

Central Texas EXCHANGE

Austin Automobile Dealers Association

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Austin American-Statesman Auto Show Manager,
Becky Squires

AADA

823 Congress Ave.,
Suite 230
Austin, TX 78701
Phone: 512/479-0425
Fax: 512/495-9031

Central Texas



EXCHANGE

Austin Automobile Dealers Association

November - December 2004

Austin American-Statesman AutoShow

Featured on StatesmanCars

AADA Auto Show and VIP Preview Luncheon

The *Austin American-Statesman* and AADA-sponsored 2004 Auto Show will be held December 6-13 with dates open to the public December 9-12. Since it is scheduled in December, this year's show will feature a holiday theme. Automotive product booths will also be featured in this year's show.

AADA will be hosting an Autoshow VIP Preview Luncheon on Thursday, December 9 from 11:00 a.m. to 2:00 p.m. at the Convention Center. AADA thanks American Financial and Auto Services for sponsoring the luncheon.

The following companies have contracted to exhibit in this year's Auto Show:

- Acura
- BMW
- Chevrolet/Buick/Pontiac/GMC/Cadillac/Saturn/Hummer
- Chrysler/Jeep/Dodge
- Ford
- Honda
- Hyundai
- Infiniti
- Isuzu & Suzuki
- Land Rover
- Lexus
- Lincoln-Mercury
- Lotus
- Mazda/Volvo/Porsche/Saab/Audi
- Mercedes Benz
- Mitsubishi
- Nissan
- Subaru
- Toyota/Scion

Michael Chargois Nominated for 2005 TIME Magazine Quality Dealer Award

TADA and AADA have together nominated J. Michael Chargois, President of Pavilion Lincoln-Mercury, Inc. in Austin and current TADA Vice Chairman, for the 2005 TIME Magazine Quality Dealer Award (TMQDA).

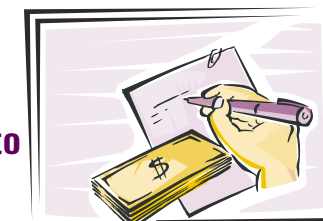
TMQDA has been called the most prestigious award a new car dealer can receive. TIME Magazine, in association with The Goodyear Tire & Rubber Company, and in cooperation with the National Automobile Dealers Association, is proud to sponsor the 36th annual TIME Magazine Quality Dealer Awards.

The TMQDA program was originated to call attention to new car dealers in America for exceptional performance in their dealerships combined with distinguished community service; to create a positive public relations forum for all new car dealers; and to provide a representative spokesperson for TMQDA.

Dealers are nominated by either state or local associations of franchised new car dealers which are members of the Automotive Trade Association Executives. Finalists are chosen by a panel comprised of faculty from the University of Michigan Graduate School of Business Administration. Once the judges have selected the TMQDA finalists, they choose one TIME Magazine Quality Dealer of the Year. The 2005 TIME Magazine Quality Dealer of the Year Awards will be presented at the opening business session of the annual convention of the NADA in New Orleans on January 29, 2005.

AADA Invites Dealer Members to Participate in Compensation Survey

In 2005, AADA will provide dealer members with valid information regarding compensation levels for key dealership employees through a comprehensive compensation survey administered by NADA. Please look for survey forms to be mailed to your dealership in February, 2005. Survey results will be available to dealer members in July, 2005.



Austin
Area
Market
Watch

Work Force (Austin MSA)

	Sep 2004	Sep 2003
Resident Labor Force:	775,029	774,247
NonFarm Employment:	659,400	654,000
Manufacturing Employment:	57,000	
Financial Services Employment:	40,800	
Retail Trade Employment:	69,300	

Unemployment

Unemployed Persons	Sep 2004	Sep 2003
Austin MSA	32,328	44,900
Travis County	22,030	
Williamson County	5,563	
Hays County	2,427	
Bastrop County	1,399	
Caldwell County	909	

Unemployment Rate(%)	Sep 2004	Sep 2003
Austin MSA	4.2	5.8
Travis County	4.4	
Williamson County	3.4	
Hays County	4.2	
Bastrop County	4.4	
Caldwell County	5.6	
Texas	5.4	
U.S.	5.1	

Source: Texas Workforce Commission

Sales Tax Collection

	Oct 2004	Oct 2003
City of Austin	\$8,565,184	8,248,518

Source: Texas Comptroller of Public Accounts

Multiple Listing Service

	Sep 2004	Sep 2003
Residential Sales	2,018	1,898
Residential Inventory (mos.)	5.7	6.6
Median Residential Price	\$158,600	\$151,500

Source: Texas A&M Real Estate Center

Office Market

	Q3-2004	Q3 - 2003
Overall Occupancy Rate	19.4%	22.9%
Total Inventory (sq ft)	36,331,202	36,144,064
Average Rental Rate	\$18.54	\$18.50

Source: CB Richard Ellis

Information Compiled by the
Greater Austin Chamber of Commerce

Associate Members

AADA thanks the following companies for their support of AADA as Associate Members.

American Financial & Auto Services
Hank Hudson
Phone: 281/334-3633

Austin American Statesman
Ron Mann
Phone: 512/445-3744

C.I.E. Management Services
Jim Liu
Phone: 512/385-0005

Cal-Tex
Garry Osborn
Phone: 210/564-3215

Comerica Bank
Steve Waller
Phone: 713/220-5545

Freeman Publishing
Gayle Freeman
Phone: 214/747-4887

Service Life & Casualty Insurance
Kelly Grey
Phone: 512/343-0600

ASSOCIATE SPOTLIGHT Freeman Publishing

The Freeman Auto Report has been the authoritative source of new vehicle registration data in the Texas market for over 40 years. They provide monthly recaps of new and used car dealer activity, as well as market analysis reports with information by make, zip code and dealership. *The Freeman Auto Report* is relied on not only by new car dealers, but also by manufacturers, lienholders, chambers of commerce, and The Federal Reserve Bank. Freeman is local to Texas, and they want to help the new car dealers understand their market better. Contact Freeman at 1-800-293-3661 and let them provide you with data for your next sales meeting!

Central Texas

AADA Job Bank

Senior Manager Seeking Employment: Senior Manager with over 30 years experience in the industry is seeking employment in the Austin area.

Automotive Service Manager Seeking Employment: Service and Shop Production Manager with over 9 years experience in the industry is seeking employment in the Austin area.

Title Clerk Seeking Employment: Title Clerk with over 30 years experience in the industry is seeking employment in the Austin area.

Please contact AADA for a copy of the resume for any of the above positions.

AADA publishes a standing column for job seekers. Resumes will also be kept on file for prospective employees. To place a listing in the column, please contact AADA at 512/479-0425; Fax: 512/495-9031.

FROM NADA

Federal Regulatory Agencies to Staff Booth at NADA Convention

NADA will have a "regulatory outreach" booth on the exhibit floor of the NADA 2005 Convention, January 29 through February 1 in New Orleans where attendees can meet and ask questions of more than a dozen regulatory specialists. Agencies represented include the Federal Trade Commission, Federal Communications Commission, Internal Revenue Service, Department of Labor, Department of Transportation, Occupational Safety and Health Administration, National Highway Traffic Safety Administration and the Office of Foreign Assets Control. Dealers and managers can get valuable guidance on federal marketing restrictions, tax laws, environmental requirements, worker health and safety issues, and many other topics of concern. Dealers will also have the opportunity to provide feedback and input to these administrators on the "real world".

For more information on the NADA Convention, please contact NADA:

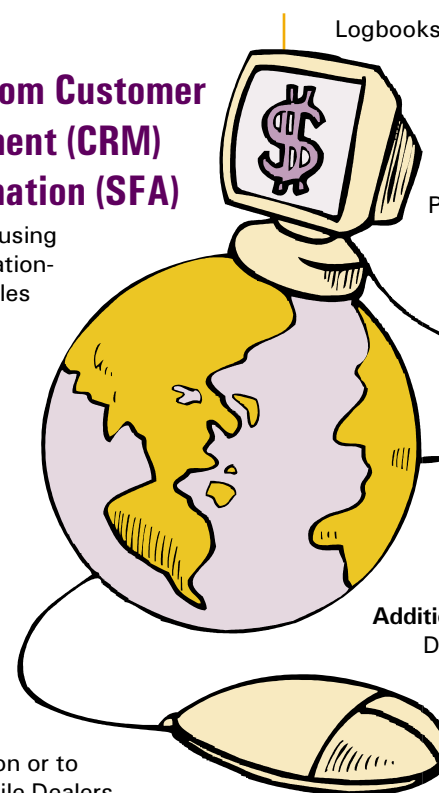
- Call NADA's fax-on-demand service at 800-778-7209
- Call 703-821-7188 or fax requests to 703-883-9480
- E-mail conven@nada.org
- Write to: NADA, MS #33, 8400 Westpark Drive, McLean, Virginia 22102

EXCHANGE

FROM NADA

Dealers Can Benefit from Customer Relationship Management (CRM) and Sales Force Automation (SFA)

Your dealership may already be using technology-based Customer Relationship Management (CRM) and Sales Force Automation (SFA). If not, you're probably looking into these systems to help you build rapport, generate floor traffic, streamline selling, and process customer information. How do you select the right system for your dealership? Here is a checklist you can use at the NADA Convention as you visit various vendors. The "trade show checklist" is excerpted from NADA Management Guide CR8, *A Dealer Guide to Automotive CRM and Sales Force Automation*. For more information or to order, call the National Automobile Dealers Association at 800-252-6232, ext. 2 or 703-821-7227, or visit our website at www.nada.org/mecatalog. NADA members' price is \$35 plus shipping; cost to non-members is \$70 plus shipping.



Logbooks:

Floor traffic _____
Leads _____
Renewal opportunities _____
Sold/Ordered units _____
Missed opportunities _____

Planners:

Updated "buy or die" style _____
Floor traffic *and* leads to call _____
Owners *and* renewals to call _____
Viewable by salespeople and managers _____

Reports:

Customer lists _____
Statistical reports _____
Printed on request _____
E-mailed automatically _____

Search Engine:

For Salespeople _____
For Managers _____

Additional Functionality

Do Not Call Registry compliance _____
Intranet/Internet e-mail _____
Web lead acquisition _____
Call verification via SMDR port _____
DMS Integration/Synchronization _____

"First Pencil" figures tool

Integration partners and other notes:

Improved NADA Website

Introducing a new and improved NADA.org! Visit the expanded Web site and take advantage of our three new legislative tools.

- **Congressional Locator:** Using a zip code search, find information on how to contact your U.S. Senators and Representatives and your state legislators. Go to www.nada.org/your-legislators.
- **Grassroots Tool Kit:** Find out why it's important for you to establish relationships with your members of Congress. The toolkit offers information on hosting a congressional drop-by at your dealership and other grassroots activities. Economic data for your state is also available. Go to www.nada.org/grassroots.
- **Voter Registration:** Help your employees obtain voter registration applications This information is searchable by state. Go to www.nada.org/voter-registration.

Check out NADA.org today and spread the word to your fellow dealers!

Company Name: _____
Booth # _____

Background

Years as a CRM/SFA provider _____
Total dealerships currently using the system _____
Dealerships using system more than 3 years _____
Staff members who said hello:

President ____ V. P. ____
Installations ____ Training ____

General response from other dealers:

Weak Moderate Strong

Core Functionality

Data Acquisition:
Interview method _____
On-line reverse lookup _____
Optical D. L. scanner _____

Letters:

Printed w/envelopes _____
E-mailed when preferred _____