

Print Advertising Takes Back Seat to Internet, J.D. Power Says

Fueled by online classified advertising services such as AutoTrader.com and cars.com, the Internet is helping more consumers make their late-model used vehicle purchasing decision than traditional newspaper and magazine classifieds, according to a recent study.

As part of the study's release, J.D. Power also predicted that the trend will continue to rise in favor of the Internet.

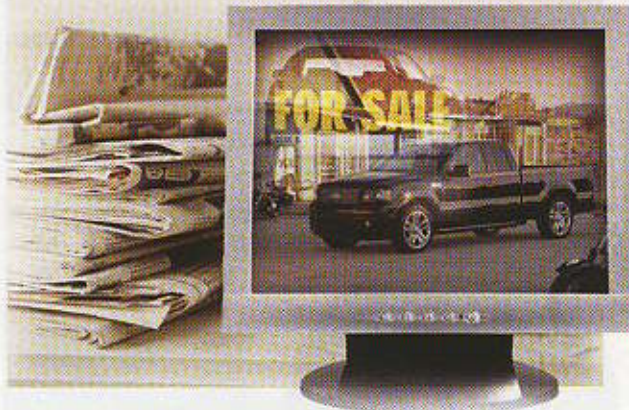
The J.D. Power and Associates 2005 Used Autosopper.com Study – which used responses from 14,000 owners of used vehicles who purchases 2004 and 2005 models – revealed that the percentage of used-vehicle buyers using the Internet in their shopping process is holding steady at 53 percent.

Among all buyers, 23.4 percent are impacted in their selection decision by information they have found online. That number was 22.5 percent last year.

J.D. Power says that dealer sites will continue to play a vital role in online shopping.

More than one-half (52%) of all shoppers who credit the Internet with leading them to the vehicle they purchased indicate a dealer site as the primary online source. About one-half of these shoppers state that an independent site, manufacturer site or search engine directed them to the dealer's site where they found the vehicle they purchased.

"The automotive industry must do a better job of making online shopping efficient," says Dennis Galbraith, senior director of research at J.D. Power and Associates. "The Web sites must also do a better job of meeting the needs of those shoppers with less-than-average vehicle knowledge or model preference. Over the 10-year automotive history on the Internet, this industry has demonstrated that identified customer needs don't go unmet for long."



Display Ramp Makes Its Way To United States

Australian-based Rampboss recently announced that it would begin building, marketing and selling its display ramps in the United States. Michigan-based Kayleigh Corporation and Rampboss will do business in this country as Rampboss-USA. The first product from the Rampboss-USA line is the V1 ramp, which made its debut in March at the Detroit Auto Rama Custom Auto Show.

Australian Design Architect Neil Senior designed the modular V1 and holds several other patents on ramping systems. Senior said his company has received favorable feedback from dealers and is enthused about the potential for growth in the United States. "We're exceeding our sales goals much faster than anticipated throughout Queensland, Australia," Senior said. "We see no reason why our success can't be duplicated in the Motor City and across the country, and we're confident of a mutually beneficial partnership with both Kayleigh Corporation and Livernois Vehicle in the months ahead."



NABD Finalizes Fall Conference Details

Some of the nation's most successful Buy-Here, Pay-Here dealerships are scheduled to attend the NABD's three-day dealer training academy Sept. 14-16 in Atlanta, Ga.

Kenneth Shilson, CPA and NABD President, says the program is ideally suited for owners, general managers, collection managers, and other key employees who are (or will be) involved in daily operations of BHPH dealerships.

"Simply stated, the program is for

anyone who wants to become better and more profitable in the Buy-Here, Pay-Here business," Shilson said.

Instructors include: Monte Johnston of Automatic Auto Finance in Springdale, Arkansas, John Linnehan of Credit Now! Auto Company in Ellsworth, Maine and Ingram Walters of Credit Quick in Charlotte, N.C. In addition, the program features leading industry experts: attorney Tom Hudson, Mike Moore, NCM Twenty Group Moderator,

Kelly O'Connell of the Joe Verde Group, and Shilson who will focus on the areas of law, dealer networking and training, and tax saving ideas.

Registration has begun and the academy will be limited to 50 dealerships in order to facilitate personal training and individual interaction with instructors and sponsors. NABD has arranged \$99 per night room rates. For more information, call 713-290-8171.