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DEALER

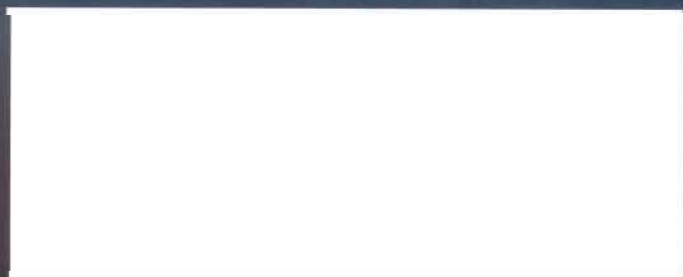
USED CAR

www.UsedCarDealerMagazine.com

Magazine



2008 Convention



Black Book Launches Daily Updates

Black Book is now offering daily updates to its industry standard used vehicle valuation products. These updates are available in its full range of electronic offerings, including PDAs, Smart Phones, Blackberry devices, micro browsers, web enabled cell phones, Internet Xpress suite, data feeds, custom applications, and online trade appraisal services.

While used cars generally represent better profit opportunities, margins in all areas of automotive retailing have grown razor thin, and it has become more important than ever to know exactly what a vehicle is worth on any given day. Successful dealers are becoming more and more sophisticated - just as Wall Street investment bankers wouldn't rely on old financial data; dealers now have the option to receive our timely, independent, and accurate information updated on a daily basis.

It used to be that getting updated values once a week was good enough, but as the industry is beginning to see margins erode and wholesale prices change more frequently, many dealers have begun to ask for more timely guidance. Making our values available on a daily basis is the next logical step in our efforts to keep our customers armed with the best information we can provide.

For more information visit www.BlackBookUSA.com



New Software Battles Identity Theft

Compliance Coach Inc., a provider of automated regulatory compliance solutions to the financial services industry, launched CompliancePal, a revolutionary web-based software that enables easy and complete compliance with the new FACT Act Identity Theft Red Flags Rule.

The regulation was issued to combat identity theft, a growing concern to consumers. According to the Federal Trade Commission (FTC), each year:

- 8.3 million people fall victim to identity theft; and
- \$15.6 billion in losses are caused by fraudsters.



The Federal regulation imposes new responsibilities on businesses to prevent consumer identity theft. The impact is broad and the rule affects every single bank, credit union, mortgage lender, auto dealer, credit card lender, payday lender, landlord, utility company, phone company, and any consumer or small business lender in the country.

By November 1, 2008, the compliance deadline, each affected entity must perform a risk assessment, and take numerous steps to develop and implement an appropriate written Identity Theft Prevention Program. Failure to comply can lead to civil money penalty for each violation, regulatory enforcement action, private plaintiff lawsuits, negative publicity and loss of business.

CompliancePal is a one-stop solution that walks the user through a series of questions and produces: the required risk assessment, the mapping of red flags to appropriate detection and response procedures, the written program, the training materials and the compliance status report, everything necessary to pass an audit. CompliancePal is also updated regularly for new identity theft schemes and red flags. To use the solution, companies affected by the new regulation simply sign-up online and access the software via the Internet.

A demo can be viewed at <http://www.compliancepal.com>.

Websites Integrated with Dealer Desktop for Easy Inventory and Lead Management

Nowcom Corporation, one of the leading providers of dealer management solutions, is now offering Dealer Websites. This new service, which includes easy to use inventory management, credit applications and a unique inventory search, is poised to quickly become a used car dealer favorite.



"Dealer Websites has the ability to give any dealership using Dealer Desktop an immediate web presence," says Miguel Jurado, Director of Dealer Services at Nowcom. "These websites allow dealerships to effortlessly upload a car, easily track leads and market their businesses. It's fully-integrated with Dealer Desktop's other modules, so once again there is no need for use of further products to maintain the website."

Dealer Websites provide easy to use templates which can be customized by the user instantaneously. There are no set-up fees and the website feature is competitively priced at just \$40/month. Technical support from a highly-trained staff is also included, and software updates are automatic.

"The integration with Dealer Desktop also allows inventory upload to online marketplaces. Users can click a button and push their inventory to AutoTrader.com®, Cars.com™ eBay® Motors.com and to their personalized website, all at once," said Jurado. Dealers can purchase their own company URL or Nowcom can provide a unique, search engine friendly URL from its portal site (dealer_name).HasYourCar.com. A basic subscription to Dealer Desktop is required.

ScopeOut® - New Aftermarket Vehicle Safety Mirrors Protect Drivers from Blind Zones

ScopeOut® is an exciting new automotive safety product that protects drivers from blind zones when reversing out of parking areas or changing lanes in traffic. The inconspicuous lightweight polymer unit installs on the interior of the vehicle's rear window, where it provides drivers with an expansive, rear and lateral view of potential dangers such as children, bicyclists, pets, motorcycles or fast-moving traffic approaching from down the street, parking lot aisle or sidewalk.

Before even putting a car in gear, ScopeOut® allows drivers to vividly see hazardous situations in their rear view mirror that might otherwise be blocked from view by large vehicles, shrubbery or obstructions next to the vehicle. ScopeOut alleviates the type of blind zones one experiences in a parking lot when trying to reverse out of a parking spot where your vehicle is flanked on both sides by large pick-up trucks and you have to back out into the aisle without being able to see a thing. The technology offers drivers an expanded field of vision - sometimes 100 yards in both directions - to help them better navigate in parking lots or change lanes in highly trafficked, congested or perilous fast-moving areas.

Affordably priced, ScopeOut® works in conjunction with other safety systems such as cameras or sensors, or functions effectively as a stand-alone device.

Priced at under \$100.00, ScopeOut® is available in two models, a single-unit model for passenger cars and a dual-unit model for SUV-type vehicles. ScopeOut® is available online at www.sensetech.com, or by calling 480-474-4309 for more information. Dealer and wholesale pricing available.

