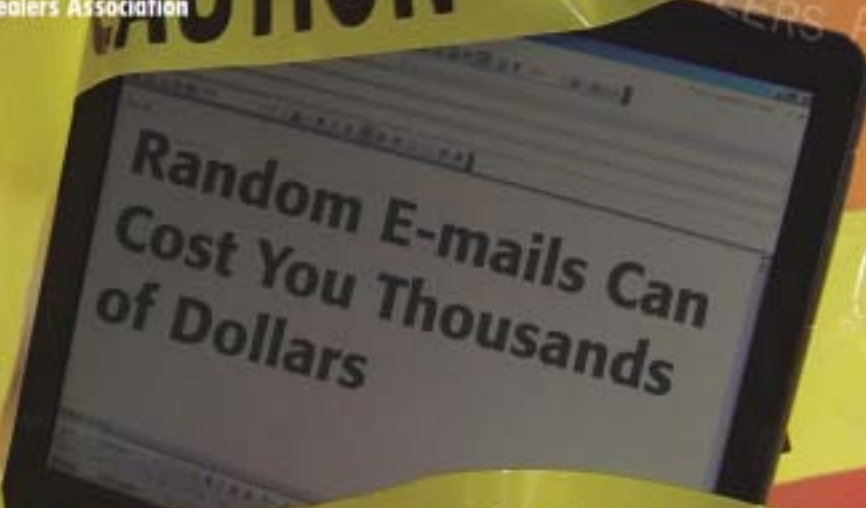


on the move

Metro Atlanta Automobile Dealers Association




Random E-mails Can
Cost You Thousands
of Dollars



E-Discovery is now part of your Business Risk

By Les A. Schneider



Academy Rewards 2007



ANDEAN CHEVROLET BECOMES PILOT DEALERSHIP FOR MYDEALERLOT REAL TIME INVENTORY LOCATION TRACKING

Finding a specific vehicle in a lot full of new and used inventory can sometimes be like finding a needle in a haystack; it's very time consuming and extremely exasperating to say the least. That's why a Metro Atlanta dealership recently decided to make this search into a simple one with a new inventory management technology offered by MyDealerLot, a Roswell based corporation.



EzPass lane that allows you to speed past the toll booths. It is also the same technology used by Wal-Mart, Target, and the Department of Defense to track inventory.

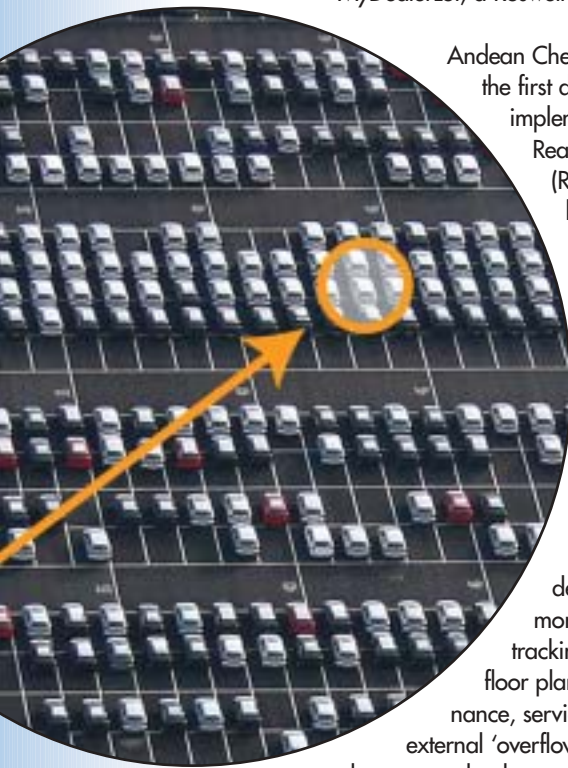


"We're very excited to be first to market with this inventory management system built specifically for retail automotive dealers in mind," said George Cresto, founder and president of MyDealerLot. "While tracking the vehicle inventory in real-time is at the core of our product, the real benefits emerge in how this information is used by the dealership. Dealers can now count inventory 'by exception' using a variety of MyDealerLot. In addition, we are fully integrated with Dealer Track's Chrome Data allowing us to provide complete vehicle details, options, and even spin movies to better market a dealer's inventory."

Cresto is also very pleased that Andean Chevrolet is the first dealership to use the service.

"We placed a lot of value on the fact that the dealership has been around for nearly 60 years and has always maintained a very strong reputation for integrity. From the start they provided us the latitude to experiment with different solutions until we determined the best combination of RFID technology and software. What we have today is a fantastic tool that can be used by almost everyone within the dealerships. MyDealerLot which can be deployed to any other dealer in a 'cookie cutter' format," remarked Cresto.

Using MyDealerLot, Andean Chevrolet



Andean Chevrolet of Cumming is the first dealership nationally to implement the MyDealerLot Real Time Location System (RTLS). This is a web-based Wi-Fi vehicle tracking solution which uses Radio Frequency Identification (RFID), in conjunction with a dealership's existing network, to provide an 'always-on' instant physical vehicle inventory to assist the dealership in driving more sales, salesperson tracking, test drive tracking, floor plan auditing, lot maintenance, service bay tracking and external 'overflow' lot tracking. This is the same technology used by the GA-400



deployed 375 AeroScout motion sensor Wi-Fi tags to the rear-view mirrors of their new and used vehicle inventory. Each tag beacons to a web-enabled 'dashboard' capable of displaying the virtual location of every vehicle to an average of 15 feet. The tags even have a built in motion sensor that can increase inventory security and control.



In order to provide Andean with the required real time location tracking, six (6) MyDealerLot Deployment Kits using AeroScout Location Receivers and even some with 100% solar powering were installed throughout the property.

When the vehicle is stationary, location updates are provided back to MyDealerLot every 10 minutes. And once the vehicle starts moving, updates are provided every 10 seconds. Motion sensor rules also allow automatic notification for vehicle movement after business hours.

Andean said that this system has contributed to substantial increases in sales, eliminated the need for physical inventory checks, improved customer service, improved lot security and reduced floor plan costs. In addition, with a more efficient sales process and impact on customer service, MyDealerLot can contribute to increased Customer Service Index scores.

"Implementing this Real Time Inventory System has been a tremendous experience for our dealership," stated Sherman Holland, General Manager of Andean Chevrolet. "We are always looking for ways to gain a better control of our business while focusing on improved customer service. It has also enabled our staff to be more efficient in all aspects of the selling process for both new and used inventory and gives me a better focus on the inventory that needs to be moved."

With unprecedented inventory control, Andean Chevrolet is reporting consistent sales increases of nearly 35% compared to before having the system. Since going live in December 2006, the system has already paid for itself and continues to provide annualized gains between \$135,000 and \$185,000. The savings are based on increases in employee efficiency from the time saved when trying to locate a specific vehicle, the use of marketing tools such as spin movies and other data which can be emailed to prospects, floor plan compliance and better management of floor plan expenses.

For more information please visit www.mydealerlot.com or call 1-888-635-7343.



"We believe the benefits to be very substantial across all areas of the dealership, creating a rapid return on investment for the technology," added Holland.

So what's ahead for MyDealerLot in the near future?

"Our current expansion plans are to serve the approximately 5,000 retail dealerships that fit our target model of 300 plus vehicles and use the Real Time Location System technology," Cresto replied. "We are also getting ready to release a fully integrated version of the product with key management company KEYper Systems, which instantly displays the vehicle's location once a key fob is removed from the vault. In addition, we are working on the development of a less expensive 'passive' RFID application to serve smaller dealerships."

Cresto also said that with the recent addition of RBM of Atlanta to MyDealerLot's client roster, the company is poised to become the leader in the future of true inventory management for automobile retailers.

For more information please visit www.mydealerlot.com or call 1-888-635-7343.



MyDealerLot founder George Cresto (left) and Sherman Holland, Andean's General Manager, display one of the AeroScout motion sensor Wi-Fi tags. These tags are placed on the rear-view mirrors of all new and used inventory on the dealership's lot.

