

# MyDealerLot™

RFID Service Drive Automation

Automotive News



ERNST & YOUNG  
Quality In Everything We Do

TRC  
Transportation Research Center Inc.

2009 Finalist

## SERVICE DRIVE CONCIERGE: INSTANT, AUTOMATED CLIENT RECOGNITION & MESSAGING TO SERVICE ADVISORS, SALES ADVISORS, CASHIERS...

Integration Partners:

**AutoAlert**

**MOBI** WIRELESS  
SOLUTIONS SERVICE  
ADVISOR

**TSD**

“SDC benefits everyone at the store and allows my staff to be more efficient and to provide a more personalized service experience”

Geoff Meeker  
Parts & Service Manager  
Mercedes-Benz of Buckhead

“Our brand new BMW facility uses SDC because it creates an enhanced customer experience, and streamlines operations. With automated car wash completion messaging, advisors can get clients back in their cars faster”

Doug Strobot  
Service Manager  
Chapman BMW

“Knowing the exact moment a specific client pulls into the drive is key. It has allowed us to streamline operations while creating new sales opportunities for our Sales Advisors. Highly recommended”

Mike Brosin  
General Manager  
Crest Cadillac & Infiniti



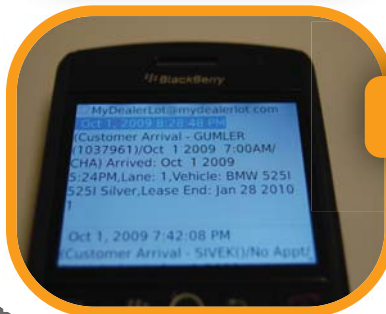
1

RFID TAG  
PLACED ON  
MIRROR



2

PLASMA  
AUTOMATED  
ARRIVAL



3

AUTOMATED  
ALERTS

### PERSONALIZED GREETINGS, AUTOMATED APPOINTMENT AND ARRIVAL DISPLAY, MULTI-FORMAT MESSAGING, AUTOMATED CAR WASH COMPLETION NOTIFICATION

All of this is possible and more with Service Drive Concierge. MyDealerLot's Service Drive Concierge provides the industry's first affordable RFID solution geared to creating a truly automated and personalized customer experience.

Automated notifications (text, email, computer) to Service Advisors, Salespeople, Cashiers, and others using a permanently affixed tag to the customer vehicle. This uses similar technology as found on the express toll-ways. Greet your customers by name before they even step out of the vehicle. Automatically harness key performance metrics such as “come backs” and utilization of car wash and other processes.

Take the leap in service drive excellence today!

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MORE INFO MYDEALERLOT.COM