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Filing date: **10/01/2009**

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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Signature	/Lizette Shea/
Date	10/01/2009
Attachments	Chu exhibits part 2.pdf (51 pages)(8778791 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 13-30



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WELCOME to the Mayline Group Dealer Dashboard.

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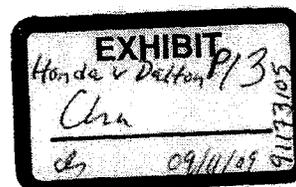
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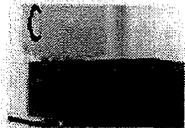
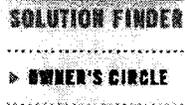
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Home > Dealer Dashboard > Dealer Login

-  SOLUTION FINDER
-  OWNER'S CIRCLE

THE
marantz
 DEALER DASHBOARD

Welcome to the Marantz Dealer Dashboard!

The Dealer Dashboard is the easiest way for Marantz dealers to get the latest information on Marantz products, events, company information and more. As a Marantz dealer, the Dashboard provides you with all kinds of product related information such as high resolution images, sell sheets, and corporate identity images.

To access the Dashboard, Marantz dealers should use their Dealer Dashboard password below:

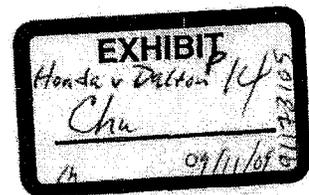
Password Required:

If you have trouble logging in, please send an email to: info@marantz-canada.com

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Welcome to the Arctic Spas Dealer Dashboard

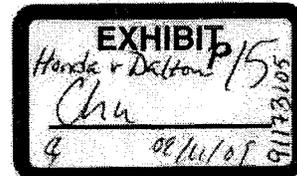
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Wednesday, February 4th, 2009

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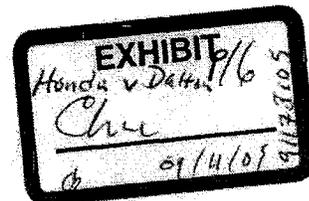
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In USD as of Aug 31, 2009

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15k

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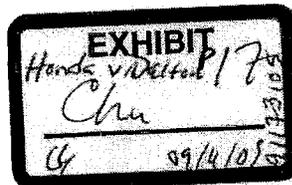
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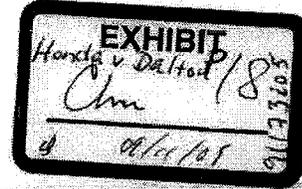
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[Siebel Dealer Administration Guide](#) > [Dealers' Use of Siebel Dealer for Sales](#) >

Using Siebel Dealer Dashboards (Dealer)



Siebel Dealer provides dealer employees with dashboards that allow them to view the most important information that they need for their work on one screen.

The following dashboards are available:

- **Sales Consultant Dashboard.** Includes actual and goal unit sales, today's activities, my calendar, current opportunities, and my promotions.
- **Sales Manager Dashboard.** Includes actual and goal unit sales for team, today's activities, my calendar, current opportunities, team's promotions, and team's calendar.
- **Service Employee Dashboard.** Includes today's activities, my calendar, my promotions, and current service requests.
- **Service Manager Dashboard.** Includes today's activities, my calendar, store promotions, and current service requests for team.
- **Store Dashboard.** Includes actual and goal unit sales for store, today's activities, my calendar, current opportunities, team's promotions, and team's calendar. To be used by the store general manager.

Some of the applets on the dashboards display daily data, and some display monthly data. In addition, the calendar can display data for the day, week, or month.

- **Daily data.** The following applets display data for the current day:
 - **Today's Activities.** Displays all of the employee's activities for the current day. The first column lists activities that have a due date of today and are not done. The second column lists activities that have a due date of before today and are not done; it continues to display past-due activities for the number of days defined in Dealer Preference view, as described in [Entering Dealer Preferences \(Dealer\)](#).

NOTE: The Today's Activities only displays certain types of activities, as described in [Changing Types of Activities Displayed in the Dealer Dashboard](#).
 - **Current Opportunities.** Displays all current opportunities for this consultant where there is no activity or there has been activity in the last 15 days. This is based on the value in the Last Activity Date in the Opportunity view of the Contacts screen. Whenever you make any change to an opportunity, this field is updated.
 - **My Promotions, Team's Promotions, or Store Promotions.** Displays all promotions that are active on the current day. Promotions are displayed if their campaign is not completed, and the creation date is within 30 days of today's date, and today is between the start date and end date of the campaign.
 - **Team's Calendar (Today).** Available to sales managers and store manager only. Gives the managers a view of the calendars of all their reports for the current day. The manager can also click the left arrow or right arrow to view their reports' calendars for previous or later days.
- **Monthly data.** The following applet displays data for the current month:
 - **Unit Sales.** Displays the actual sales and sales goals for the current month for fleet, new retail and used retail sales. On the sales consultant dashboard, it displays the actual sales and sales goals for that individual sales consultant. On the sales manager dashboard, it displays the actual sales and sales goals for the manager's team. All these sales goals are based on the monthly forecast, described in [Process of Creating the Monthly Forecast \(Dealer\)](#). Actual data is based on the Service History view.

- **Calendar.** Provides a complete calendar for creating and tracking appointments and other activities. Employees can display and use a daily, weekly, or monthly calendar.

To use Dealer dashboards

1. Navigate to the Dashboard screen.
2. From the Show drop-down list, select:
 - Sales Consultant Dashboard
 - Sales Manager Dashboard
 - Service Employee Dashboard
 - Service Manager Dashboard
 - Store Dashboard.

NOTE: Employees can only select the view that is appropriate to them. For example, a sales consultant does not have the sales manager view available.

The dashboards display the most important information needed by these employees, in summary form.

3. Sales managers can refresh the data in the dashboard by clicking Refresh. Sales consultants' data is refreshed periodically, based on the refresh interval set in Dealer Preference view, as described in [Entering Dealer Preferences \(Dealer\)](#).

The Update field in the Unit Sales and Activities applets shows the last time that the data was refreshed.

4. To view more complete information, click the heading above any of the applets in the dashboard. The appropriate screen appears, with more complete information.





Companies

Dashboard Dealership Enterprises

Find a comp:

This is the limited version of the Dashboard Dealership Enterprises company profile: **Join LinkedIn to see more information.**

Dashboard is the market leader in Web Management solutions for auto dealers, including analytics & exception based reporting. Dashboard rapidly develops high quality system products and related services to satisfy the current and emerging needs of our customers. Our mission is to exceed customer expectations for service, quality, speed of implementation, ease of use and... see more



Last edited by CEO at D

Key Statistics about Dashboard Enterprises

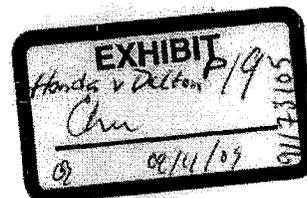
| | |
|--------------|----------------|
| Headquarters | San Francisco |
| Industry | Automotive |
| Type | Privately Held |
| Company Size | 20 employees |
| Founded | 1997 |
| Website | http://www.d |

Specialties

Automotive, Software, Reporting, KPI's, Analytics, AI, Enterprise-Solutions

Your Connections to Dashboard Dealership Enterprises

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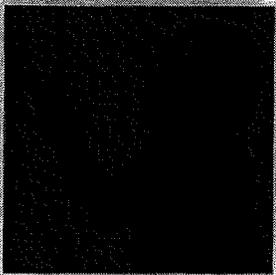
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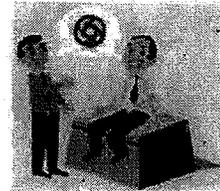
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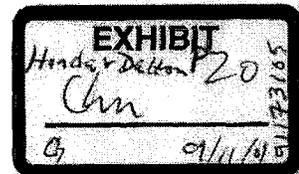
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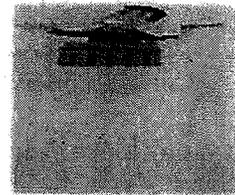
Age



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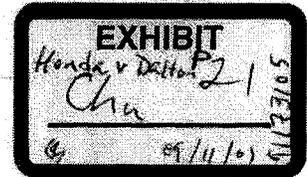
People Directory: Aa-AI Am-Ar As-Ba Bb-Be Bf-Bo Bp-Br Bs-Ca Cb-Ch Ci-Co Cp-C# Da-
Da Db-De Df-Di Dj-Do Dp-Du Dv-Eg Eh-En Eo-Ev Ew-Fa Fb-Fi Fj-Fo Fp-Fr Fs-F# Ga-
Ga Gb-Gi Gj-Go Gp-Gr Gs-Ha Hb-He Hf-Ho Hp-Hu Hv-Is It-# Ja-Ja Jb-Jo Jp-Ka Kb-Ke
Kf-Ki Kj-Ko Kp-Ku Kv-La Lb-Le Lf-Li Lj-Lo Lp-L# Ma-Ma Mb-Mc Md-Me Mf-Mi Mj-Mo Mp-
My Mz-Ne Nf-No Np-Ol Om-O# Pa-Pa Pb-Pe Pf-Pi Pj-Po Pp-Pu Pv-Ra Rb-Re Rf-Ri Rj-
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Va-Va Vb-Vi Vj-Wa Wb-We Wf-Wi Wj-Wo Wp-Xm Xn-X# Ya-Ya Yb-Ye Yf-Yo Yp-Za Zb-
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Business Services Industry

o Comments

Subaru Australia Drives Dealer Productivity Via Plumtree-Powered Dashboard



Business Wire, Nov 30, 2004

SAN FRANCISCO -- Plumtree Portal Helps Workload Management for Dealers, Streamlines Communications and Provides Tools to Improve Customer Satisfaction

Plumtree Software (Nasdaq:PLUM) today announced that Subaru Australia has deployed a dashboard application built using the Plumtree Enterprise Web Suite to its network of 92 dealers across Australia. The dealer dashboard has streamlined communication between Subaru and its dealer network so that each dealer has direct access to the latest metrics such as inventory, order status and promotional details. As a result, dealers are able to target improved customer service, while effectively representing the Subaru brand.

"The dealer dashboard in the portal has been a huge win for Subaru Australia because it gives dealers a central point of reference for key metrics and trends that they couldn't see before," said Gary Watson, national sales manager at Subaru.

Dealers clamored to test the dashboard, which went live in May 2004 after six months of development, and have been highly satisfied with the results. "Dealers used to ring our business managers every day asking for access to simple metrics like how many cars have been in inventory over 60 days. They need this information because they're measured, and paid on it, but there was no easy way for them to access it themselves," Watson said. "Now that the dashboard is in place, those types of calls have been replaced by requests for even more dashboard functionality."

What's in Subaru's Dealer Dashboard?

Subaru manufactures and imports its cars from Japan, covering the Forester,

Impreza, Liberty and Outback models, which total approximately 30,000 units of sales annually. Australia is the company's third-largest market in the world, after Japan and the U.S. The Australian operation performs marketing and distribution functions, maintains supplies of spare parts and also sustains relationships with dealers across Australia.

To support the activities of the local Subaru operation, Subaru deployed a dealer dashboard that offers dealers access to the following information, much of which is drawn from a less accessible AS/400 system:

- Sales: reports on vehicle sales figures;
- Orders: lists of current orders for parts and vehicles or other items, status of cars in the dealership and delivery dates, and full detail of each dealers supply chain, from order to delivery;
- Inventory: data on spare parts and new vehicles;
- Marketing: promotional details including model specifications, feature comparisons and pricing guides;
- Services: details on services such as warranties;
- Branding: guidelines for promoting Subaru's brand;
- Calendar: calendar of sales appointments shared with Subaru employees; and
- Communications: Dealer bulletins and program information.

Previously, the company communicated with dealers in three separate lines of business: spare parts, services and sales. Each of these relationships was managed by different employees. By consolidating the three lines of business information targeted at dealers through one central dealer dashboard, information is presented in a way that allows dealers to "pull" access at any time convenient to them. This helps the dealers spend more time on planning and management, and reinforces the professionalism of the Subaru brand.

In addition to dealer satisfaction, customer satisfaction has also been targeted for improvement using the dealer dashboard. "Customers are anxious to know when their new car will arrive -- especially if they custom ordered it to meet their exact tastes," said Watson. "Using the dashboard in the portal gives the dealers better visibility into our production and delivery timelines, which makes for happy customers."

"Over 60% of Plumtree customers deploy dashboards in their portals to arm employees with critical business data for acting quickly and effectively," said Dean Stockwell, general manager, Asia Pacific at Plumtree Software. "Subaru's dealer dashboard is a great example of this and shows how quickly a dashboard can deliver value, with timelines measured in months, not years."

About Plumtree Software

Plumtree Software is a global pioneer in creating advanced software environments where information resources work together with human ingenuity. Well established as the portal thought leader, Plumtree enables a full, rich suite of applications that coordinate human-managed activities across systems, processes and business boundaries. With its flexible and open portal system, Plumtree delivers smart solutions throughout the enterprise and beyond. Progressive enterprises large and small, like Airbus, Mazda, Pratt & Whitney and the U.S. Navy depend on Plumtree to help them rapidly harness untapped potential in their organizations. For more information, visit www.plumtree.com.

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Importing vehicles into Glass-Net from ANY Dealer Management System

Step 1: Preparing your DMS CSV

Ensure you download a Comma Separated Values (CSV) file from your Dealer Management System (DMS) and save it somewhere on your computer.

Step 2: Creating a new template

Go to "My Stock" and click "Import DMS".

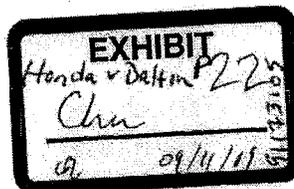


The box below will appear. Select "Create new" and then browse for the DMS CSV file you saved earlier on your computer. Once you have found the file, click "Import" to start the first step of the process.

A screenshot of a dialog box titled "DMS Import". The dialog box contains the following elements:

- A dropdown menu with "Create new" selected. An arrow points to this dropdown.
- A text input field labeled "Data file path & name" with a "Browse..." button to its right. An arrow points to the "Browse..." button.
- At the bottom right, there are two buttons: "Cancel" and "Import". An arrow points to the "Import" button.

This will then take you to the "DMS Import Configuration – Field Mapping" tab, within "My Account". You will only need to set up one template that you can reuse, if your DMS CSV file format remains the same every time you do an import into Glass-Net. What you're doing in this process is effectively telling Glass-Net what columns and data are in your DMS CSV file and which fields in Glass-Net they should be sent to, when creating the vehicles.



Dealer Profile Products & Services Usage Preferences Settings & Templates **DMS Import Configuration**

Select Template 4

Create a new template

Template name 1 Month/stock

Uploaded Source File

Upload new file 2 C:\Documents and Sett Browse

File contains header 3

Field Delimiter

Text field Delimiter

Decimal Delimiter

Characters to remove

5

Sample Data

Please create or select a mapping template first

Field Mapping

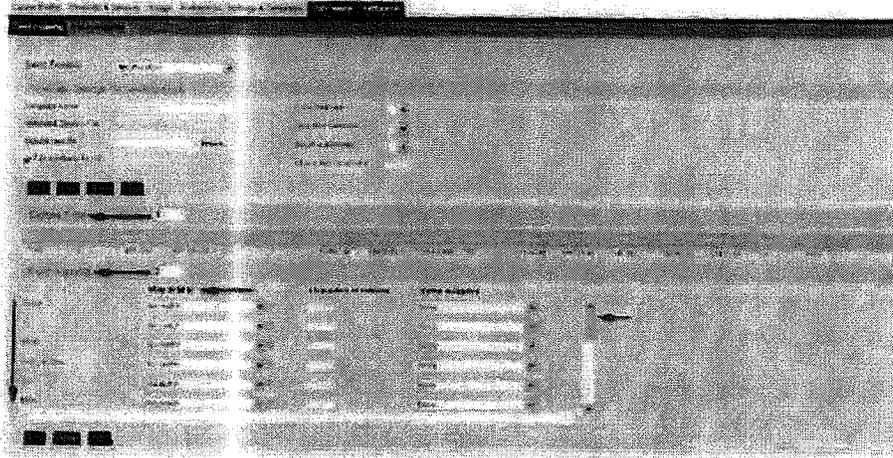
Please create or select a mapping template first

1. Give your template a name.
2. This field should be populated already from the previous step. If not, browse and select the DMS CSV file you saved earlier on your computer.
3. Tick this box if your DMS CSV file contains vehicle data AND column headings.
4. These settings are the default for most CSV files, so you shouldn't have to do anything here. Field delimiter is the COMMA in "comma separated values" (however, sometimes a semi-colon is used). Also, some CSV files will use a comma instead of a decimal point to separate numbers (Decimal Delimiter). You might need to tell Glass-Net to remove a character that pops up in the CSV text for some reason (e.g. \$/£ sign).
5. Once you've completed these steps, click "Create new template".

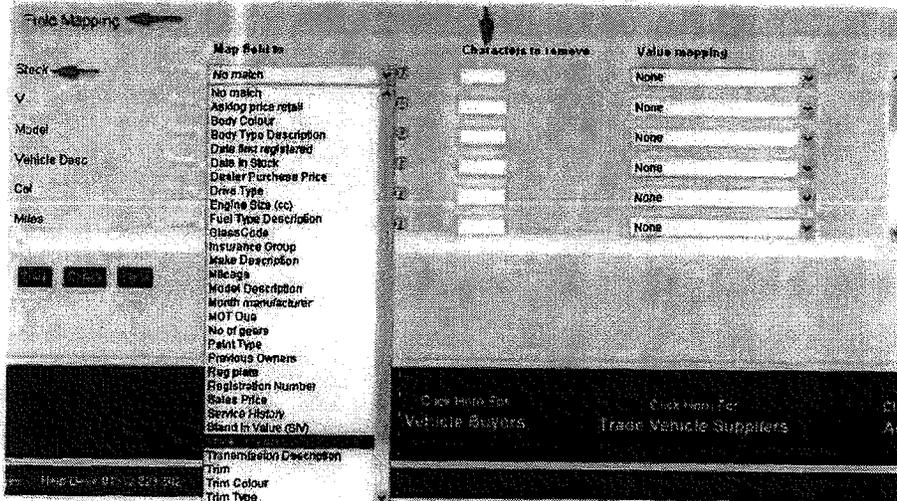
Step 3: Mapping the fields in your DMS CSV to matching fields in Glass-Net

The following screen will appear:

1. "Sample data" will show you the column headings and data under each column if you've completed steps 1 and 2 above, and imported the matching DMS CSV file, correctly. If no data appears, check your delimiter settings in the above screenshot.
2. "Field mapping" populates your column headings, in rows, on the left hand side. The entire list can be viewed using the scroll bar on the right hand side.



"Map field to" is how you tell Glass-Net where you want the data from your DMS CSV file column headings on the left to go to when the vehicles are created. The dropdown box contains a set list of available fields in Glass-Net. In the first example below, my DMS CSV file has a "Stock" column that I've said equates to the "Stock Number" field in Glass-Net.



Once again, there's a "Characters to remove" field for each row, just in case you have a particularly tricky CSV file format with different characters in each column. However, in most cases, you'll only need to edit the single field in Step 2 (if at all).

I've done some other field mapping examples in the screen shot below. Note how my DMS CSV "Col" (colour) column is mapped to the "Body Colour" field in Glass-Net. At this point, the "Colours (read only) - Value Mapping" to the right is automatically selected for you. Click "Save" when you are happy with your new DMS Import template.

| | Map Field to | Characters to remove | Value mapping |
|--------------|-------------------|----------------------|---------------------|
| Stock | Stock Number | | None |
| V | No match | | None |
| Model | Model Description | | None |
| Vehicle Desc | Trim | | None |
| Col | Body Colour | | Colours (read only) |
| Mileage | Mileage | | None |

Step 4: Curious about "Value mappings"?

Within the "DMS Import Configuration - Value Mapping" tab, we can actually take a look at the "Value mapping" for "Colours (read only)".

Dealer Profile Products & Services Usage Preferences, Settings & Templates **DMS Import Configuration**

Value Mapping

Select Value Mapping: **Create new mapping**

Create a new mapping: **Body types (read only)**

Mapping name: **Create new mapping**

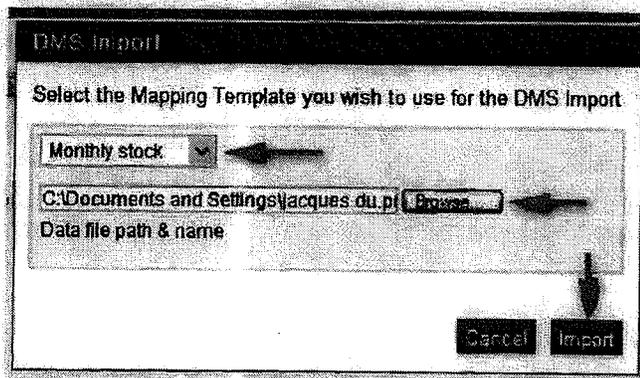
Field pairs: **Create new mapping**

Please create or select a Value Mapping first

- Create new mapping
- Create new mapping
- Body types (read only)
- Drive types (read only)
- Exterior paint type (read only)
- Fuel types (read only)
- Interior trim type (read only)
- Service history (read only)
- Transmission Types (read only)
- V5 list (read only)
- VAT qualifying (read only)

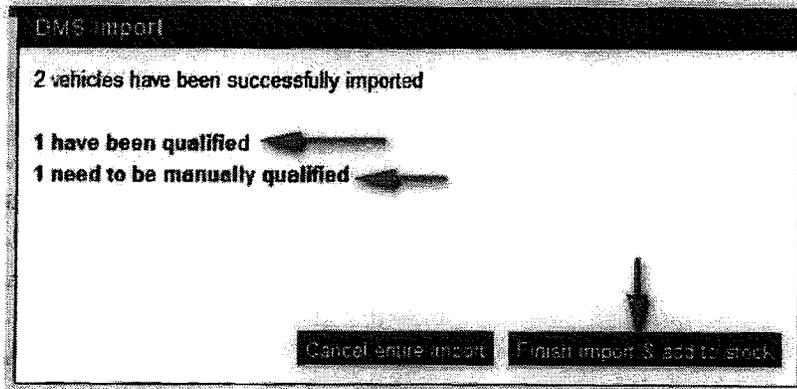
Step 5: Doing a DMS Import using your newly created template

Now that you have created the DMS import template that you intend to use every time you do an import into Glass-Net, just go back to "My Stock – Import DMS" and select the template from the dropdown box. Browse for the DMS CSV file you save on your computer every time you get a new one from your DMS and want to import it into Glass-Net. Click "Import".



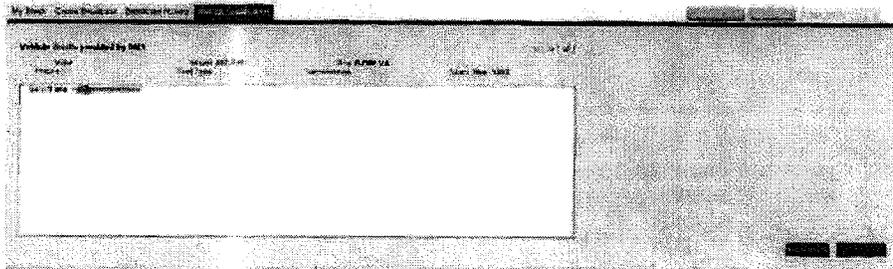
For this template to work efficiently, subsequent DMS CSV file formats you import into Glass-Net need to match the file format you used, when creating the template, exactly. If you need to use a different DMS CSV file format from time to time, please create an additional template to be used at that time. You could also just edit your existing template if your DMS CSV file format changes permanently.

The following summary screen will appear telling you how many vehicles have been successfully imported. Most of these will be qualified by Glass-Net using the data supplied. In some cases, not enough data will be available and a manual qualification will need to take place. Click "Finish import and add to stock" to proceed.

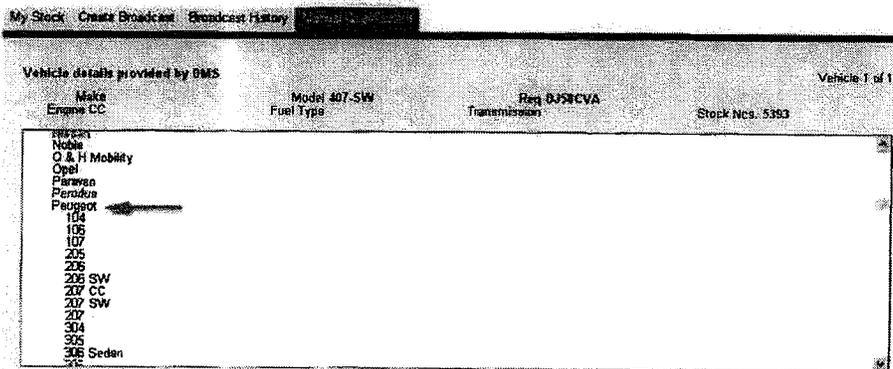


Step 6: Manual qualification

The manual qualification process is basically a make/model tree search. Click "Select one" to see the search tree.



Work down the search tree until you find the vehicle.



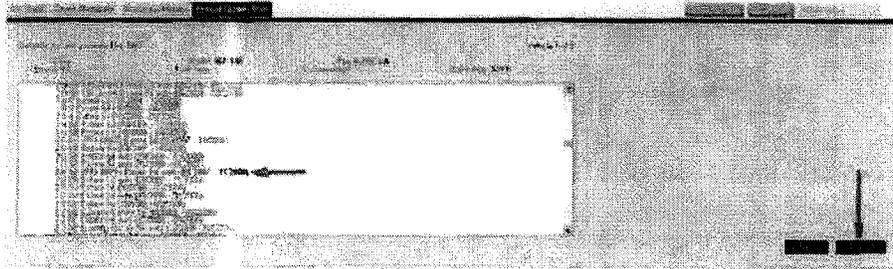
Make, model, derivative...

My Stock Create Broadcast Broadcast History **Vehicle Qualification**

Vehicle details provided by DMS Vehicle 1 of 1

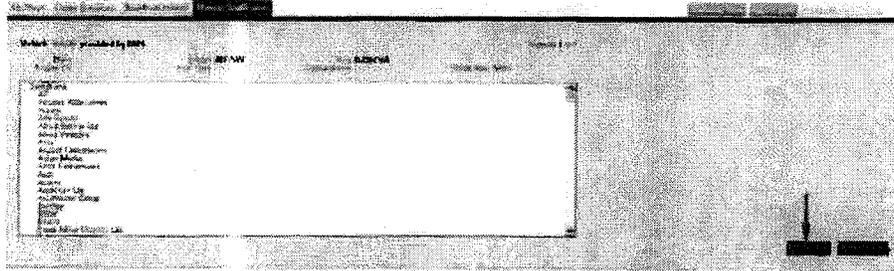
| Make
Engine CC | Model 487-SW
Fuel Type | Reg B258CVA
Transmission | Stock Nos. 5393 |
|--|---------------------------|-----------------------------|-----------------|
| 417 SW | | | |
| 1.8 S Estate 5d (02/2004 - 05/2005) | | | |
| 1.8 S Estate 5d (05/2005 - 10/2005) | | | |
| 2.0 S Estate 5d (02/2004 - 05/2005) | | | |
| 2.0 S Estate 5d (05/2005 - 10/2005) | | | |
| 2.0 SE Estate 5d (02/2004 - 05/2005) | | | |
| 2.0 SE Estate 5d (05/2005 - 10/2005) | | | |
| 2.0 SE Estate 5d auto (02/2004 - 05/2005) | | | |
| 2.0 SE Estate 5d auto (05/2005 - 10/2005) | | | |
| 2.0 SV Estate 5d (02/2004 - 05/2005) | | | |
| 2.0 SV Estate 5d auto (02/2004 - 05/2005) | | | |
| 2.0 SV Estate 5d auto (05/2005 - 10/2005) | | | |
| 2.2 SE Estate 5d (02/2004 - 05/2005) | | | |
| 2.2 SE (Luxury) Estate 5d (02/2004 - 05/2005) | | | |
| 2.2 SE Estate 5d (05/2005 - 10/2005) | | | |
| 2.2 SE (Luxury) Estate 5d (05/2005 - 10/2005) | | | |
| Estate 5d auto (02/2004 - 05/2005) | | | |
| 2.2 SE (Luxury) Estate 5d auto (02/2004 - 05/2005) | | | |

Find the vehicle and click on it. Click "Add to stock" to proceed. Click "Fail vehicle" if you can't find it.

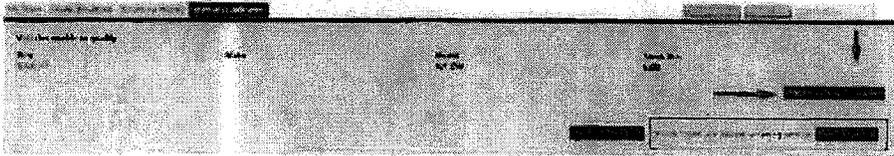


Step 7: Failed vehicles

"Failed vehicles" are grouped together in the background until you've worked through all vehicles that needed manual qualification. They can then be added as unqualified vehicles (usually imported vehicles). So, let's see what this process would look like if we failed the 1 vehicle in the manual qualification process.



Once you've failed the vehicle, you'll see the screen below. Use the check boxes to select vehicles you would like to add as unqualified (i.e. vehicles without a Glass Code). Then click "Add to stock as unqualified". Of course, if you decide against this, just finish the import process by clicking "Finish and discard".



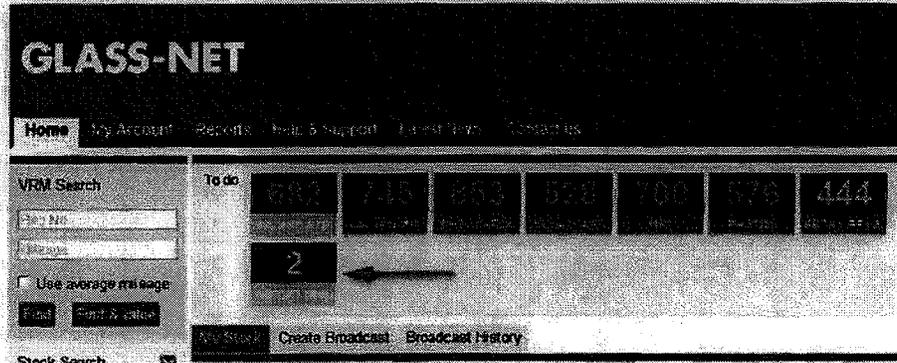
From here you'll be taken back to My Stock. The unqualified vehicle has been added to your stock. You can access it using the "Unqualified" icon in the "Dealer Dashboard", so you can edit it further (perhaps adding images).

This screenshot shows a Dealer Dashboard with a table of vehicle stock. The table has columns for VIN, Year, Make, Model, Mileage, Value, and other details. A total value of \$12471.25 is displayed at the top of the table.

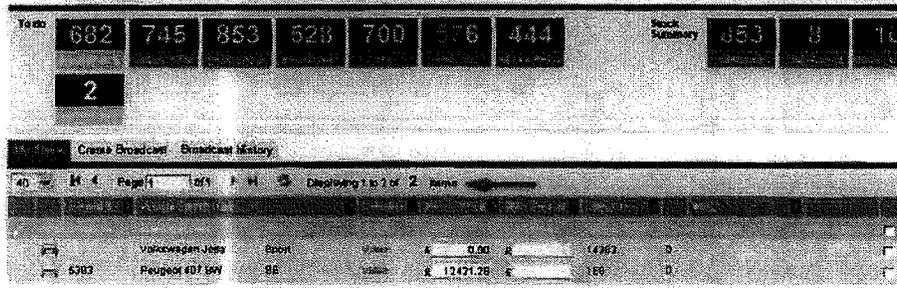
| VIN | Year | Make | Model | Mileage | Value | Other |
|----------|------|---------------|-----------|---------|-------------|-------|
| UNQ12345 | 2004 | UNQ | UNQ | UNQ | \$12471.25 | 1 |
| P0M609 | 2004 | Mercedes-Benz | C-Class | 0 | \$ | 0 |
| Z7 | 2004 | Lincoln | Navigator | 0 | \$3125.00 | 0 |
| 44097 | 2004 | Cadillac | Escalade | 0 | \$107500.00 | 0 |
| THNAC01 | 2004 | Audi | A1 | 0 | \$ | 0 |
| | 2004 | Audi | Rosario | 0 | \$500.00 | 0 |

Step 8: Let's continue the process, assuming no vehicles failed

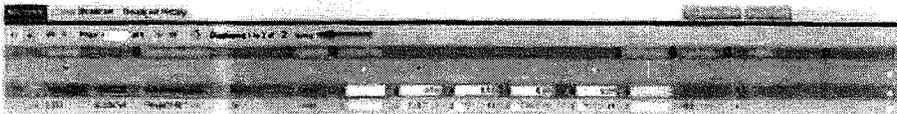
Once you've worked through any vehicles that needed to be manually qualified, you will see the screen below. In this case, no vehicles failed or were added as unqualified. The qualified vehicles have been seamlessly added automatically in the background.



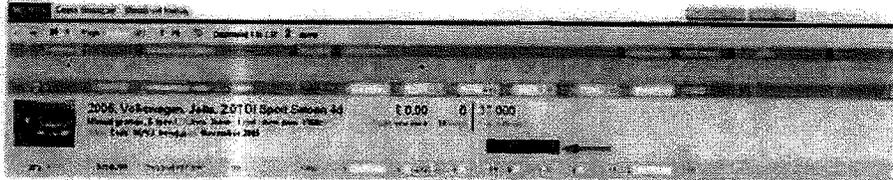
You can see the "Import DMS" icon in the "Dealer Dashboard" now has 2 vehicles in it. This is where all vehicles imported from your DMS will be stored initially, so you can avoid confusion. Clicking the "Import DMS" icon will filter "My Stock" to show the vehicles you imported.



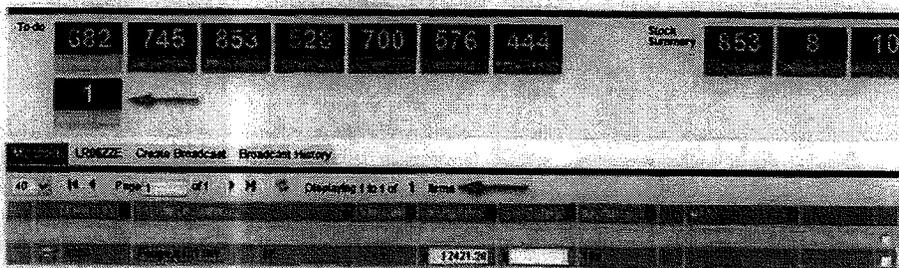
In this case, my DMS CSV file only contained 2 vehicles. One vehicle row in the CSV file, highlighted by the red arrow, only contained a vehicle registration number but was automatically qualified via a VRM lookup.



The other vehicle contains more information (asking prices, cost, SIV, Stock number) gathered from my DMS CSV file but had to be manually qualified.

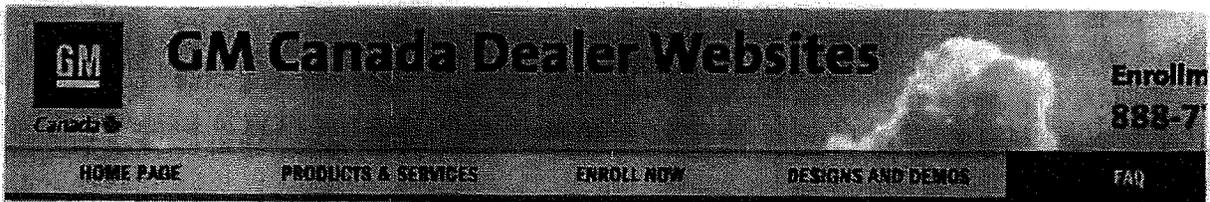


If you click on the vehicle row that contains very little information after the DMS Import, "Full Vehicle Details" will appear. This will take you into the Vehicle Profile, so that you can add some more information e.g. images, asking prices, stock number etc.



Once you have viewed and/or edited an imported "Vehicle Profile" for the first time, that vehicle will be removed from the "Import DMS" icon, and filter, in the "Dealer Dashboard". There is only 1 vehicle showing now. However, the 2 imported vehicles have been present in the count for the "Vehicles" icon in the "Dealer Dashboard" from the time they were first imported.

When re-importing vehicles that you have imported previously, these vehicles will not be duplicated but will have their prices updated within the existing "Vehicle Profile", if the new DMS CSV file contains different price information.



Frequently Asked Questions

What are the benefits of the GM Canada Dealer Websites?

How do I enroll?

Can I represent non-GM brands on my website?

What options are available for maintenance and training?

How do I manage by used car inventory?

Can I opt out of CUIS to have a Cobalt website?

Do I need CUIS to have a Cobalt website?

Can I get my 3rd Party Inventory listings and photos on the Cobalt Website?

How do I update Hot Deals and Internet Specials?

How do I update Goodwrench offers and Service Offers?

Where do I find information on how to use Website Manager?

Can I add dealership photos or a logo on my homepage?

Can I point my vanity domain name at my Cobalt site?

Can I have more than one vanity domain?

Are there any standards for my domain name?

Can I link to other websites from my Cobalt site?

Is there a form on the site to apply for Financing?

Will my Cobalt site be Search Engine Optimized?

Can I update the Meta, Title, and Description keywords on my Cobalt site?

Will the Request a Quote leads be delivered to me even if a customer is outside of my

What are some of the benefits of the GM Canada Dealer Web Canada Dealer Website, powered by Cobalt?

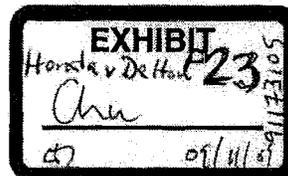
The all-new GM Canada Dealer Websites, powered by Cobalt, of dealership websites fully integrated with GM Canada tools and a Canada dealership website provider, Cobalt's industry-leading de Canada dealers/retailers more opportunities to sell more cars. So receive from GM Canada Dealer Websites are:

- Exclusive GM Canada Dealer Website Designs with multipl differentiate your dealership while leveraging the power of t
- Flexible and Easy to use website tools make it simple to eff and services - and you can make changes instantly
- Seamless integration with the many GM Canada online app Build Your Vehicle, Compare Vehicles, Model Showroom, T Payment Estimator, GM Goodwrench and more
- Automatic, new and used vehicle inventory integration - you displayed on your dealership website - you don't have to lift
- Next generation searchable new and used vehicle inventory with an engaging search, navigation and shopping experier leads.
- GM Canada national sales and service promotions will be a website to ensure coordination of online and offline marketi
- Key business reporting tools in our Dealer Dashboard help real-time for optimal results

All of the direct integrations, automatic updates, support, and mo Dealer Website. The GM Canada Dealer Website core website is \$1250 setup fee. For more pricing and packaging details, see [this](#) 888.778.7054.

Additional details about the GM Canada Dealer Websites Program

Q: How do I enroll in a GM Canada Dealer Website, powered
Enrolling in a GM Canada Dealer Website is quick and easy! Sim online enrollment form. When you submit this form, the GM Cana start the process of building your new GM Canada Dealer Websit GM Dealer Websites, select Contact Us from the navigation abov



APR?

How many used and new vehicle photos can I display in my inventory listings?

How many email addresses do I get with the program?

What Website performance metrics are available to me?

Who should I call with questions?

information and an enrollment specialist will call you soon, or you

Q: Can I represent non-GM brands on my GM Canada Dealer Website?
GM Canada allows only GM brands to be included on a GM Canada Dealer Website.

Q: What options are available for site maintenance? What kind of changes can I make? How much does it cost?

GM Canada Dealer Websites, powered by Cobalt, features easy-to-use tools so you can make changes instantly. In addition, all GM Canada Dealer Websites come with eCare technical support. eCare is a toll-free technical support service that can help you with website changes.

Cobalt also offers online training modules and manuals via Cobalt. After Cobalt implementation, your dealership will receive a username and password and the variety of online training events to help you get the most out of Cobalt all at no additional cost to your dealership.

Q: How do I manage my used car inventory on a Cobalt Website?
GMCL will provide a new tool to manage used vehicle inventory. This tool will allow integration between a 3rd party vendor's used vehicle data and a data sharing agreement between vendors.

Q: If I am an Optimum Dealer, can I opt out of CUIS to have a different inventory management solution?
CUIS is the tool that effectively manages your used inventory on a Cobalt Website. CUIS is seen as an integral part of the Optimum Brand and is the industry standard. CUIS and is integrated with your Cobalt website solution.

Q: If I am not an Optimum Dealer or Certified Retailer, do I need CUIS to manage my inventory?
No. However, if you enroll in a GM Canada Dealer Website, you can manage your inventory. CUIS is one solution available that can provide different options to get inventory on your site. Please contact Cobalt at 888.778.7054.

Q: Can I get my 3rd Party Inventory listings (Autotrader, etc.) on my GM Canada Dealer Website?
Yes, the 3rd party inventory listing can be transmitted to CUIS, provided you have a data sharing agreement. All vehicles, both certified and non-certified, entered into the CUIS system will be available on your website.

be displayed on the dealer's Cobalt website. All vehicle data, including vehicle inventory, is available for display on the Cobalt website.

Q: How do I update Hot Deals and Internet Specials for New Inventory?
You will need to ensure your Partner Security Coordinator (PSC) is set up in Global Connect. Go to the Global Connect tool, select Business Tools > Internet Specials and Hot Deals. Select this link and it will display your current vehicle inventory. Click one of the check boxes to the right of the vehicle to add an Internet Special or Hot Deal on your Cobalt website. Once you are done, remember to save your changes!

Q: How do I update Goodwrench offers and Service Offers on my website?
Goodwrench offers will automatically be updated on your Cobalt website. For Service Offers, contact the Cobalt Website support team at 888.778.7054.

Q: Where do I find information on how to use Cobalt's Website?
Upon activation of your website you will receive instructions on how to use the website to you and for customer support. There are multiple self-paced or video training sessions. The training, which is available in English only, can be found at cobaltu.centra.com/Login/index.aspx. If you require French training, contact 888.778.7054.

Q: Can I upload photos of my dealership on the homepage of my website?
Yes, absolutely. In fact you are encouraged to personalize the site to your brand. There will be opportunities to add personalized content to the site and you will have the ability to make real-time changes on demand via the Website.

Q: Can I point my vanity domain name (i.e. www.excellencecc.com) to my website?
Yes. If you have an existing domain name registered, Cobalt will point it to your new site when it is completed. You can also register a new domain name. This is included in the setup and monthly fees for the website.

Q: What if I have multiple vanity domain names? Can I have them all point to my website?
Yes, you will just need to make sure that you work with Cobalt to ensure all domains are directed correctly.

Q: Are there any standards that need to be adhered to with my website URL?
Yes, Cobalt Dealer Website URLs must meet GM URL standards.

- Comply with all Dealer/Retailer Sales and Service Agreements
- General Motors trademarks and brand names
- URL must not contain place names except where they are a part of the name, eg. Saturn of London
- URL must not contain any unreasonable language or claim.
- URL must not contain model names or other GM program names or programs

Q: Can I link to other websites from my Cobalt site?

Linking to other websites is fine provided that the sites do not adversely affect the Cobalt site. You are welcome to link to external sites to promote community involvement, partners and other business endeavors.

Q: Is there a form on the site to apply for Financing?

We are currently working on a solution to make a form available on the site. In the meantime, you are welcome to utilize forms or applications that you may have available.

Q: Will my Cobalt site be Search Engine Optimized?

Cobalt's Websites platform offers superior search engine friendly ranking of dealer websites. SEO features that enable web pages to be optimized for search engines. The site include:

- Frameless website structure.
- Editable page titles, descriptions and META keyword tags
- Dynamically generated page titles, descriptions and META
- Visible site map
- Support for Google site map.
- Search Engine friendly URLs.
- Search engine indexable vehicle details pages.
- Metro market inclusion

Q: Can I update the Meta, Title, and Description keywords on my site for Search Engine Optimization?

Yes. Each page on the site has an area where you can add/change the keywords through the Website Manager tool. You can access training at [http://www.gmcanadadealerwebsites.ca/MiscPage_3](#)

Q: Will the Request a Quote leads filled out on my site be delivered to me outside of my APR?

Yes. All leads sent from your website will be delivered to your dealer.

resides.

Q: How many used vehicle photos can I display in the invent

There is no restriction to the number of photos you can display or Cobalt receives photography in a feed from GM Canada for both responsibility to ensure that pre-owned photos are sent to GM Ca

What about my new vehicles?

GMCL provides 1 new vehicle photo for your inventory listing how images to their website, using the Cobalt Website Manager. Then you can display on your new vehicle inventory listings. You can a photos using your Motor Place account, www.motorplace.com.

Q: How many email addresses do I get with the program?

There are 5 email boxes included in the website package.

Can I get more?

Yes. Additional boxes are available for purchase. Please contact information.

Q: What Website performance metrics are available to me?

The website comes with Cobalt's Site Reporter Dealer Dashboard effectiveness in generating email and website-driven phone leads Dashboard, dealers can view information from their Cobalt websi effectiveness of marketing and advertising campaigns. Dealer Da lead generation efforts on the fly to ensure the best lead return w the Dealer Dashboards via your Motor Place account, www.moto

Q: Who should I call with questions?

To find out more about the GM Canada Dealer Websites, powered GM Canada Dealer Websites Enrollment Team.

[Site Map](#)

Courtesy Car Manager C²Man Finance Dealer

C²Man Finance Dealer Dashboard By Period

C²Man provides a dealer by month spreadsheet report for any selected period (month, quarter or year) 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.

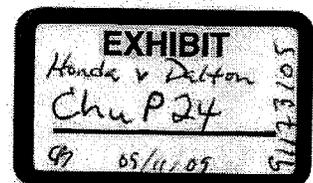
Contents

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

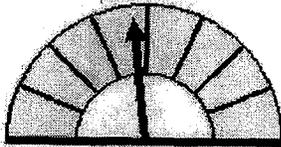
http://www.c2man.org/c2man_a4110_courtesy_car_manager_finance_dealer_dashboard.ht... 8/31/2009

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.
2. **Number of booking transactions** is shown as an absolute statistic.
3. **Number of active users** is shown as an absolute statistic.
4. **Number of active vehicles** is shown as an absolute statistic.
5. **Number of active covers** is shown as an absolute statistic.
6. **Number of active customers** is shown as an absolute statistic.

Dashboard

£1234

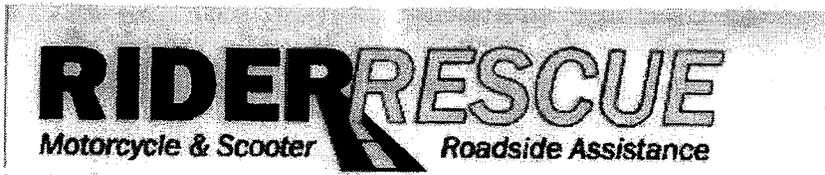


Revenue this
month

Exceptions

- Where the dealer has chosen not to use insurance that has a usage cost, then the insurance cost is zero and the information hidden.

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[Home](#) | [Dealer](#) | [Club](#) | [Rider](#)

Rider Rescue Dealer Login

[Already Regist](#)

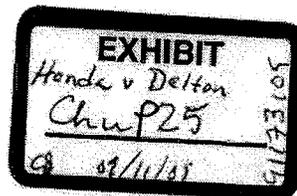
Dealer Login

User Name:

Password:

Forgot your password? [Click here to reset your password.](#)

[Home](#) | [Dealer](#) | [Club](#) | [Rider](#) | [About Us](#) | [Contact Us](#) | [Privacy P.](#)



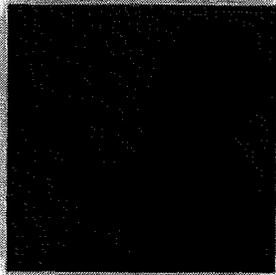
Already a Spoke Member? [Sign In](#) | [Join](#) | [Browse People](#) | [Browse Companies](#) | [Help](#)

Looking for a Job?

[Join Spoke](#)

KPI Dashboard Demo
 See Operational Dashboards At Work In This Cognos Now Demo.
Cognos.com/KPI_Dashboard

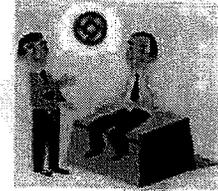
Dashboard Power Score!
www.pro



- ➔ This is me
- ✉ Email
- 🔖 Bookmark
- 🔍 Find Your profile

Find the people you are looking for.

Connect directly with 55 million business people.
 Find new business opportunities.
 Find the missing link that you don't know you know.



Join today!

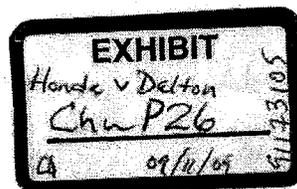
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Looking for a job?

Use Spoke to get direct access to hiring managers and recruiters.

Find a job!

<http://www.spoke.com/info/pC6MZ0N/BobFoster>



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Dealer
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Join
Spoke
to
learn
more
information
about
Bob



Biography

Tags: T H & S,
NC, retail drug
store, Dealer
dashboard

Jobs & Associations

Join to view
all

**Dealer
dashboard at
T H & S**

Coworkers [Join](#)
to view all (280)



John Lucas
Vice
President
an...



Alex Nehlebaeff
Security
Manager



[Join
to
view](#)
IT
Operations
Sys...



Rod Arends
Director of
Portf...



[Join
to
view](#)
Process
Manager



[Join
to
view](#)
IT
Operations
- M...



[Join to
view](#)
HR
Director



[Join
to
view](#)
Systems
Manager

Has this
info
changed?



[FAQ](#) | [Community Resources](#) | [Company Info](#) | [Blog](#) | [Help](#)

27

Welcome to Worldview Portal
Select System and provide your login details.



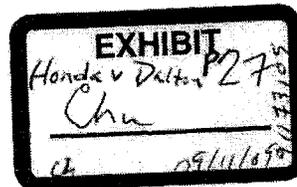
System:

User ID:

User Name:

Password:

(If you are unsure of your account information or do not have an account, contact Worldview Technologies directly.)



MAYLINE GROUP BULLETIN

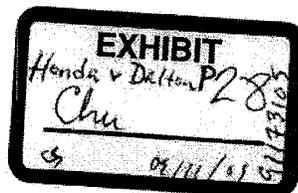
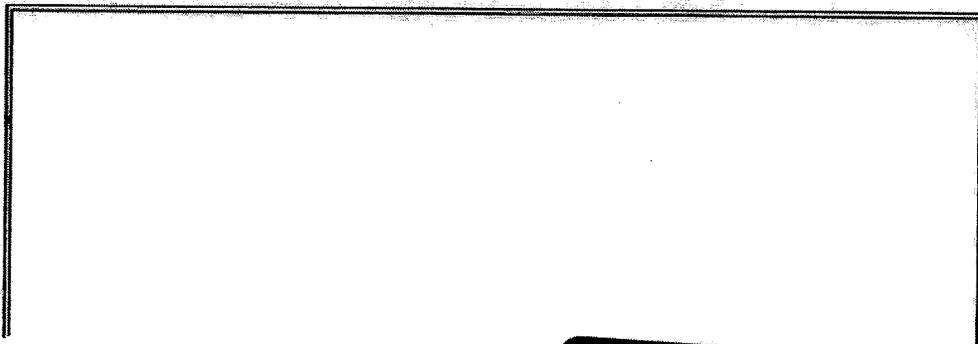
February 10, 2009

DEALER DASHBOARD - A GREAT RESOURCE!

Last Fall, the Mayline Group made it easier than ever for dealers to obtain proprietary information on a host of topics via a new link on the Mayline website. Called the "Dealer Dashboard," this intranet site allows dealers to obtain up-to-the-hour information on Inventory Availability, Order Tracking, Promotions, Factory Closeouts and more. We made it simple to access this information 24-hours a day and also to avoid possible delays versus calling into customer service. It's been a huge success. Thousands of dealer sales people access our Dealer Dashboard every month. If you're not using this tool, start today!

To access the Dealer Dashboard, one simply goes to the Mayline Group website, www.mayline.com, clicks the Dealer Dashboard link from the lefthand menu, and registers on the secure login page.

Once you're registered, you just need your e-mail address and password to log in. If you have not yet registered, registration is quick and easy (and if you are already signed up for on-line order entry, you're ready to go).



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DEALER DASHBOARD
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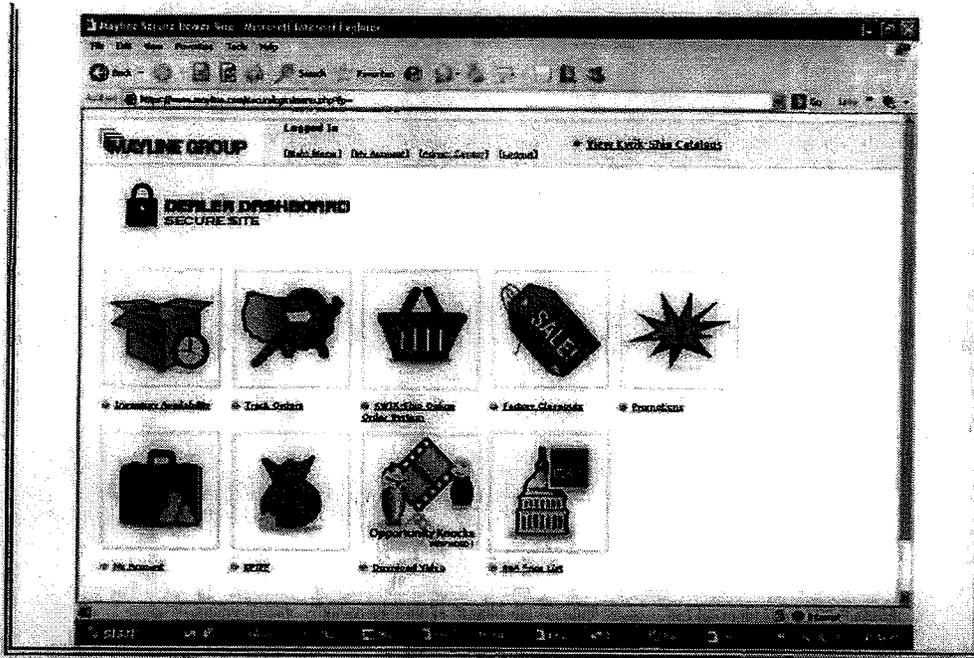
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Save time and avoid delays by using the new Mayline Dealer Dashboard. For assistance in establishing a secure dealer login or navigating the Dealer Dashboard, contact Customer Service at 800-822-8037.

www.mayline.com / Phone: 800-822-8037 / Fax: 920-457-7388



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Alfa Romeo
Dealer dashboard
Information Architecture
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IA workbook version control v. 1.1

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| Alfa Romeo | As instructed IA | 10/24/07 |
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Finding a dealer for a reason

Contents:

- Review of competitive functionality and opportunities
- map functionality
- dealer dashboard functionality

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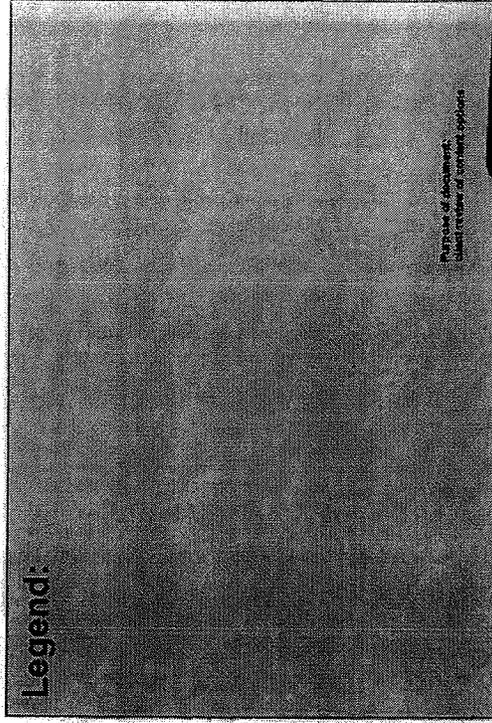


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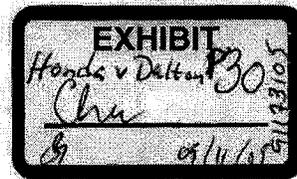
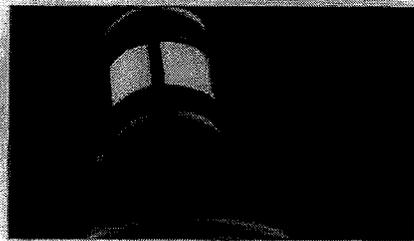
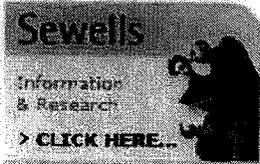
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Dealers need to adapt to changing auction market

Sunday 9 August 2009, 10:38



- Advertisement -

Analysis of data provided by major auction houses shows that demand is still strong from dealers for all stock, whether young and ready to retail or older part-exchanges.

Manheim Auctions' Dealer Dashboard showed auction first-time conversion rates stood at 65% for retail stock and 74% for part-exchanges in July 2008.

Compare that with 87% for retail and 84% for part-exchanges in June 2009 and it's clear that dealers are keener to get their hands on whatever cars they can sell on.

Used car experts from CAP and Glass's agree there's a shortage of good quality used stock.

Although this is good for values, it means dealers have had to adjust to retailing older cars, in some cases, or reduce overheads in line with smaller stocks.

This is likely to continue into 2010, at least.

Naturally a new car market that is down by a quarter will mean smaller volumes of nearly-new and one to three-year-old cars coming into the used car market.

In addition, many fleets with vehicles already approaching the typical three-year de-fleet point have extended their leases, keeping these cars for up to another year.

With this in mind there has never been a more crucial time to get a grip on the market.

Auctions and remarketing companies are ideal for sourcing and disposing of

<http://www.am-online.com/news/story/Dealers-need-to-adapt-to-changing-auction-market/...> 8/31/2009



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stock, but with more dealers chasing fewer quality cars it is vital people know how to use these methods to their best advantage.

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Independent car dealer Carl Baroni, owner of Ilford Motor Company which retails older cars up to £5,000, thinks private buyers are pushing the price of used cars up because they will pay more at auction than dealers whose bids need to allow for some margin.

Baroni said: "It is becoming a pain. Used car prices have gone up about 20% since Christmas.

"On average we are paying £600 more for a £4,000 car. We can drop our prices but by the time we take the costs out it is not worth it.

"We don't know how we will cope over the next two years and know we will find it hard."

As a result of dealers clamouring for the vehicles which are out there, companies such as [Manheim](#), [British Car Auctions](#) and [Paragon](#) Remarketing report an increase in trade buyers attending auctions.

1 2

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