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MOBILE-TECH NEWS

A Bi-Monthly Publication Serving the Shop On Wheels & VIEWS

SECTION
TWO

OnSight Solutions — Driving Home The Message One Dealership At A Time



L to R: John Wingle, Founder; Partners Tom Butz, Tim Lindsay and George Roberts

By Terry Kohl

Traditionally, automotive dealerships have utilized a fairly standard advertising approach—local newspaper, radio and television, with perhaps an anniversary event thrown in, in which case balloons, colored flags and “the blow-up, flapping-arms-to-get-you-to-look-over-here characters” are employed to further capture the attention of those who drive by the dealer lot.

Any dealership will tell you newspaper rates have gone through the roof while readership has dwindled. Television viewership has been diluted by 500+ channels, DVD's, pay per views and DVRs, and local radio has been challenged by satellite radio now available in most new vehicles. The bottom line is that

the advertising world as we have come to know it is in a constant state of flux. How does a dealership get the most bang from their advertising bucks?



Drive By to Drive In

According to Arbitron, an international media and marketing research firm, Americans reported traveling an average of 304 miles per week and much of that was to and from their jobs. Consistent traffic past a dealership would lead one to the obvious conclusion that a portion of their target market is driving by twice a day. The question, understandably, is how to get them to drive in? The answer isn't all that surprising...or is it? It's called Branding.

Branding is accomplished by using a name, slogan, logo or design theme associated with a product or service. Brand recognition is obtained by the use of the product or service through the influence of advertising. A brand is a symbolic embodiment of all the information connected to the product and serves to cre-

SOLUTIONS continued on page 36

Bedrug Bedliner Named Genuine Toyota Accessory

The BedRug® bedliner, manufactured by Wise Industries Inc., has been named a Genuine Toyota Accessory by Toyota Motor Sales, U.S.A.

"If your truck works as hard as the new Tundra, or plays rough like the Tacoma, then BedRug complements your lifestyle," said Ron Wise, president, Wise Industries Inc. "It stands up to everything from concrete blocks to ATVs. Nothing can hurt it, including bleach, battery acid and oil. No other bedliner gives you the same combination of looks, comfort and durability."

BedRug is available for all current production model Tacoma and Tundra trucks. New truck buyers can specify the BedRug as optional equipment at the time of their purchase. Current Tacoma and Tundra owners can visit an author-



ized Toyota dealership or browse the Toyota Accessories Web site at www.toyota.com/vehicles/accessories.html to order their own next-generation bedliner.

BedRug is a custom formed liner comprised of a bottom layer of polypropylene foam bonded to a top layer of polypropylene fiber that looks and feels like plush carpet. BedRug will not absorb water and will not scratch the original bed, which keeps it looking like new - a bonus when it's time to sell or trade-in your truck. As well, the liner's slip- and skid-resistant surface helps keep cargo in place in transit.

BedRug is located at 635 Old Hickory Blvd., Old Hickory, TN 37138. Contact the company for more information at 800.462.8435 or visit www.bedrug.com.

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MobilePro Invoice is a powerful, reliable, and smart solution built to speed up and organize any mobile technician's paperwork load. MobilePro Invoice allows you to easily manage lot inventory and customer data, create invoices, print, and get signed payment approval from any Windows Mobile 5.0 or 6.0 device. You can also import all of your data instantly into your Quickbooks file and for backup. This saves valuable hours of data entry that you can now spend with family, friends or doing more productive tasks. MobilePro Invoice software is subscription-based product available



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INVOICE continued on page 31

SOLUTIONS cont'd from Sec2 Cover

ate associations and expectations around it. In this case branding would mean that when you think of purchasing a new car you immediately think of a particular dealership.

OnSight Solutions, (OSS) a company based out of Albany, New York, has taken the idea of visual merchandising—which can be found in every other retail environment on the planet—and is applying it to the automotive dealership

arena.

Visual merchandising has proven to be an effective means of advertising and promotion and is a key component of an integrated marketing plan. Proper visual merchandising supports the image of the product or service and consequently, improves sales.

OSS has formulated a plan that provides expert solutions custom tailored to the individual dealership, the dealership's customers, promo-

tions, and the individual vehicles sold.

The Plan

John Wingle, founder of OSS, came up with the idea during the 2002 Super Bowl. Invited to a gathering to watch what would be a win for the Patriots over the Rams, was Wingle, his brother, Nick, who managed a local dealership in Albany, and the owner of that dealership, Tom DeNooyer.

A conversation on how to improve DeNooyer's business came up during the game. How could DeNooyer Auto achieve a more professional look, capture more of the Albany market, get the customer onto the lot and improve the buying process once they were there.

During the next few days, a light went on for Wingle as he continued to brainstorm ideas that would improve the buying process for DeNooyer. Despite personal challenges, Wingle saw into the future—and



what he saw in his crystal ball was a virtually untapped market in the automotive sales industry.

Wingle had a talent for graphic design and in previous years had experienced a widely varied business background and significant sales know how. He also had a thorough knowledge of the automotive sales industry and a strong entrepreneurial spirit. Add hungry to that mix,

SOLUTIONS continued on page 37

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SOLUTIONS continued from page 36

and the result was a one-man company, with a hefty business plan, which he worked alone for the next two years—and quite successfully.

In the spring of 2004, Wingle met Tim Lindsay on a dealership lot in Albany, New York. Coincidentally, the two had worked together in years past. This chance meeting resulted in a newly formed business partnership at an Albany diner 2 days later when Lindsay came on board.

By late summer of 2004, business was even better than projected. The two partners began to further develop the philosophy and methodology behind the business and began seeking out additional partners in contemplation of expansion and the implementation of a national franchise operation.

In the fall of that year, George Roberts and Tom Butz signed on as investors and partners. Butz began expanding the business plan into the Charlotte, North Carolina metro markets and over the next two years succeeded in bringing even more realization of a winning idea to the table.

Workin' It

Having sold their first franchise in May of 2006, the company now has 14 nationwide owners of OSS franchises. Market penetration has been achieved in fifteen states, and auto dealerships are at 1,000 plus.

Carcannon recently cited City Chevrolet, one of the Charlotte, NC dealerships serviced by OSS fran-

chise owners Chris Arant and Tommy Butz, son of partner, Tom Butz, for a Best Practice rating. Carcannon is a nationally recognized innovator of automobile inspection and consultation services. Their Best Practice Award is given when the dealer shows what practices are utilized to keep customers coming back.

Jerry Ferrell, VP and General Manager for City Chevrolet in Charlotte, NC, has nothing but praise for OSS. "OnSight Solutions has given our dealership the opportunity to think 'outside the box' versus traditional advertising and marketing mediums. We have increased sales in the new, certified pre-owned and commercial vehicle areas by merchandising our Chevy products and bringing visual recognition to our dealership location."

"OSS is committed to partnering with Franchisees to provide automotive dealers with the most innovative and proven visual merchandising service available," Wingle states emphatically. "OSS is passionate about promoting and further developing the dealer's brand, enhancing the dealer's image, and strategically marketing the dealer to the consumer. We consider ourselves stewards and take the responsibility of creating success for our franchise owners and auto dealers very seriously."

For more information about OnSight Solutions, call 888-678-1548 or visit www.eonsight.com

Terry Kohl is President of Media

Management Marketing, a full service PR firm serving the automotive aftermarket. She is a well-respected automotive journalist, author and marketing coach. Kohl often writes

columns for automotive trade publications as well as spearheads a monthly mentoring column for SEMA News.

MOVE continued from page 29

Fitzgerald's Restoration Products, Inc. is celebrating their 30th year of providing professional automotive interior restoration products and training. In an economy that has many thinking of downsizing, Fitzgerald's is moving to a much larger location. The new facility more than doubles their warehousing facilities in a state of the art building that includes specially engineered 12 & 15 foot tall shelving, 2 check-out counters and 2 roll up doors.

How are they doing it? Dean Fitzgerald decided to take his company motto- "Fast Friendly Service" - to the next level. With a year that has had its ups and downs econom-

ically, Dean knew that he had to focus on service. He brought in Wyndie, a new sales representative, and has his entire staff focusing on three aspects of customer service:

Value, Contact and Follow through. Value is about more than pricing. It's about knowing that the company you're ordering from cares whether or not their product is going to work and make money for the customer. Fitzgerald's knows that it's not just their products that the customer is buying. It's the reputation for excellence that Dean has built since 1978.

Fitzgerald's knows the value of having constant contact with their customers to make sure that the

Court Dismisses Federal Fuel Economy Standards

The 9th Circuit U.S. Court of Appeals dismissed the U.S. government's new federal fuel economy standards for many sport-utility vehicles, minivans and pickup trucks in a ruling Nov. 15. The Court noted that the standards, which would go into effect next year, did not properly assess the risk to the environment and failed to address heavier SUVs and trucks, along with other deficiencies.

This ruling followed a lawsuit filed by 10 states, New York City, the District of Columbia and a variety of environmental groups, that argued federal regulators failed to note the effects of carbon dioxide emissions when calculating fuel economy standards for light trucks. The suit was filed last year and sought to force the National Highway Traffic

COURT continued from page 38

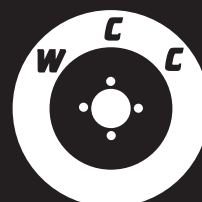


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