

Compliments of your GMAC Insurance Account Executive and Account Manager. Your full circle solutions provider!



It's time for a bank that doesn't act like a bank.

Have You Heard? GMAC Bank is now Ally Bank.

You may have recently heard that we launched a new kind of bank. Ally (formerly GMAC Bank) is a different kind of bank built on the principles of offering rates among the most competitive in the country, never hiding behind fine print, giving you 24/7 access to a real human being, and making money with you, not off you. Ally bank offers a full suite of savings products including Certificates of Deposit, Money Market Accounts, Online Savings Accounts, and our unique No Penalty Certificate of Deposit that gives you a fixed CD rate with the freedom of a no-fee early withdrawal. To learn more, go to allybank.com or call 877-247-ALLY (877-247-2559).

Product Xpress:

Are You Ready for the 2009 Storm Season?

The 2009 storm season has arrived and with insurance costs on the rise and business becoming increasingly competitive, it's important to be prepared to avoid vehicle inventory losses and other hidden expenses.

Being prepared and assigning specific responsibilities to your dealership team prior to a major storm can help you prevent or greatly limit the damage to the vehicles in your inventory. GMAC Insurance recommends that you develop a **Storm Preparation and Evacuation Plan** for your dealership. We also urge dealers to initiate their plan early if it becomes increasingly apparent that a storm may hit your community. Use this checklist to help you formulate your plan.

Dealership Storm Preparation and Evacuation Checklist:

- Appoint a Severe Storm Coordinator for the dealership, as well as a dealership severe storm team and establish their responsibilities. Develop the chain of command and a list of cell phone numbers of the team
- Pre-plan vehicle evacuation routes, and if you think your lot may flood, either
 1. Obtain an agreement with an owner of a facility that will serve as a safe location to relocate your inventory (a multi-story garage is ideal), or
 2. Arrange parking "rights" with municipal, multiple story parking garages to store vehicles
- Identify the danger areas and hazards for wind and rising water damage on or around your automobile inventory lots
- Eliminate known hazards such as poor roof conditions, sign repair, drain clearing, lot gravel and tree pruning
- Identify "target" high priced vehicles to be moved on a priority basis
- Determine and disseminate the local authority's plans in the event of a severe storm
- Expect and plan for the failure of "normal" municipal water drainage systems
- Discern the effect of extraordinary rising water conditions on local streams
- Research and ask questions about whether recent construction has affected your drainage systems
- Decide on what will trigger the need to move your vehicles from identified danger areas
- Test your plan

GMAC Insurance will partner with you to help you avert disaster and get you back in business as quickly as possible. Also, if you have inventory coverage with us, and the N.O.A.A. issues a Tropical Storm or Hurricane Watch for your location(s), GMAC Insurance will reimburse you up to \$25.00 per insured covered automobile that you move to safety.

Do you have Inventory Protect or Motors Inventory Protect? Call us today at 1-800-729-4622, Option 4 for a quote. With the help of our loss prevention specialists, we can help you protect one of your largest capital investments.

Product Xpress: (cont.)

2009 GM Protection Plan for Certified Used Vehicles

Dealer Product & Services (DP&S) is excited about the significant enhancements it made to the 2009 GM Protection Plan (GMPP) for GM Certified Used Vehicles. GMPP for Certified Used Vehicles is designed to complement the extension of GM's comprehensive new vehicle limited warranty and is specially priced to take into account several factors like:

- Loss experience
- The Certified Used Vehicle inspection process
- Any existing New Vehicle Limited Warranty remaining, either 36 months / 36,000 miles (or 48 months / 50,000 miles for 2006 MY and newer Buicks), 5 year / 100,000 mile Powertrain Limited Warranty extension, and
- The 12 month / 12,000 mile bumper-to-bumper comprehensive limited warranty, extension provided by GM for certified vehicles

Based on your feedback, the GMPP inception date for certified used vehicles that are **within** the original Manufacturer's warranty is now the same as the inception date and mileage that is used for the 12 month / 12,000 mile bumper-to-bumper comprehensive limited GM warranty.

GMPP inception date and mileage for those GM certified vehicles that are **beyond** the original Manufacturer's Warranty remains the same and is based on the date the plan is actually purchased and the vehicle's odometer miles on the date the plan is purchased.

GM Certified Used Vehicles Within Original Manufacturer's Warranty		GM Certified Used Vehicles Beyond the Original Manufacturer's Warranty	
Definition:	In service <u>up to</u> 36 months and 36,000 miles, or 48 months and 50,000 miles for 2006 model year and newer Buicks	Definition:	In service <u>greater than</u> 36 months or 36,000 miles, or 48 months and 50,000 miles for 2006 model year and newer Buicks
Plan Inception Date / Mileage:	The date is the original in-service date for the vehicle and 0 miles. This matches the inception date and mileage GM uses to attach the comprehensive limited warranty extension 12 month / 12,000 miles	Plan Inception Date / Mileage:	The date the plan is actually purchased and the vehicle's odometer miles on the date the plan is purchased
Coverage Levels:	Major Guard, Value Guard and Basic Guard	Coverage Levels:	Major Guard, Value Guard and Basic Guard
Deductibles:	\$0, \$100, or \$200	Deductibles:	\$0, \$100, or \$200
<p>With these enhancements, DP&S is confident that the F&I Manager will easily be able to transition their customers from the GM CUV warranty discussion to the wraparound protection that a GMPP Certified Used Product can offer.</p>			

 **New Features**

Tips, Techniques, and Best Practices:

Increasing PVR through Menu Utilization

As a Business Manager how can you increase your Per Vehicle Retained (PVR), sell more F&I products, and remain legally compliant? The answer... menu utilization.

When using a menu selling system you have to commit to 100% usage. 100% usage, also referred to as the 300% rule, means that you consistently present 100% of your products to 100% of your customers, 100% of the time. **No exceptions.**

Why is 100% usage important? The numbers tell the story. Utilization reports from the DP&S IntelliTracker system show that nationally dealers using and maintaining the IntelliMenu system have increased their PVR by 30% or more. In fact, last month our IntelliTracker reports showed that those dealers using IntelliMenu had, on average, a PVR \$290 higher than dealers that did not utilize a menu.

While a menu system will help you deliver a customized presentation to your customer and will help you with compliance, if you haven't conducted a thorough customer interview, the menu can only help you so much.

As discussed in the last edition of the Dealer Xpress, conducting a customer interview *at the salesperson's desk* will ensure that you collect the necessary information to set-up your menu to present the right mix of products that match the customer's wants and needs. Remember the four key elements of a thorough customer interview: build rapport, verify customer information on the credit application, structure your deal, and set-up the products. The interview allows you to maximize the time you have with your customer and present those products that fit their driving and lifestyle needs.

Finally, are you fully utilizing the technology that is built into your menu system? The GMAC Insurance IntelliMenu has built-in third party sales tools. For example, IntelliMenu pulls valuable real time vehicle data from third-party resources like ALG and Edmunds.com. This type of third party validation helps to reduce customer objections and allows you to close more product sales.

One of the more powerful technology tools that GMAC Insurance Income Development Specialists like to demonstrate to Business Managers is the IntelliMenu bi-weekly payment option. The bi-weekly payment option allows the customer greater flexibility in their payment term and their monthly car payment when considering the purchase of products like a VSC. Bi-weekly payments give customers more choices, and those choices can lead to greater sales for you and your dealership. Our Income Development Specialists have reported increases in product sales of 57% or better after introducing bi-weekly payments during the menu presentation. The benefit to you and the customer is that you have extended the finance term while lowering the payment, which allows the customer the flexibility to purchase an additional 1-3 products.

So, maximize all the benefits of your menu system and institute a policy of 100% utilization. As a result you should see increased PVR, increased F&I product sales, and a more compliant F&I department.

If you would like more information about our IntelliMenu selling system, our IntelliTracker reporting system, or would like one of our Income Development Specialists to work with you on maximizing your F&I income, please contact your DP&S Account Executive or call the Account Services Team at 1-877-357-8477, Option 6.

The GMAC Insurance Dealer Xpress is a bi-monthly publication featuring relevant and helpful F&I tips, techniques, and best practices. If you have any ideas or suggestions on improving this communication, or if you have a question or issue you would like to ask our F&I subject matter expert MaX, please send us an email at gmaci.dps@gmacfs.com and put Dealer Xpress in the subject line. Looking forward to hearing from you!