes fill out information incorrectly. AutoLoanDaily makes great efforts to correct these leads.

AutoLoanDaily Dealer Support

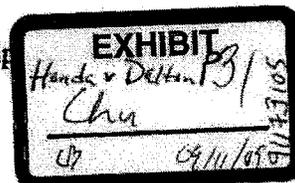
AutoLoanDaily's goal is to help you lower your customer acquisition costs in the most hassle free manner possible.

Your Brand Your Customer

Of course your auto loan leads are exclusive. But once a consumer submits their contact information, consumers land on a dealer branded page. Dealers can provide their own branded logo, images, messaging, and contact information. If the consumer lead information does not pass the AutoLoanDaily Lead Filter System the consumer will still see the dealer branded message. Dealers will also be provided an opportunity to have there own dealer blog where they can update daily specials, closeouts, financing specials, etc..

<http://www.specialfinancingleads.com/dealer-dashboard.php>

8/31/2009



H-001620

The AutoLoanDaily Dealer Dashboard

AutoLoanDaily lets dealers control the leads they receive based on their ideal market areas and available inventory. Dealers can choose leads from specific zip codes or any mile radius. Lead volumes can also be adjusted to fit sales resources and goals.

AutoLoanDaily Helping You Close High Quality Leads

During the sale AutoLoanDaily's ongoing email campaigns and customer service will maintain customer contact to give you feedback on your business. Once you have made the close we will share benchmark data tracking of your performance.

If you want to sell more cars call us today 877-40-Wheel (877-409-4335)

Be sure to get your daily Auto Loan news and updates at www.AutoLoanDaily.com.

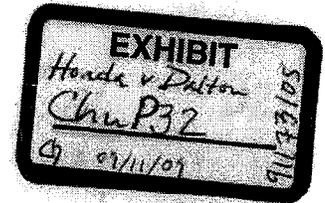


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Our Work



Karastan

Karastan

Karastan has been creating some of the world's most beautiful quarters of a century and enjoys a dual role as leader in design innovations.

Karastan needed a secure way to effectively and efficiently manage distinct US dealer networks. Here is some of the information:

- Price Lists and Price Tags
- Merchandising and Display information
- Marketing and Promotions Calendars
- General and Special Announcements
- Current Microsoft Word and Excel Files



Portal Entry Page

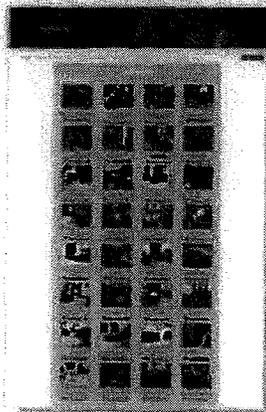


Image Library

Each dealer "Rep Group" needed its own site so first we created a dashboard. All of the dealers go to www.repnews.com to log in and see their dashboard. (Just like a car dashboard delivers critical information to the driver like gas temperature etc.) Each dealer Dashboard delivers all information at a glance. (i.e. newest documents, announcements)

As new documents, events and announcements are added they are automatically posted to the dashboards making it easy for dealers to find and access files.

SharePoint has provided Karastan a secure online environment that can be accessed from any computer 24/7 and is almost effortless to manage.



Dashboard



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Online Service offers complete car marketing/s: solution.

December 5, 2006 - Automobids.com(TM) links together search engine capa advertising tools, and e-commerce platform to let dealers advertise vehicles, f customers, and close deal online, from their desktops. Using dealers' own inve e-car commerce network helps dealers connect with prospective buyers throug search engine ads, dealer websites, and Automobids.com website. Online adv options can target customers by geographic location and vehicle-specific searc

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Original Press Release

New e-Car Solutic Links Advertising, Search and e-Commerce to Cor Dealers with Buye

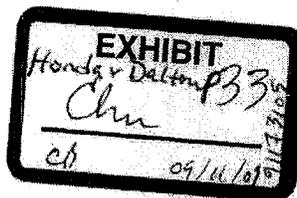
Dealers Close Sales Befor Customer Ever Enters the Showroom

HERNDON, Va., Nov. 14 - Selling -- and buying -- a online just got easier. Automobids.com(TM), a car commerce network, h dealers connect with qual buyers and close the sale

<http://news.thomasnet.com/fullstory/499693>

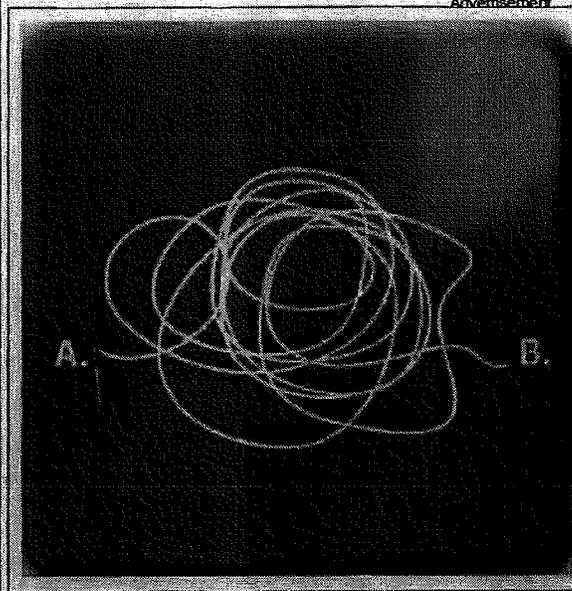
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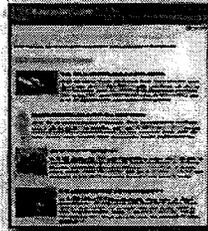
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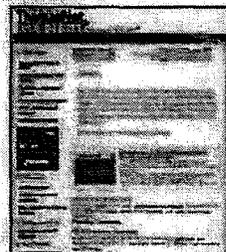
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quickly, easily and all online. AutoBids.com(TM) moves beyond traditional lead generation to a unique advertising and e-commerce environment that helps dealers find customers and close deals before the buyer ever enters a showroom -- using their inventory and leveraging their website.

AutoBids.com(TM) is a network of resources that together search engine capabilities, advertising to a proprietary e-commerce platform to allow dealers advertise vehicles, find customers and close the deal all from their desktop.

Dealers can connect with prospective buyers several different ways: through search engine ads; through their dealer's website; and on the AutoBids.com website. Inventory can be searched by vehicle make and/or model, zip code, or by manufacturer promotions. Each search links the customer to the AutoBids.com(TM) network, enabling them to initiate a vehicle purchase direct link from search to purchase. says Glen Guylas, a co-founder of the company.

Bryan Hopkins, formerly manager of Internet sales at Ted Britt Ford and now Internet Manager at Hare Automot

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says, "Someone can be on Ted Britt Ford website, find exactly what they want a 'negotiate' with them at a -- even at midnight. The to create advertisements can turn into transactions unique and powerful. We as an opportunity to use a website like our showroom really improve and save on our advertising. Instead just an 'offer,' we can negotiate a 'deal' -- before they even get into the dealership."

"The AutoBid.com system is managed via a Dealer Dashboard, which is the interface for uploading inventory, creating advertisements, monitoring electronic negotiation and managing the transaction process," explains Ken Le President of Auto Bid Sys

"Using the Dashboard, dealers can quickly and easily upload their inventory from their Dealer Management System (DMS) and enter information that includes 'Buy Now' price and a hidden floor price. Customers can lock in their deal using the 'Buy Now' price, or submit a bid to engage in an anonymous negotiation with the dealer. When a consumer's bid equals the dealer's hidden floor price, the dealer's hidden floor price is displayed instantly and the consumer can then lock in that price. The deal becomes a win-win process for both the consumer and the dealer,

further states.

The Dealer Dashboard also connects dealers to a variety of online advertising options including search engine ad placements, which help reduce advertising costs per vehicle significantly. These cost savings are made possible because AutoBidSystems.com(TM) system leverages the ability of the Internet to target customers by geographic location and vehicle specific searches. Those searches lead buyers directly to the dealer's vehicles and to the dealer's website, where they begin the anonymous electronic negotiation.

Jeff Clark, the company's Sales Director, outlines, "Dealers can monitor the bidding activity and interact with potential buyers through a set of tools and automated alerts that notify parties of changes, bids and acceptance of bids -- all to advance the negotiation process. For example, if no bids meet the floor price, dealers can optionally change the price to notify everyone who has bid unsuccessfully about the change. This change in turn sends an alert to the bidder to let them know they can start a new bidding process or that their previous bid has been accepted (if it is now higher than the newly-changed hidden floor price). Once a buyer makes a successful bid, the price can

locked-in and secured with a valid credit card. When the transaction is completed, the dealer is notified instantly. At this point, the identity of the buyer is transmitted to the dealer. The dealer then contacts the buyer to arrange final transaction paperwork and pick-up."

Through their existing partnerships with inventory management vendors, more than 5000 dealers from all over the country can sign up for the solution using the AutoBidSystems.com solution in as little as several hours.

About Auto Bid Systems,

Auto Bid Systems, Inc. operates AutoBidSystems.com as the first customizable Internet Advertising and e-commerce solution that allows auto dealers to present a specific car or type of cars anywhere that Internet buyers congregate. On the dealer's website, to search engines, via banner ads and newsletters, AutoBidSystems.com (TM) gives car shoppers an anonymous, time and cost-effective negotiation experience which benefits the dealer with lower advertising and transaction costs and a more satisfied customer. AutoBidSystems.com integrates with the dealer's DMS, allowing dealers to control vehicle pricing, profit and vehicle information. Once the vehicles have been

selected for Internet pres
and priced, the ads creat
the dealer enable buyers
and lock-in the purchase
the vehicle they want bef
visiting the dealer showc
finalize their purchase. W
<http://www.autobidsyste>

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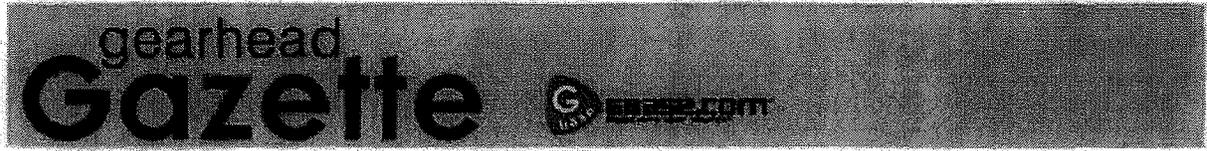
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Gbase – New and Improved

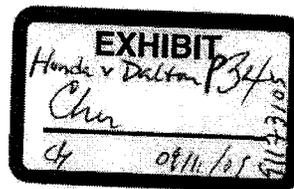


Greetings:

As you already know, we have re-launched our updated site and have been diligently working through a few bugs but we're certainly well on our way. One key element that we most certainly overlooked was a clear and clean method to alert users, dealers and the like to the many updates, improvements and added value on the new site. This blog is designed to assist us in this process going forward.

Lastly, much thanks goes to many of the dealers who provided us with feedback during the initial survey phase as well as the recent testing phase, helping us debug and add much of the value that you will find here. – Don

Gbase HOMEPAGE





Our new homepage has been completely redesigned. The key components of this redesign are:

Gearhead Gazette – Top Right-hand corner- Always online – links directly to this blog where we now house the Gearhead Gazette – contains contests, articles, the Tips and Tone column, Gbase dealer interviews and news for members to enjoy.

Advertising – Our new ad model is coming together. This has been a tough process so we'll spare you the details. We've increased the size of our main ad banner. You'll note it's bigger than the Gbase logo. Our intent is to give our advertisers prominence on the site. We've done our best to keep the costs down, while we work on building more traffic. The button to the top right is for manufacturers and MI-related partners only. The Ad Buttons (currently 3 positions located below "Featured Gear") are slightly larger than the buttons from the previous homepage. The key value in all these ad placement positions will be KEYWORDS. In the not-too-distant future, you will be able to purchase keywords related to your ad.

For instance – if you own lots of Rickenbacker Guitars, you can obtain the keyword "Rickenbacker" for twenty-five cents (more or less). And then anytime someone searches for "Rickenbacker," your ad will appear on the search return page. Another way to look at this is, if you own a ton of Hi-Watt amps, you may want to obtain "Marshall," so that when someone searches for a Marshall Amp, your ad pops up. This will work for both Banner ads and Button ads.

Featured Gear – This is a new section designed to allow "Elite" dealers to tag pieces of gear for positioning on the homepage. Thumbnails have been added to this section as well as many areas of the homepage. This will greatly assist us with Search Engine placement and SEO (search engine optimization).

Dealer Spotlight – This replaces our "Dealer of the Day/Week" section from the previous homepage. It works for all levels of subscriptions. Most importantly, it is designed to give all of our Dealers, homepage "face" time. Make sure your store

information is up-to-date and accurate, as this is now an important business card for your store. Selection for the spotlight is completely at random and done so for 10 minute intervals. So every 10 minutes, a new dealer will be placed in this location for everyone to view.

Most Wanted – This section was designed for 2 reasons – one it will be constantly changing and being updated at random. This helps with our SEO, like you wouldn't believe. Secondly, it's driven by consumer traffic. Consumers come to the site searching for gear, click on various pieces of gear and then based on the instruments that get the most clicks, end up in the "Most Wanted" bucket.

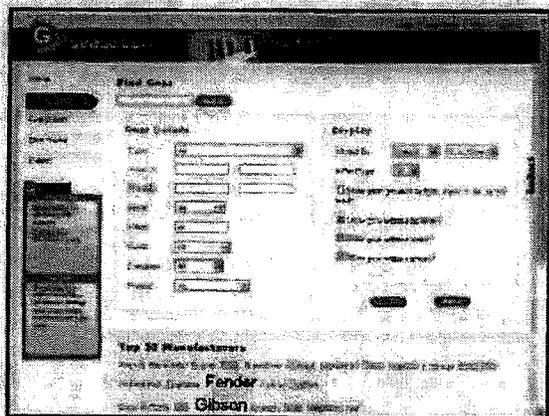
IMPORTANT NOTE - Please know that any "gaming" of this section, placement of inappropriate images, headers, ad cards, ad rates or any other image that doesn't stay in line with how and why this section was intended and designed, will be automatically deleted from this section and future listings will be blocked from future rotation in this section.

Newest Gear – This section was also designed for two reasons – much like "Most Wanted" – it's constantly changing, constantly being updated. That affects our SEO. This will improve everyone's rankings with the major search engines. And two, just like the previous homepage, it allows visitors to see the latest inventory that is being uploaded onto the site. The big improvement here are the thumbnails. Now consumers can see your gear, right up front.

IMPORTANT NOTE – Our previous comments about "gaming" this section apply here as well.

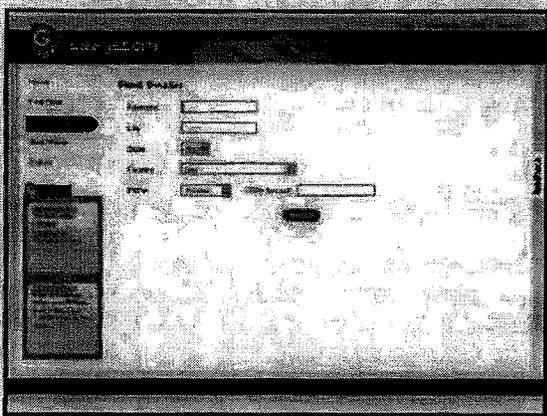
Newest Dealers – this is identical to the previous feature. As new dealers sign-up, they will be listed in this section (left-hand column) for a period of 30 days. (this should be active any day now)

NEXT SECTION – FIND GEAR



Find Gear – This page has two tiers; at the top, you'll find our refined search engine. It allows visitors to search for items in a very specific way. At the bottom of the page are "Clouds." These "Clouds" or aggregated lists are weighted by font size as the top 50 most searched terms on our site. Consumers can use them, much as they used the "Fast Finds" on our previous homepage. The big advantage here is that these lists change, whereas the previous version was static. This will again assist us in our SEO. "Clouds" are also available from the homepage by clicking on the "TOP 50's" link in the "FIND YOUR GEAR" section at the top of the page. Ads will be placed within the gear search return pages.

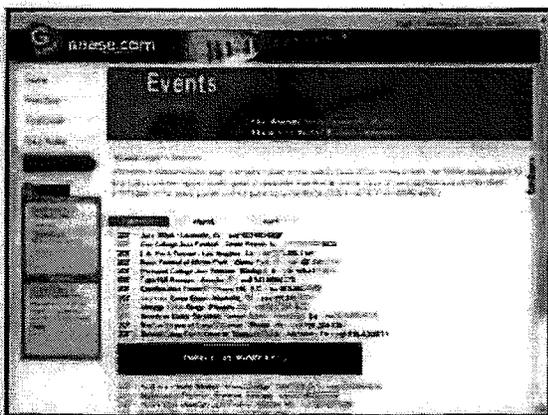
NEXT SECTION – FIND DEALER



Find Dealer – This hasn't changed all that much – it allows for refined dealer searches.

Gear Radar – this is a function designed for Gearheads. It allows them to post pieces of gear that they are having trouble locating. When a Gearhead posts something in this section, dealers are notified thru their Dealer Dashboard. This will allow you some time to see if you have what they are looking for, in your store, rather than posted on Gbase. You can then, contact the Gearhead directly or you can then post the gear on Gbase and the Gearhead will automatically be notified that you uploaded what he/she was looking for.

NEXT PAGE – EVENTS



Events – In cooperation with Dr. Ducks of Ducksdeluxe.com, we've loaded the guitar and events page from his site. It's a very complete listing of everything from guitar shows, bluegrass events, swap meets, etc. If you are having an event and it's not listed, please email us at info@gbase.com. Be sure to include the name of the event, the location (city and state), contact info, a web address if it's available and we'll get it posted pronto.

NEXT PAGE- DEALER DASHBOARD (dealers only)

This is when you log into your Dealer account



LANDING PAGE – There are 5 blue buttons located just under the Gbase header. “DASHBOARD” – “MANAGE GEAR” – “MANAGE STORE” – “ADD NEW GEAR” – “PREVIEW STORE”. Most of these are pretty self-explanatory but we'll list the updates so you can be sure you didn't miss anything.

Dashboard – This lists your store, email contact, anniversary date of joining Gbase plus your store statistics. It also contains your subscription information, billing history and billing information. **MOST IMPORTANT** – this is also where you'll find the site search report. It will provide you with an on-going Top-10 list of searches, Top-10 list of Keywords and Top-10 Makes and Models sought by and created by visitors on Gbase.

Review this report along with the listings in “Most Wanted” and you’ll have a good idea of exactly what consumers are searching for on Gbase.

Manage Gear – This is where you can manage you gear. You can enter Gear Guides. Note that Gear Guides can be an important benefit to certain pieces of gear. If you want to guarantee that a special piece shows up in the Number One position, when a consumer searches for it, click on Gear Guides, chose the words that best fit your piece of gear (based on how a Gbase visitor would search for that piece of gear) and bid on those words. If you are uploading a 1963 Fender Jazz Bass, obtain Fender Jazz Bass for twenty-five cents or less and you will be sure that your listing will be number one. Unless someone out bids you and if they do, you will get the second highest bid unless you decide to go back in and out bid them. You can also mark your gear as SOLD, which is very important as this is one single most frequent complaint we receive from Gbase visitors – “dealers don’t remove gear after they’ve been sold or they don’t mark sold gear as “SOLD.” You can also upload, delete or change photos from this tab.

Manage Store – This is where you create your store information. This is what will appear in the Dealer Spotlight when your store lands on the homepage, so make sure it’s accurate, concise and effective. You can list your store directions. If you have a sale or special deal forthcoming, there’s a new “Announcement” section where you can feature something of this nature. Be sure to list your store policies, shipping, return policies and the like.

Add New Gear – This one is obvious. This is where you upload your new gear – define it, upload photos and it drops into your inventory. Pretty straight forward. There is a new part of this section – OFFSITE LINKS – this allows you to link this specific piece of inventory to a youtube video, the manufacturers site which has greater detail, pictures from your site, basically anything additional link that’s not on Gbase that would add value to the visitors experience and inducing him to purchase this piece of gear from you.

Preview Store – this allows you to verify that all the information you just entered is accurate. Make sure you double check this as it is what the consumers are going to see on the site when they visit your store.

CLOSING STATEMENT

This new re-launch has been a long time coming. There have been many cooks in the kitchen, so to speak and we have many people to thank for their efforts. If you have comments or concerns regarding any portion of the site, please send your comments directly to me at don@gbase.com or more generically thru Gbase to - info@gbase.com. Either way, we’ll do our best to answer you as promptly as possible and address each and every concern accordingly.

Good luck gear hunting and we’ll catch up with you on the road somewhere soon!!

Don Dawson

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Written by [ddawson](#) on Thursday, February 19, 2009 at 2:53 pm

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About



Gbase Gearhead Gazette

<http://blog.gbase.com/2009/02/gbase-new-and-improved/>

8/31/2009

H-001637

WELCOME TO THE GEARHEAD GAZETTE – It's Gbases' source for bringing you the latest from the world of gear, guitars and gizmos. We'll feature interviews with from one of our many Gbase dealers along with insights into the music industry.

We'll be starting a "Music Insider" feature later this year, where we interview music manufacturers and what's going on in their corner of the world. You'll also find Gear Contests, Promotions and other items of interest for any type of Gearhead.

John LeVan, our resident "Mr. Fix-It" will also be posting his column "Tips and Tone" within the Gazette. He'll bring you tales of the nearly un-fixable and yet somehow, the story has a happy ending. Be sure to share it with your friends and family, Digg it, Buzz it, and email it to your gearheaded friends, especially if they're Gearheads. Nothing like a dose of G.A.S. to get your week off to a wonderful start. We look forward to seeing you here on the Blogs of Gbase!

[Go to Gbase to find the gear of your dreams.](#)

• Recent Posts

- [Dude's Dispatch – August 2009](#)
- [Dealer of the Month, Guitars, Etc – Longmont, CO](#)
- [Tips and Tone – Maximizing Your Tone](#)
- [A Guitar Tribute to Woodstock – 40 Years Ago](#)
- [Gbase Contest – "Get Your Woodstock On"](#)

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- [Events](#)
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- [John LeVan](#)
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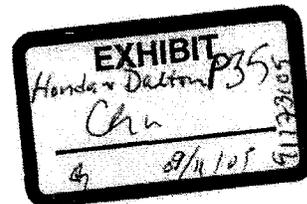
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What can Dealer Ignition do for you?

Karastan Testimonial

10 Great Reasons to Use Dealer Ignition

10 More Great Reasons to Use Dealer Ignition

The case for co-op online marketing.

Outdoor Retailer 2009 Special Offer

91% of customers search online before visiting a retailer or dealer.

Do you need to influence customers early in their buying decision?

You know that people looking for your products, use Google search engines to research the types of products they are

You create a search engine marketing campaign to reach customers that begin their buying online. Search Engines like Google, Yahoo and MSN raises your brand awareness among people being to research products. In addition your Search Engine is very effective at raising your profile by displaying your ads above your competition. SEM is highly effective in attracting new customers to your website.

However, as the popularity of search engine marketing grows, so do your competitors and thus your costs. Search Engine Marketing system to set the price of advertising space. Along with other manufacturers, your dealers bid on the search engines. Your costs are rising, and most of your competition is your dealers.

Your dealer's advertising is in direct competition with your competitors. Your dealers are independent so they represent different potential customers are exposed to your competitors. Marketing is growing increasingly challenging since you cannot control

In traditional media, you offer a co-op advertising program to your dealers to promote your brand and products. Dealers purchase advertisement with the local media. They send their bill to you weeks or months later. This program is very controlled.

based on their compliance to your guidelines. But your current program and lacks immediate oversight by your

Until now, there is no such online equivalent available. I provider real time analytics and expedite the reimbursement management.

You are looking for a centralized service to improve the of your brand online. A co-op search engine-marketing alt to:

- 1. Mitigate Rising Online Search Engine Marketing c**
- 2. Connect Local Searches with your local dealers**
- 3. Control the brand**
- 4. Provide greater data for improving your marketin**
- 5. Broaden your online reach**
- 6. Double your online advertising budget**

Dealer Ignition provides manufacturers a way to set-up, their dealers to advertise their brands online and reduce using the manufacturers funds to advertise a competing

As more dealers participate, the data increases allowing greater business intelligence to improve their marketing

The Dealer Ignition Process

You establish a co-op online advertising program. The can be:

1. Budget (Overall, Dealer level)
2. Dealer Classifications (based on manufacturer's criteria determined by sales, location, etc.)
3. Geographical reach for dealers (How far a dealer can location)
4. Advertising Copy
5. Keywords

6. Allowable online advertising media (text, content, dis
7. Landing Page Guidelines

Using our proprietary software we then build into the sy guidelines.

Dealers join the Co-op SEM system from the Dealer Ign website. Dealers that join are electing to link their Goog SEM.

Co-op SEM then matches these accounts with the deal manufacturer. Co-op SEM monitors the dealers adverti compliance with the company's advertising program.

Co-op SEM "crawls" the dealer's website pages that the Co-op SEM reviews the web pages for compliance, any are sent on for a Kudzu analyst to review. All dealer we within

Co-op SEM for future use.

Each month a Dealer Ignition analyst reviews the deale their compliance with the company's policy. Campaigns are forwarded on to the company for reimbursement. C comply with the company's set guidelines are denied ar representative are alerted.

Data from all dealer advertising is reported in real time dashboard. Manufacturer's corporate or field personnel performance by region, locations, or other criteria.

Dealer data is posted on the dealer dashboard. This is administer their accounts, review claims status, benchn against "like" dealers. Company promotions are posted dealer's claims status and other system information. De

Dealer Ignition's analyst then provides the manufacture

1. Dealers Claims Status
2. Overall Campaign Performance
3. Tips for improving performance

Dealer Ignition, is designed to improve both the dealers marketing. Co-op SEM allows the company the first real dealer's online advertising. By coordinating the online n increase the reach of the brand and funnel that traffic to



Dealer Dashboard™ - Real-Time Sales, Shipping, and Accounting Data

Get the information you need when you need it - fast. With Dealer Dashboard, you can see up-to-the-minute statistics that enable you to analyze your company's performance. Whether you prefer spreadsheets or changing numbers through graphs and bar charts, Dealer Dashboard lets you see your numbers the way you want. You can analyze sales performance for your store's yearly review, and even check up on shipping information, all with just a few mouse clicks. Knowledge is power - the more you use Dealer Dashboard, the more ways you will find to succeed your business and use your information to its true potential.

Downloadable Marketing Materials

Something for the perfect price is included in a ready-to-use presentation, or have a personal salesman that will be able to provide information via email? myRepublink puts all the brochures you need and a library of over 200 window programs at your fingertips.

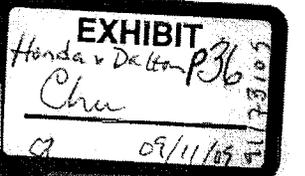
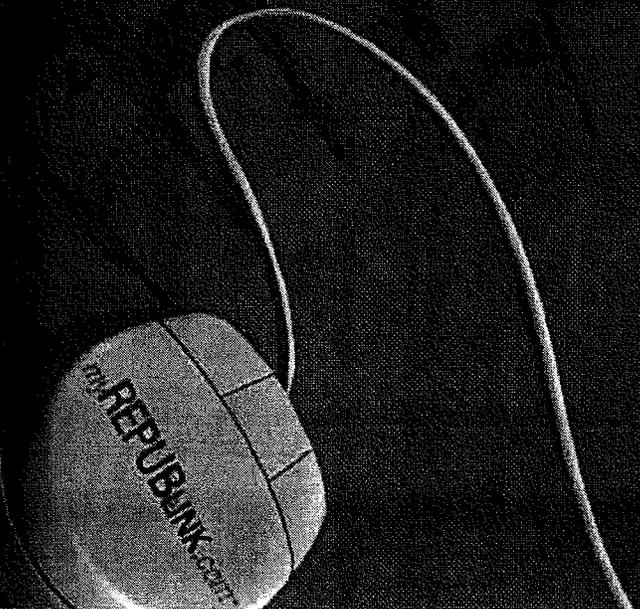


For further information, contact the eCommerce Team at 312-932-8408 or webmaster@repubwindow.com.

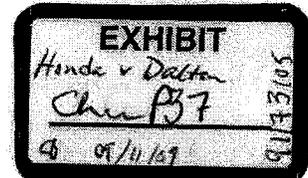
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1-001,645



September 04, 2007 10:30 AM Eastern Daylight Time

Auto Dealer's Using MPI's World Class Inspection Program Upsell \$10M Needed Additional Repairs in August Alone

LAS VEGAS--(BUSINESS WIRE)--MPI, a leading provider of profitability tools for auto dealer service departments, today announced a milestone for its World Class Inspection™ (WCI) Program. For the month of August '07, dealers using the WCI program inspected over 95,000 vehicles, generating an additional \$10 million in customer parts and labor up sells. This is up from \$5.9 million dollars in January of '07, proving the success of the program in service departments nationwide.

Vehicle inspection programs can produce substantial revenue for auto dealership service departments; however, most fail because they are not a consistent and quality process and can't easily be measured. The World Class Inspection Program, launched in Jan of '07, offers real live process measurement for vehicle service departments and provides service departments with the tools and processes needed to measure, manage and coach desired results. It includes Implementation/Training, Hardware, a Measurement System, Software Tools and Field Support.

The program is strongly endorsed by many leading dealers including Paul Rubin, outgoing Co-Chair of the National General Motors Dealer Council and owner of White Bear Lake Pontiac, GMC in St. Paul-Minneapolis. According to Rubin, within just 5 weeks of installing the program software, his dealership's inspection rate went from 8% to over 85%. Since implementing the program in full, it has further climbed to 94%. This overall increase in inspection penetration has helped the service department achieve a monthly sales increase of over \$65,000.

"The biggest quantum leap in profitability was when we achieved World Class Status with the reintroduction of all processes to top management followed by the insistence that we do this. It needs to come from top leadership down. Moving from 85% to World Class at 94% inspection penetration almost doubled the amount of money we got," commented Rubin. "It is important to reach the upper levels. It's simple with MPI's clear, concise, easy measurements that we view once a day on our dealer dashboard," Rubin added.

The Automotive Aftermarket Industry Association (AAIA) estimates that the unrealized potential of automotive aftermarket products is \$62 billion or more per year. AAIA finds that consumer neglect of regular care is a result of a lack of awareness and understanding, inconsistent messages, misinformation and misperceptions.

According to Les Silver, MPI CEO, the World Class Inspection Program provides dealers with the tools they need to capture a huge bite of this unrealized potential and improve their bottom line. "With World Class Inspections dealers are demonstrating a higher level of quality, professionalism and credibility to an audience that has for many years been skeptical. It is helping these dealerships build trustworthiness and customer loyalty by performing a better inspection and doing a superior job of explaining needed repairs to the customer. As a result, MPI clients are realizing benefits that average \$100 to \$150 in additional needed repairs per vehicle

http://www.businesswire.com/portal/site/home/permalink/?ndmViewId=news_view&news... 8/31/2009

H-001646

inspection, a substantial increase in revenue per RO," Silver said.

Commenting further on the program Rubin stated, "Higher quality, longer lasting vehicles have changed the industry. Rather than looking at our shops as purely repair centers, we need to start viewing them as wellness centers for cars. We should train our customers in the same manner as doctors and dentists do with their patients and build a culture of preventative maintenance for vehicles. A dentist will prime the customer that next time they come in they need to have their fillings replaced so the customer goes away thinking about it and is ready and willing at the next appointment. We can do the same thing with the World Class Inspection Program."

About Mobile Productivity, Inc.:

Headquartered in Las Vegas, NV, Mobile Productivity Inc. is an industry leader delivering processes, metrics and software solutions which enable automotive dealerships to achieve World Class™ results in their service and repair departments. The company's World Class Inspection™ Program is making a difference in dealerships across the country; providing significant increases in profits, efficiencies and customer loyalty. For more information call Susan Lovett at (800) 997-1674 x2010, by email at slovett@mpifix.com or visit www.mpifix.com

Contacts

Mobile Productivity, Inc.
Susan Lovett, 800-997-1674 x2010
slovett@mpifix.com
www.mpifix.com

or

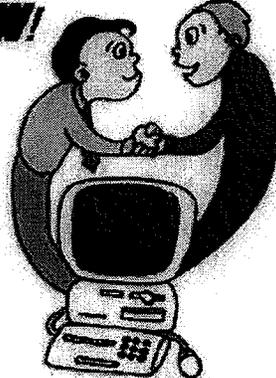
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NEW!



**Automotive Dealer
Internet Solutions
Center**

Big or Small. New or Used. The iMPact Web Team can give your Automotive Dealership the competitive edge it needs.

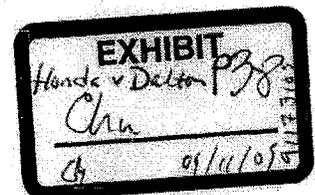
With over 9 years of E-Commerce and Internet Merchandising & Marketing experience; over 3 years of Automotive Sales & Wholesaling experience; and a life-long understanding and passion for the industry, we are confident that our unique skill-set will deliver results.

Most importantly, We know and understand your business. You don't have to spend your time trying to explain your business rules and goals to some "techie" who wants to lump your needs into the same pre-

packaged solution set they offer everyone else.

We are experienced and ready to deliver any or all of these solutions to improve the profitability of your Dealership -- all at a lower price than you'd expect.

- Create, develop, and maintain all aspects of Internet-related sales, marketing, and "branding" for New and Pre-Owned sales.
- Using Auto Trader's "Dealer Dashboard" software to maximize your Sales, Tracking, Marketing, and Pricing Matrixes.
- Sales increases via a variety of paid, free, and organic marketing tools
- Customer interaction, Vehicle Presentation, and Sales Improvements.
- Profit maximization in turning inventory levels and analyzing Customer searches & views.
- Develop and maintain presentation templates for eBay Auction vehicles, Craigslist ads, and others, as well as monitoring auctions and answering customer inquiries.
- Physical Visitor Optimization regarding a customer's "personal experience" upon drive-up, Dealer travel points, and general observations
- Marketing and Advertising via Search Engine Optimization (SEO), Pay-Per Click (PPC) Marketing, Customer Response Analysis (CRA), & Affiliate Marketing
- Effectively and professionally present your New and/or Pre-Owned Inventory based on years of Internet Merchandising Standards experience, Customer Focus Groups, and Consumer



research. No more missing pictures, prices, or practices that discourage customer responses.

- Ensure Dealership Web Site is kept up-to-date and maintains a consistent look-and-feel using the 'DealerSkins' or similar software interface.
- Customize and tweak your existing software interface(s).
- Create effective and unobtrusive email campaigns to current, perspective and potential customers.
- Use Visitor and Site reporting tools and best practices to create a customized Excel tracking system to help guide Pre-Owned Sales to the best inventory mix of vehicle types.
- Ensure Dealer's Web site is properly optimized for Search Engines, as well as using Google, Yahoo, and MSN mechanisms to return dealership at top of Internet search results.
- Incorporate "Keyword Passing" to increase dealership presence and customer mindshare in Parts, Service, and Body Shop.
- Develop customer-interaction and customer-service tools to encourage deepened relationships and repeat visits.
- Create customized Intranet (Internal Internet) and Forum solutions for Parts, Service and other departments to track parts shipments, finance customers, and other requirements.
- Or any other Internet or Intranet solution your dealership requires!

Contact Us Today for a Customized Consultation and Quote.

Close Window

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Home » Dealer Login » Access Consoles

Access Consoles

Dealer Dashboard (Authorized Dealers)

Authorized dealers without access should contact your [Sales Rep](#).

Rocknet (Authorized Sales Reps)

Authorized Reps without access should contact [Internal Sales](#).

Media Gallery

Media partners without access should contact our [WebWizard](#).

Press Parti

- [Current N](#)
- [Archive N](#)

Dealer Login

Rep Login

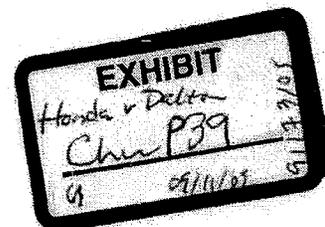
Username:

Password:



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Why PRWeb
 Customer Examples
 Pricing
 Tools & Tips

All Press Releases for March 16, 2009

AirGenerate Launches Their Media Campaign in Tampa with Glenn Beck

AirGenerate, makers of AirTap™, announced they have launched a radio campaign with popular radio and TV star Glenn Beck coincides with the launch of a state-of-the-art dealer dashboard and lead management system on AirGenerate's website response has been great.

Houston, Texas (PRWEB) March 16, 2009 - AirGenerate, makers of AirTap™, announced they have launched a radio campaign with popular radio and TV star Glenn Beck. The company selected Tampa as their first target market with plans to expand the campaign to other parts of the country next.

In his spot (available on the www.airgenerate.com), Beck emphasizes that because AirTap™ leads to 70% savings in water-heating consumption, "a few bucks now will save (households) a LOT of money in the future."

The campaign coincides with the launch of a state-of-the-art dealer dashboard and lead management system on AirGenerate's website also features a zip-code based cost-savings calculator which allows consumers to assess dollar and carbon savings.

Rick Pat, CEO of AirGenerate, remarked, "the initial response to these twin initiatives has been phenomenal. We had more than 100 sign ups within a week of the launch, and we continue to add new dealers everyday. Plumbing and HVAC contractors see this as leading technologies in the future of water heating, and not dependent on new construction cycles. We have also witnessed a significant increase in consumer online traffic. Consumers are realizing that our product will save them hundreds of dollars a year, at a time when they need help they can get reducing their home operating costs. Our product also qualifies for a substantial federal credit. That's icing on the consumer."

Robert Kirkpatrick, Director of Channel Sales, added, "We are in the midst of an exciting scale-up in both marketing and support. Our strategy is to create a favorable eco-system for consumers and dealers alike."

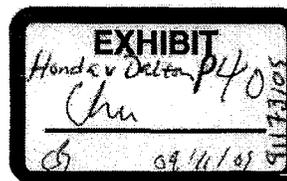
AirGenerate is a pioneer in the development, production, and marketing of patented energy saving devices for liquid heating. Our first product, AirTap™ A7 is the most energy efficient water heater in USA as certified by GAMA under Department of Energy. AirTap™ is based on heat pump technology that utilizes refrigeration physics effectively to heat water. AirTap™ converts "air" into heat and retro-fits on to any 30-80 gallon water tank. This technology results in 300% improved efficiency and up to 70% in energy savings. Other by-products include cool air and dehumidification. Other products include AirTap™ A12 (12K BTU) and AirVent™ duct kit.

For additional information on AirTap™, please go to www.airgenerate.com.

###

Other Releases by this Member

- AirGenerate CEO Named to Houston Business Journal's 40 Under 40 2009-04-08
- University of Illinois Selects AirTap as Their Water Heating Technology for Solar Decathlon 2009-02-03
- Paul Dickerson Joins Energy-Efficient Water Heater Company 2009-01-15
- AirGenerate Conducts an Efficient Water Heater Pilot Program With One of the Largest Utility Companies in the Nation 2008-11-15
- Industry Veterans Join AirGenerate Leadership Team 2008-10-20



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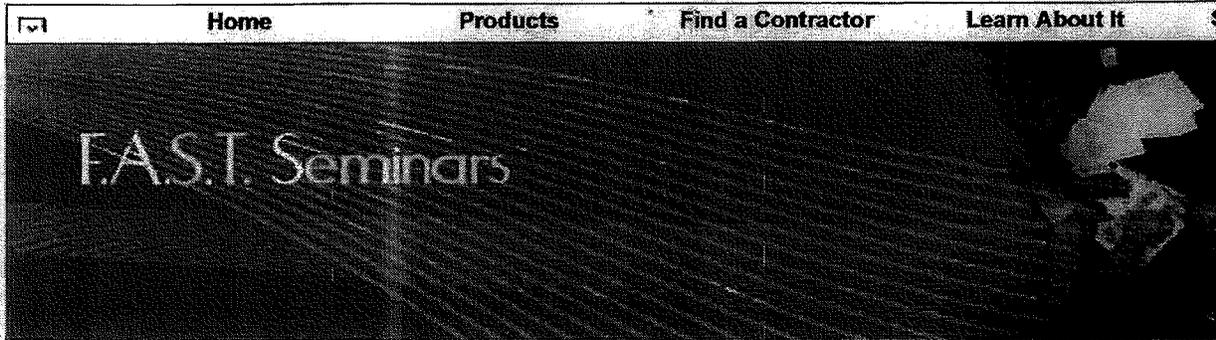
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SOURCE OF ENERGY

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United States



Distributor Locator

Training

> **FAST Seminars**

> Halcyon University

> Online Training

> Webinars

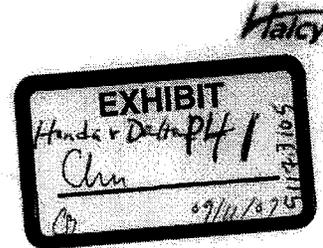
Tools

Portal Log-In

Training > FAST

F.A.S.T. Seminars

FOR REGISTRATION INFORMATION CLICK HERE



Fujitsu Authorized Service Training provides detailed information about our equipment, or components and installation requirements; plus troubleshooting and diagnostics for Fujitsu air conditioners and heat pumps. Detailed course material is paired with interaction, involving participation with course participants. All classes are from 7:30 AM to 5:00 PM.

Graduates of **Fujitsu Authorized Service Training** who work for HVAC companies that sell install Fujitsu mini-split systems earn their company a special status on our websites contract referral program. Fujitsu's website gets millions of hits each year from home and business owners looking for a company to install our equipment. Our Fujitsu Dealer Dashboard provides a core access to his or her company leads and once registered, your company will have your own access point for Fujitsu's online tools, training and more! Contractors who utilize our Dealer Dashboard can work their way up to Halcyon Dealer status! Halcyon Dealers have access to opportunities such as a direct link to their own website, consumer financing, extended warranty programs, equipment leasing and more!

Instructors

Courses will be proctored by Fujitsu's dedicated and highly skilled and trained instructors. Our instructors have years of experience as well as proven skills, reputation and extensive training, qualifying experts on our product lines.

Seminar Materials

Participants receive Product Brochures and Troubleshooting Guides

Testing and Certification

Following each course, students will be tested to check comprehension and retention of the materials. Prior to release of the participants, the test is reviewed in full with the class to ensure proper understanding. Students will receive certificate of completion. The higher the grade, the more points your company can earn on our online contractor ranking program!

NATE Recognized Training

North American Technician Excellence, Inc. (NATE) is the leading certification program for technicians in the heating, ventilation, air-conditioning, and refrigeration (HVAC/R) industry and is the only test



8/31/2009

supported by the entire industry.

NATE technicians can receive 8 Continuing Education Credits for attending the 8-hour course but must remember to sign in on the official NATE sign-in sheet and MUST provide their NATE I.D. Number at the time of sign-in.

Cost

Fujitsu provides this training at no cost, meals included! A continental breakfast 7:30-8:00 and lunch will be provided for each student. Training participants are responsible for travel, lodging and any additional meal expenses.

Registration

Each class is limited to 60 students in order to maximize individual attention. Send as many employees as you would like, however we do request advance online registration. **To guarantee a seat, please register early.** We will pay for each person who registers so please only register those who will be available to attend. Substitutions are allowed and you may add registrations up to 30 days prior to the class date.

HOW TO REGISTER

1. Click on the link next to the class you wish to attend from the list below. (If no link is next to the class, this class is not available for registration yet. Please check back soon.)
2. This will take you to Fujitsu's Dealer Dashboard log-in screen. Log in using your existing user name and password OR create an account if you do not have one already.
3. Once you are logged in, click "Tools" on the top red bar. Then click on "Training Sign Up".

Seminar Schedule

DATE	LOCATION	REGISTRATION AVAILABLE
9/22/2009	Waterbury, CT	TO REGISTER CLICK HERE
9/23/2009	Sturbridge, MA	TO REGISTER CLICK HERE
9/24/2009	Waltham, MA	TO REGISTER CLICK HERE
9/25/2009	Augusta, ME	TO REGISTER CLICK HERE
10/6/2009	Queens, NY	TO REGISTER CLICK HERE
10/7/2009	Islandia, NY	TO REGISTER CLICK HERE
10/8/2009	Islandia, NY	TO REGISTER CLICK HERE
10/13/2009	Columbia, SC	TO REGISTER CLICK HERE
10/14/2009	Charlotte, NC	TO REGISTER CLICK HERE
10/14/2009	Baltimore, MD	TO REGISTER CLICK HERE
10/15/2009	Wilmington, NC	
10/27/2009	Palm Springs, CA	
10/28/2009	Ontario, CA	
10/29/2009	San Diego, CA	
11/3/2009	Clearwater, FL	
11/3/2009	Albuquerque, NM	
11/4/2009	Orlando, FL	
11/5/2009	Ft. Lauderdale, FL	
11/5/2009	Clovis, NM	
11/6/2009	Duck Key, FL	TO REGISTER CLICK HERE
11/17/2009	Harahan, LA	
11/18/2009	Gulfport, MS	
11/20/2009	Atlanta, GA	
12/1/2009	Lexington, KY	
12/2/2009	Knoxville, TN	
12/3/2009	Nashville, TN	
12/8/2009	Houston, TX	

12/9/2009	San Antonio, TX
12/10/2009	Dallas, TX
12/15/2009	Jacksonville, FL
12/16/2009	Gainesville, FL

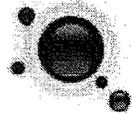
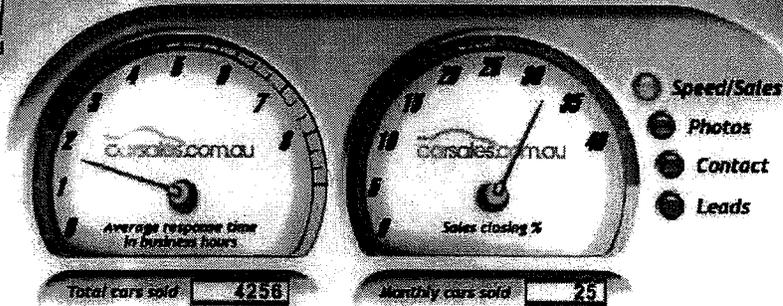
Additional Factory Training

Fujitsu holds an advanced factory training school in our hands on training lab in our Fairfield, location. **Halcyon University** is the next step for experienced technicians who have already through a recent (2 years or less) F.A.S.T. training and have some field experience with our equipment.

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The Dashboard makes it easy!



AUTOGATE PRO.

Autogate Professional's outstanding new features

Dealer Dashboard

The Dealer Dashboard provides a real time snapshot of the performance of your business by measuring:

- Incoming leads
- Average response time in business hours
- % of cars displayed with photos
- % of customers contacted

Measure your exact "Speed Of Response".

The #1 Critical Success Factor for Internet selling is how quickly your sales team are able to contact the customer. The dealer dashboard will measure this for you and will be your benchmark for ongoing improvement.

If your dealership is operating in "the green" in all categories, your return on investment will be significant.

Add a Prospect

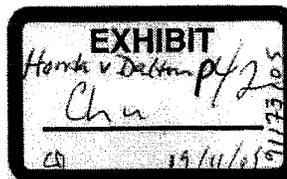
Add Prospect	
Prospect Details	
Source:	Walk-In
Name:	Any
Address:	Customer Referral
State:	Finance Referral
Postcode:	Hot Prospect
Email:	Other Source
	Phone-In
	Service Referral

Autogate Pro is more than just a tool to manage Internet leads. The Add a Prospect function allows you to enter ALL customers: phone-ins, walk-ins, referrals from customers or referrals from within your own business as well as all forms of e-leads. (Talk to us about uploading your existing customer data).

Integrated Lead Management

Lead ID	Status	Name	Source	Date/Time	Response Time	Value
358274	Un-actioned	MELISSA	Carsales	THU, 05/02 - 12:16	1 hr	5670
358120	Home visit arranged	MRS JONES	Carsales	THU, 05/02 - 10:14	3 hr	8946
359058	Active	DAVID	Drive	WED, 04/02 - 20:05	1 day	9023
358563	Sent email	THOMAS	Dealer website	TUE, 03/02 - 8:50	2 days	4578
358890	Appointment	ADAM	Walk-in	TUE, 03/02 - 1:35	2 days	5940
368204	Sold	JASON	Carpoint	MON, 02/02 - 3:20	3 days	7098
356200	Phoned - call back	ISMAL	Carsales	SUN, 01/02 - 5:03	4 days	5890

Capture all your prospects in one location. All leads accepted - carsales.com.au, other Internet providers, dealer website, etc.



H-001656

Dealer Specific Reporting

Dealer specific reporting – designed by you to get the information you want. The Autogate Pro configurable report writer will allow you to construct a report based on any criteria in your lead management system and then to generate emails for specific marketing opportunities.

Don't throw away sales opportunities!

Use Autogate Pro to manage all leads and produce reports that are relevant to your business needs. Check on leads that have status "unactioned" or "phoned but no contact", look at sales by lead source and compare to active leads. Search sold vehicles by salesperson or produce a "previous owner" contact schedule.

Lead Type: DEMO
NEW
UNDETERMINED

Lead Status: Active
Activate Later
Appointment at dealership
Buying Terms Identified

Lead Date: Day Month Year
To: Day Month Year

Allocated To:

Source: CARIS guide
Carpoint
Carsales

Display Attributes: — Available Attributes —
Arrival Date
Allocated To
Dealer Name
Lead Type
Lead Provider Comment

— Selected Attributes —
Lead #
Lead Status
Last Action Date
Source
Make
Model

AUTOGATE

Lead #	Lead Status	Lead Date	Lead Source	Lead Type	Lead Provider Comment
257437	Phoned appointment	04-FEB	Carsales	MITSUBISHI	PAJERO
349081	Sent email	02-FEB	Drive	MITSUBISHI	CHALLENGER
349087	Unactioned	02-FEB	Carsales	MITSUBISHI	OUTLANDER
351405	Purchase agreement	28-JAN	Carsales	MITSUBISHI	MAGNA
310908	Unactioned	26-JAN	Carsales	MITSUBISHI	OUTLANDER
310983	Unactioned	26-JAN	CARISguide	MITSUBISHI	PAJERO
243882	Buying terms ident.	04-JAN	Carsales	HOLDEN	VT SS
290979	Phoned call back	27-JAN	Carsales	MITSUBISHI	LANCER
210559	Purchase agreement	12-JAN	Carsales		
280552	Sent email	11-JAN	Other Source		
308875	Unactioned	10-JAN	Carsales		
208982	Sent email	05-JAN	Drive		
308621	Buying terms ident.	04-JAN	Phone-in		
351000	Purchase agreement	04-JAN	Keema		
208030	Phoned call back	03-JAN	Carsales		

201 Record(s) printed on 8-22-04 at 8:30

Automatically places all email addresses in the (Bcc) Blind Carbon Copy field for bulk promotional emailing.

Subject: Special Offer from Keema Suzuki

Bulk Email

Once an extract has been taken from your configurable report you can automatically contact all customers via the "bulk email" functionality. Simply click on bulk email & add your message. This will transform your ability to electronically market to customers that have provided you with their email address.

Reduce response time with pre-populated emails and history information.

Keep in touch with your customers and prospects better than ever before.

It's you, it's me, it's... **KEEMA SUZUKI**

Free Accessory Pack
Free to the value of \$1000

Grand Vitara

- CD stereo sound
- 2.3 Litre V6
- Manual or Auto
- 4x4 Range
- Power windows
- Air conditioning
- And much more

6 YEARS / 175,000 Kilometres Warranty
exclusive to Keema Cleveland

\$29,990*

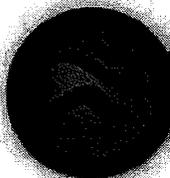
KEEMA Suzuki
1200 Cleveland Cleveland
*As shown & taxed. Capped at 4143 QLD
Ph: (07) 3451 1200 Fax: (07) 3421 6300

Advertising is an investment...Autogate Pro will help you maximise your returns.



For more information: Ph: (03) 9805 3600
or email sales@carsales.com.au





MotoSnap™ Training | Sales Consulting & Training | BDC Implementation & Training

VinSolutions Available Online Training Curriculum

Instructions:

[Click Here](#) to view our weekly Online Training Schedule.

Register early for classes and print off all required course materials, unless you have printed them from a course. Login 5 minutes before classes begin. All classes start promptly at scheduled time. If no one is registered for classes 15 minutes before then classes are subject to cancellation.

Phone Conference Instructions:

To be connected dial 800-980-7488 Ext: 8603 Pin: 1111

Manager level 1

Training Agenda (With MotoFactory):

The Manager Level 1 course is available to managers and admin level access. It is designed for those managers that are new to VinSolutions and the MotoSnap software. This course covers both ILM and CRM screens: the manager's dashboard tab. That includes dealer dashboard, showroom activity, end visits, desk log, the MotoFactory and message log.

Distribution Agenda

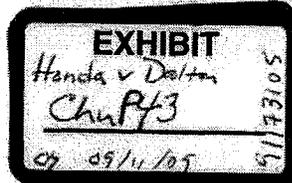
The distribution is available for all access levels and covers how to easily bulk mail customers.

Basic ILM Overview

Training Agenda:

This course is designed for managers and admin who are new to the VinSolutions ILM software. This course

<http://www.vinsolutions.com/onlinetraining.aspx>



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H-001658

goes through the very simple and basic parts needed to run the system with the defaults as they are set. This course is great for the beginner ILM customers who have no idea where to start.

Beginner Admin

Training Agenda:

The beginner admin training is for those with admin level access. This course covers the basic dealer set up and set up of the ILM or CRM account. This course is great for the new admin or newly purchased account. It provides a brief overview of basic admin settings and defaults.

Admin Desking Settings

Training Agenda:

The admin desking settings course is for those with admin level access and covers the defaults, taxes, a printing options for the desking tool.

Admin Template

Training Agenda:

The admin template training is the first part of the sales process training. It covers how to add, edit and delete templates so that it will not disrupt the sales process. This is the first class that needs to be taken when learning how to work the sales process.

Admin Sales Process

Training Agenda:

The admin sales process training is the 2nd class of the sales process training. The admin template training should be taken first. This course covers how to set up a new sales process rules and how to edit/modify an existing process. Also covered is how to create events and edit existing ones.

Admin Activity Alerts

Training Agenda:

This class is for those who have admin level access. The admin activity alerts class goes over how to properly set up alerts/notifications for the whole dealership. We will cover everything from the individual user's set up to the sales processes alerts and the most common problems. This is a perfect class for people who are having troubles setting up receiving or setting up alerts. It is advisable to take the sales process training course first. Not required.

Admin Lead Assignment

Training Agenda:

The admin lead assignment course is for those persons with admin level access. This course covers how to set up lead assignment rules correctly and how to insure that leads go to those they are set to. Also covered are common errors.

Sales Force Level 1

Training Agenda:

This course is available to those with salesman level access or higher and is designed with the new hire. The sales force level one course covers logging in, reading the task page, and adding a customer.

Sales Force Level 2

Training Agenda:

This course is available to those with salesman level access or higher and is designed with the new hire. The sales force level two training covers editing a customer's information, lead information, add & edit vehicle information, vehicles of interest, and adding & editing a trade.

Sales Force Level 3

Training Agenda:

This course is available to those with salesman level access or higher and is designed with the new hire. The sales force level three course covers activity icons, printing forms, and completing tasks.

Sales Force Level 4

Training Agenda:

This course is available to those with salesman level access or higher and is designed with the new hire. This class is designed to cover the main tabs along the top of the page which levels 1-3 do not cover. This including but not limited to personal settings, bulk mails, and calendars.

Inventory

Training Agenda:

This course is for those with manager or admin level training. The inventory course covers the basic navigation of the inventory module. This class also covers the inventory reports.

Craig's List and eBay

Training Agenda:

Prerequisite class is the basic inventory training. The Craig's List and eBay course covers how to get and download the software for Craig's list. We will go over the system requirements and settings for both. The class also covers how to post vehicles on to both sites.

VinCamera

Training Agenda:

This course is for those with manager or admin level access. The VinCamera course covers how to find :

download the VinCamera Software, the requirements for the software to run, and how to navigate the ca and taking photos.

Recent VinSolutions News

- 08/18/09 [VinSolutions Appoints Sean Stapleton Executive Vice President of Business and Sales Development](#)
- 07/02/09 [VinSolutions Releases Advanced Desking Module](#)
- 06/11/09 [VinSolutions and Dealer Track's Arkona DMS Integrate](#)
- 06/09/09 [VinSolutions and R. L. Polk & Co. Integrate to Offer Customers Easy Access to Polk Cross Sell™ Report](#)
- 03/12/09 [VinSolutions Announces Black Book USA Integration](#)

Automotive CRM

- CRM Overview
- Desking
- Service CRM
- BDC
- Enterprise CRM

ILM

- ILM Overview
- Fact Sheet
- Internet Leads
- Videos
- MotoFactory™

Inventory

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- VinCamera™

Websites

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- Website Templates

Training

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- Consulting
- BDC Training
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- Online Training

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Courtesy Car Manager C²Man Management Reports

C²Man Report Dealer Dashboard By Month

C²Man provides a dealer by month spreadsheet report for any selected month with the current (partial) month as the default. All information is 100% up to date as a complete and correct online definition of all important statistics and measurable management criteria. By avoiding human intervention, the accuracy and consistency of these reports can be guaranteed.

At the top of the page, select the month and year from the drop down list and press the change button. The current month and year is shown as the default so progress during the current month can be quickly identified.

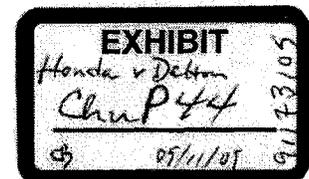
Contents

1. **Name of dealership** so when the report is printed this name is at the top of the page.
2. **Month and year** is shown so when the report is printed the applicable month and year is shown.
3. **Income** is shown as net, VAT and gross amounts for the amount charged to customers as administration fees.
4. **Insurance cost** is shown as net, VAT and gross amounts for the amount paid for Link insurance cover.
5. **Insurance balance** is shown as net, VAT and gross amounts as the difference between the income from customer and costs of insurance cover.
6. **Number of cars returned** is shown as all statistics are based on the date when the car is returned and not when the car is collected.
7. **Number of Link-insured returned** is shown as the number of cars returned that had Link-insurance.
8. **Number of self-insured returned** is shown as the number of cars returned that were self insured or had dealers-trade insurance.
9. **Number of days on loan** is shown as the number of days that a car was out with a customer during the month.
10. **Number of Link-insured days** is shown as the number of days loan that were covered with Link-insurance.
11. **Number of self-insured days** is shown as the number of days loan that were self insured or had dealers-trade insurance.

Dials

Where selected:

1. **Income dial** will show gross dealer income.
2. **Profit dial** will show gross dealer profit.
3. **Returns dial** will show number of cars returned.
4. **Days on Loan dial** will show number of days that cars have been on loan.



Statistics

http://www.c2man.org.uk/C2Man_A2301_Courtesy_Car_Manager_Report_Dealer_Dashb... 8/31/2009

Totals of data in the selected month:

1. **Number of booking transactions** is shown as a relative statistic that will reflect the number of booking made in a month.

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Attorneys for Opposer
Honda Motor Co., Ltd.

Certificate of Service

I hereby certify that a true and complete copy of the foregoing Opposer's Notice of Filing of Testimony has been served by First Class Mail to:

Michael Dalton
Box 18137
670 Northland Blvd.
Cincinnati, OH 45218-0137


Barbara Winterble