



Your Resource for GM Women in Automotive Retail

WRN LINK

2016 WRN DRIVEN 2: Grow Retention, Service Loyalty, Customers for Life



Building on the momentum of the 2015 DRIVEN meeting, the GM Women's Retail Network is hosting **DRIVEN2** Sept. 13-15, 2016, at the MGM Grand in Detroit. The meeting is open to WRN dealers and general managers, and all GM female Service and Parts managers. This must-attend event will deliver the latest tools to increase service profitability and drive customer retention.

This year's conference features presentations from CCA and GCCX leaders, as well as CDK Global, J.D. Power, ProActive and Google. And there's more:

- » **WRN 20 Group Meetings: GMW1 & GMW2**
- » **POP Lite Analysis**
- » **GM Leadership Reception**
- » **Networking Opportunities**
- » **Vendor Alley**
- » **Dealer Awards Presentation**
- » **Scholarship Recognition**
- » **Detroit Hamtramck Plant Tour**

"DRIVEN2 takes our obsession with Service & Parts to a whole new level," said Celeste Briggs, WRN Director. "We know there's nothing more important than satisfying a customer in the service lane, so we're diving even deeper into fixed ops. We're excited this year to be partnering with CCA to offer several performance enhancement sessions focused specifically on increasing efficiency, loyalty and profitability in the service lane."

In fact, with the theme of "Customers for Life," **DRIVEN2** is taking a page directly out of GM Chairman and CEO Mary Barra's playbook. In speaking at the Fairfax Assembly plant to celebrate the global production of 500 million GM-branded vehicles, Barra said,

"Our focus ... the reason we exist ... is to serve customers so we can earn their business for life."

Registration for **DRIVEN2** begins July 14. Go to www.cvent.com/d/gfqh3f to sign up, and check in often for more information as it becomes available. We hope to see you in Detroit this fall!

More about DRIVEN2 on next page

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PROFIT ENHANCEMENT SESSIONS:

Tools to Improve Service, Retention, Profitability

DRIVEN2 is delivering even more content that participants can use to improve the customer experience. Working with GM's Customer Care and Aftersales, and the Global Connected Customer Experience, we've developed five sessions all focused on service, retention and securing customers for life. These presentations feature industry experts who will share new insights on customer trends, business development, marketing and best practices for reaching customers. All of our experts will also be available in Vendor Alley for more detailed conversations. Attend these sessions, implement these tools and watch your efficiency, loyalty and profitability grow.



PES 1: News Tools to Grow Retention, Service Loyalty and Customers for Life

In this session, John Konkel presents a bundle of tech tools that will transform the connected customer into the customer for life. Then Adrian Wise discusses the power of face-to-face through Service Engagement Clinics that help drive sales retention. Turn your service lane into your retention lane by incorporating these best practices:

» **OnStar "3 Years on Us"**: Help your customers get the connectivity they crave and help your dealership get service leads with OnStar's new "3 Years On Us" program. OnStar is offering 3 years of free basic plan connectivity for owners of eligible 2011 model year and newer Chevrolet, Buick, GMC and Cadillac vehicles in the U.S. This service provides access to remote vehicle commands via the mobile apps, Advanced Diagnostics services and Dealer Maintenance Notification.

» **Technology Experts**: Learn about the expanded role of the Technology Expert in the service lane. These dedicated tech wizards work on redelivery in the service department to help customers better understand how to use their vehicle's technology.

» **New Owner Onboarding**: GM's New Owner Onboarding Process makes the purchase and delivery process smoother for dealers and customers. The process starts with OnStar Online Enrollment which includes one-click enrollment for services like Dealer Maintenance Notification. The next step is New Owner Setup which enables customers to personalize their vehicle, register on Owner Center and download the New Owner App. The process concludes with an optimized OnStar Blue Button Welcome Call. New Owner Onboarding increase the value of the vehicle ownership experience.

» **Certified Service Car Care Clinics**: These clinics teach consumers about vehicle maintenance, and will empower them to make car-care decisions and troubleshoot minor problems. From advice on communicating with service advisors to safety hints and defensive driving tips, Certified Service Car Care Clinics can help your dealership reconnect with customers to help them feel confident in your service lane and behind the wheel. It's also another great opportunity to familiarize customers with their in-vehicle technology.

JOHN KONKEL

Director, GM Global Retail
In-Vehicle Technology



ADRIAN WISE

Communications & Training
Customer Care & Aftersales



Certified Service

PES 2: How Dealers Can Use Shopping Behavior to Maximize Profits

Today's auto shopper is more educated than ever before. In this session, Google's Kristin Payne explains evolving customer behavior and provides actionable tools for dealers aimed at attracting and retaining this new breed of shopper. As consumers spend more time online and less time in dealerships, it's critical that every touch point is maximized — digital and mobile outreach, service and follow up. Get tips on how to anticipate and use behavioral patterns of modern consumers to improve the ownership experiences and drive fixed operations profits.

KRISTIN PAYNE

Head of Industry, Automotive



PES 3: Using CSI and SSI Data to Elevate the Customer Experience for Men and Women

We're all familiar with J.D. Power's globally renowned CSI and SSI surveys. But how does that data translate into information you can use to elevate the customer experience? In this session, J.D. Power's Kristin Sowle breaks down the numbers to provide a better understanding of shoppers that buy, reject and service GM vehicles. See how GM brands compare against the industry, key competitors and even non-industry giants, such as Amazon, Zappos and Nordstrom. Kristin will also present female-specific retail experience data, and identify opportunities to attract female buyers.

KRISTIN SOWLE

Senior Director,
U.S. Automotive Sales/Client Service

J.D. POWER

PES 4: Service BDC Drives Dealership Profits

By leveraging the power of a BDC the average dealership can increase sales and service by more than 20 percent! This session will cover the benefits a service BDC can offer. Proactive Dealer Solutions has set up more than 3,000 BDC's for their customers. With that wealth of experience, ProActive representatives will share their blueprint to drive traffic in the service lane and increase repair order dollars. Learn how to master Inbound Calls, Delinquents, Declined RO's, SOP, Campaigns, Seasonal Promotions, New Car Clinics and more.



PES 5: Win Over Your Customers with the Right Fixed Ops Experience

Today, vehicles are built better than ever before, steering us toward fewer warranty repairs and longer factory-recommended service intervals. This can lead to fewer visits to the dealership service department and an increased likelihood of your customers defecting to independent repair shops. In this session, Kim Saylor discusses a strategy to drive new customers into the service department and keep them for life. Learn how to leverage trends in mobile to work for your service department and new ways to give your service customers the experience they expect.

KIM SAYLOR

Product Marketing Manager





Marianne Ballas

Satisfied Customer of WRN Services

Members of the Women’s Retail Network have access to a host of exclusive tools for driving profitability. My recommendation: Use them all.

I can say this honestly, because I’ve benefited from WRN’s collection of services. I gladly endorse our Profit Optimization Programs, 20 Groups, DRIVEN2 WRN Business Meeting and WBENC Certification. Each has helped me to increase the effectiveness of my own business, and so I suggest you take advantage of these opportunities as well.

» **Profit Optimization Programs:** I am very proud to announce that the profitability gap between WRN dealers and the GM dealer body has nearly closed. That’s why I encourage dealers to conduct a Profit Optimization Program analysis. This tool identifies variance

in operations versus composite groups and provides you with action items you can implement with support of your field team. By maximizing efficiency in every part of our operations, we can reach our stretch goal of closing the gap completely, and positioning the WRN as the new benchmark for profitability.

» **WRN 20 Groups:** Christi Hubler and others agree: 20 Groups provide best practices for operational improvement. Read Hubler’s story in this issue and consider joining a 20 Group today.

» **DRIVEN2 WRN Business Meeting:** While many of our dealers use this conference to network and learn about new profitability techniques, I ask that this year you get other women involved. Consider bringing female S&P managers or other key women to grow proficiency throughout your dealership. See the DRIVEN2 article on page 1 for further information.

» **WBENC Certification:** I encourage all dealers to consider certification as a way to increase sales. Developing new relationships with like-minded business women paves a path for business growth, be it retail, commercial or fleet sales.

We may forget during our busy days that we have a powerful reserve available to us. The WRN provides an endless source of knowledge, answers and even inspiration. By tapping into that reserve, we can achieve great things for our dealership, employees and customers. ▣



2016 WRN Drive to Succeed Scholarship Sets Record, Again!

The WRN Drive to Succeed Scholarship Program is proud to marks its 6th Anniversary by awarding scholarships to 13 deserving women from the United States and Canada pursuing careers in automotive retail. In 2016, the program will set another record for tuition assistance awarded to candidates — all made possible thanks to the generous contributions of our dealers and business partners.

“The WRN scholarship program continues to make a significant difference in the lives of women from all walks of life,” said Celeste Briggs, WRN Director. “We are proud to select candidates for technical and sales/marketing/ business positions that represent the same spectrum of diversity as our customers. In that way we offer a customer experience aimed at respect and inclusion.” Watch for the names of the winners that will be announced soon. ▣

WRN Welcomes MARK RAINEY to GM Dealer Development

The WRN welcomes Mark Rainey as GM's new director of Dealer Development. Rainey was appointed June 1, replacing Ronald McCants, who is now GM's Director of Sales Operations and Field Support. Rainey is responsible for the growth of minority and female dealers within the U.S. Chevrolet, Buick-GMC and Cadillac dealer networks. He reports to Eric Peterson, U.S. Vice President, Diversity Dealer Relations.

"Mark will help us build on GM's decades-long commitment to create a distribution network that reflects the incredible diversity of our customer base," Peterson said.

Prior to joining GM, Rainey had a 20-year career with Nissan North America Inc., where he most recently led dealer development efforts. His successes at Nissan earned him the National Association of Minority Dealers' Diversity Advocacy Award. He has also served in a variety of regional sales and marketing assignments. Rainey also worked in retail as a dealership general manager and general sales manager, where he gained a healthy respect for the challenges that dealers face. His first position in the auto industry was a detailer/porter at a suburban Philadelphia dealership one summer in college. "I've loved the business ever since that first experience" Rainey added.

"I am a firm believer that diversity and inclusion are critical components to the success of any large organization," Rainey said. "It is my goal to help establish GM as the carmaker of choice for all multicultural consumers by increasing the number of minority dealers, and providing the tools to ensure their long-term success and profitability."

In addition to advancing GM's national diverse dealer strategy, Rainey will be the company's liaison with internal and external advocacy groups, including the GM Minority Dealer Advisory Council, the Women Dealer Advisory Council, the General Motors Minority Automobile Dealers Association and Rainbow PUSH.

Rainey said the automaker's transparent candidate recruiting and the financing offered through Motors Holding make GM an industry leader in minority dealer development. □



"GM is committed to growing its minority dealer network in support of the growing multicultural consumer base," he said. "That means placing qualified people in all dealership positions that reflects our sales and service customers. I am confident that expanding the minority dealer network will support GM's goal of gaining customers for life."

New WRN Dealer Makes 20 GROUP PRIORITY



As a fourth-generation dealer, **Christi Hubler** has been, as they say, “around the block a few times.” She grew up in dealerships, listened to business talk over dinner and even traveled with her father to 20 Group meetings as a child.

Today, as owner of Christi Hubler Chevrolet in Crawfordsville, Indiana, she now makes 20 Groups a priority and an integral part of her improvement strategy.

Hubler joined the WRN female-exclusive 20 Group after opening her dealership about a year ago. At the time, she was the youngest female dealer in the U.S. But that doesn't intimidate Hubler. In fact, she welcomes the opportunity to put into practice ideas she's been conjuring for many years.

“My goal is to change the face of the auto industry,” said Hubler. “Customers demand a new type of experience. I run a transparent business, with a supportive environment for shoppers and employees.”

In the short time Christi Hubler Chevrolet has been serving the community, she's held monthly activities to bring people into her store, including a ziplining event, raffles for cruises and a holiday spending spree called “Christmas on Christi.”

“We're building brand awareness,” she said. “We're putting ourself on the map in a way that is friendly, open and inviting. We're letting customers know they can visit without pressure. Being new, we have a clean slate to become the type of dealership that will define automotive retail going forward.”

Hubler said marketing is just one of many business practices discussed at the WRN 20 Group.

“We focus on processes and procedures that will improve the bottom line,” she said. “This is especially important to me because I am building my business. I'm interested in hearing how other women have succeeded and the challenges they've faced. It is a safe environment — we all put up our numbers. Even the best dealers can do better.”

Hubler said her lifelong experience with 20 Groups has come full circle.

“I was recently walking through NADA with my dad, when we ran into a dealer — a man he had known for 30 years from his 20 Group. He was there with his son who had also joined the business. Because of the 20 Group experience, my dad has lifelong friends who are invested in his family and his success. I look forward to developing those types of lasting relationships as well.” ■



WRN Adding 20 Groups as Interest Grows

Christi Hubler is a fan of 20 Groups. So are a lot of other WRN members. In fact, we've got so many women interested in the 20 Group experience that the WRN recently added its second 20 Group.

That group first met June 26-28, at NADA Headquarters in McLean, Virginia. There is still room available if you are interested in joining. According to Celeste Briggs, WRN director, the WRN is ready to form its third 20 Group and will continue adding supply to match the growing demand for participation. Our long-range goal is to also form a Fixed Ops 20 Group.

The benefits of 20 Groups are limitless. Hubler calls them a safe zone to discuss every aspect of the business. She points to a recent 20 Group speaker who identified techniques for increasing used car profitability.

“We discussed specific ways of optimizing the used car lot,” Hubler said, “We pinpointed areas of improvement in accounting, acquisition, reconditioning, inventory mix and auction. I left with concrete ideas for maximizing my used car operations. I'm eager for the next meeting.”

For more information on how you can enjoy the benefits and camaraderie of being a 20 Group member, please check out www.gmwomensretailnetwork.com or contact Celeste Briggs at: celeste.briggs@gm.com. ■

A Conversation with Women's Retail Initiative Co-Founder



Everyone knows that Colorado Cadillac dealer Mary Pacifico-Valley is a stickler for service. She counts her humble beginning in Kent Rickenbaugh's service department as a blessing — it's shaped her appreciation and understanding of service and its potential on profitability.

What you may not know is that Pacifico-Valley was an original board member of the Women's Retail Initiative — the precursor to today's WRN. With three dealerships in the Denver area, that makes Pacifico-Valley one busy woman. But not too busy to focus on customer relationships, mentor women in automotive retail and to talk with WRN LINK about evolving priorities for dealers today.

LINK: How do dealers encourage women to have careers in automotive retail?

MPV: All employees need respect and the flexibility to create a great working environment. We give our employees a great deal of leeway — both in working with customers and in developing schedules that fit their lives to achieve work-life balance. I've had female employees job share, and it worked out perfectly. I currently have a saleswoman with 27 years of service. My managers are expected to change and develop a culture that's receptive to empowerment, inclusion and flexibility for all employees.

LINK: What does mentorship mean to you?

MPV: Being a mentor is a very personal, hands-on experience. Young people need the tools to show up every day with the confidence to make good decisions. That's good for the customer and for the employee. Right now I'm mentoring a couple of very young women who started as receptionists. I see a lot of potential in them, and so we're helping them get the education and training they need to take the next step in their careers. I'm a huge proponent in bettering yourself. We're providing for flexible schedules that work around college classes and sales training.

LINK: Why are women such an important part of the dealership equation?

MPV: I'm surprised that people still ask that question in 2016. We see the value of women in every area of business, but we're still lagging in automotive retail. We need women in every job in dealerships for the same reasons we need women in every segment of industry. Women are smart, dedicated and resourceful. They can do every job as well as a man. In some areas like communications and relationship building, they are proven to be superior. Customers — men and women — want and expect to see women in dealerships in the name proportions as in the general population. GM is breaking down the barriers for women, but it's still an uphill battle recruiting women into dealerships.

LINK: Do you have women working in your dealerships?

MPV: I'm proud to employ women in all aspects of my operations. In fact, we have two detailers who are women and they're fantastic. They play a critical role — they deliver the final product to customers. They are responsible for 100 percent perfection. Our customers love them. It's a great career for them with great hours and compensation. It's just another example of the types of employment dealerships can offer women.

LINK: As one of the original founding member of today's WRN, you must be very proud of the progress being made by women in retail.

MPV: Yes and no. I think it's great what GM is doing with the WRN. But it's sad that other manufacturers haven't caught up. I think about all of the career opportunities available in dealerships for women and wish we were doing more in terms of education and awareness. The WRN Scholarship program is a great way for young women to learn about automotive retail. Mentoring and getting involved at the grassroots level to drive awareness should be a priority for everyone — men and women. Considering the economic value women bring both as employees and as customers, I'd like to see even more done to open the door for women in all aspects of our business. □

NEW WRN **WEB SITE:** Helping You Stay PROFITABLE and CONNECTED

What's the most important thing to look for in a successful Web site? The WRN has recreated its Web site to deliver the elements you said were most important to you.

“Provide specific resources I can use to improve my operations.”

The WRN Web site now contains resources for operational improvement in every part of our business: BDC, sales, Fixed Operations and more. Find best practices and case studies that have proven profitable for fellow network dealers. *WRN LINK*, promotional materials, toolkits, conference handouts, webinar presentations, guidelines for certification and 20 Group information are posted to the Web site in a timely manner. It's your single connection to everything WRN.

“Give me news I can use.”

Missed the last WebEx session on selling tires? Can't find that WRN LINK article on scholarship contributions? Wish you had all those videos on succession planning to show your daughter? How many women dealers are in our network? Yes, the Web site has the answers. Whether you need to know, or just wish you had it handy, WRN's newly designed Web site compiles information about our business. And we're keeping it current so that whatever you're looking for is always accurate and up-to-date.

“Keep me connected.”

Want to contact your regional WDAC rep? Need the date of the next S&P webinar? Interested in registering online for the DRIVEN2 conference? Thinking about joining a 20 Group? All those connections are one click away using the new WRN Web site. It's a way to make the network more accessible to you, wherever you are, whenever it's convenient, using your favorite technology.

WRN Director Celeste Briggs says there's one section of the Web site that's most important to her. “Contact Us,” said Briggs, “means contact me! I want to know your feedback to the Web site, because we're always making improvements. Tell me what works and what kind of information you need to make a difference in your dealership. Give us ideas for stories and share your best practices. It's critical that we keep our Web site a two-way conversation. Keeping it fresh keeps you coming back.” 

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| WOMEN'S RETAIL NETWORK |



Become a Member ... Join today

WRN wants to provide you information, meeting notices and updates in real time. If you are a woman dealer-operator or key manager you are already a member and there is no fee to join WRN. In order to serve you better, WRN needs your preferred contact information: email, dealership name, position, etc. WRN will not share your contact information with any 3rd Party. We simply want to be a better resource to you.

Registration is fast and simple. Complete the [Membership Application](#) and you are officially a WRN member. Welcome!

WRN's new Web site is live and optimized for viewing on all devices. Bookmark it now as a favorite site.

www.gmwomensretailnetwork.com



Changing the Face of Automotive Retail



WRN Business Meeting
September 13-15, 2016



WDAC



CALENDAR



20 GROUP



FIXED OPERATIONS



WBENC CERTIFICATION



SCHOLARSHIP



RESOURCES



IN THE NEWS

Our Brands



Connect With Us





SERVICE VETERAN PRAISES WRN S&P NETWORK THE SECRET WEAPON IN BOOSTING FIXED OPS

Much has changed in the 20 years **Melissa Corken**, service manager at Eriksen Chevrolet Buick, has worked in automotive service. However, she believes the cornerstone remains the same.

“Building personal relationships with customers is the single most important element,” Corken said. “We can leave no doubt as to the value we add for customers. Providing the personal touch is the key to loyalty.”

That’s just as true for her mature customers as it is for the growing number of Millennials at her dealership.

“Digital doesn’t mean impersonal,” she said. “Many of our customers research and review service online. One bad review can be very costly. That’s why we conduct multi-point vehicle inspections on every transaction.”

That message was driven home to Corken in a recent S&P webinar. It’s one of the many resources available through the WRN S&P Network — a support system exclusively for women in automotive retail service positions. Corken was an original member of the group, which is dedicated to learning and sharing techniques for improving retention and profitability.

Today, Corken participates in annual WRN S&P conferences as well as the quarterly WebEx sessions (check out the S&P calendar of Webinars at www.gmwomensretailnetwork.com/resources/calendar).

“I use the information I’ve learned during the S&P webinars,” she said. “For example, the ‘Revolutionizing the Service Lane’ session was a real eyeopener. I was able to implement many of the suggestions in our department.”

Corken said the benefit of the S&P Network goes beyond the nuts and bolts of service.

“The S&P Network allows me to speak with women from other areas of the country and learn what they’re doing,” she said.

“Our group is very diverse, which provides me with a great mix of input. I purposely seek out women outside my Region for new tools and techniques.

“Further, it is an excellent way to develop leadership skills. We encourage each other to speak up, something many of us as women have had little opportunity to do. I am gaining confidence as a professional that transfers into whatever I choose to do — even become a dealer if the opportunity arises.”

“Our current **closing rates have increased** more than 47% on OnStar leads and 84% on Service Web site leads.”



WOMEN’S RETAIL NETWORK

SERVICE & PARTS

A PREMIER ORGANIZATION OF PROFESSIONALS

IMPROVING YOUR BUSINESS — ONE TIP AT A TIME

That's the idea of our new "TIPS" series. The tips represent everything from innovative best practices to practical, easy-to-execute ideas. We hope there's an idea here for everyone. Please watch for this on-going series, share the ideas with your team and send your tips to: celeste.briggs@gm.com

A Service Manager's Perspective

Melissa Corken believes every service department should appeal to both their mature and younger customers.

"We still have a suggestion box where customers can hand write a note to let us know how we're doing. We also employ technology where it makes sense. For example, all of our service advisors are now using digital tablets. That gets them out from behind the desk and allows them to walk around and engage with the customer."

Corken says no amount of technology can replace the cornerstone of service: Developing personal relationships with customers.

"I believe in leveraging every resource available to improve your operational effectiveness," she said, "but don't leave the customer out of the equation. A smile is the best the technology you'll ever have."

You can email Melissa Corken at mcorken@eriksens.com.

TIPS



S&P Ideas at Work: The Eriksen service department has a new secret weapon, thanks to the S&P Network.

"We've implemented a suggestion from a recent webinar — adding a service Internet manager," said Melissa Corken, service manager at Eriksen Chevrolet Buick. "It is already making a huge difference."

In addition to the new position, Corken is utilizing Better Appointments, a vendor also recommended by WRN S&P, to increase closing rates on Web site and OnStar service leads.

"All of our Web site service leads are now answered within an hour by Hazel Wilson, our new service Internet manager," said Corken. "She then follows up with a personal phone call to confirm the appointment and discuss any additional service the customer may need. Finally, she sends an email summarizing the transaction."

"OnStar leads are managed a bit differently. Customers receive a maintenance notification from OnStar: our dealership and Better Appointments receive a copy as well. Better Appointments sends the customer an email (on our behalf) requesting they schedule a service appointment. If the customer responds positively, Hazel confirms the appointment just like she does for Web site leads. If the customer doesn't respond, we receive an overnight activity report. That lets us know to follow up with them later."

Eriksen is already reaping the benefits of Corken's participation in the WRN S&P Network.

"Our current closing rates have increased from an average of 20 percent on OnStar leads and about 60 percent on Web site leads to more than 47 percent on OnStar leads and 84 percent on Web site leads."

GM First with Online Shopping Tool for Pre-owned Vehicles

Customers looking for great used Chevrolet, Buick, GMC or Cadillac vehicles can shop GM's new online Factory Pre-Owned Collection.

GM is the first automaker to give customers online access to a national inventory of former GM company-owned, off-lease and daily rental vehicles in one easy-to-navigate place.

"Our goal is to earn customers for life," said Steve Hill, vice president, GM U.S. Sales and Service. "The Factory Pre-Owned Collection extends our Shop-Click-Drive service and gives our dealers another way to attract new customers to their dealerships."

Online shoppers who use the Factory Pre-Owned Collection will follow three simple steps:

1. Browse the inventory to find the vehicle of their choice.
2. Choose a participating GM dealer and reserve their vehicle using the Shop-Click-Drive experience.
3. Finalize their purchase and take delivery of their vehicle from their selected dealer.

"Many of our customers who are shopping for a used car have told us they want to complete more of the process online," said Jerry Morgan, executive manager of Jack Wilson Chevrolet and Jack Wilson Buick GMC in Saint Augustine, Florida. "We are excited to be among the first dealerships to participate in the Factory Pre-Owned Collection."

Consumers can easily compare suggested prices on the Factory Pre-Owned Collection site to what others in their area have paid using the Kelley Blue Book® Fair Market Range, and can get a Carfax Vehicle History Report on the vehicles displayed on the site. 

New site lets consumers shop for great used vehicles

- » www.factorypreownedcollection.com
- » More than 40,000 low-mileage vehicles available, all with fewer than 37,000 miles
- » More than 1,000 participating U.S. dealers at launch
- » Includes:
 - Extended factory bumper-to-bumper limited warranty
 - 3-day/150-mile exchange program
 - 3-month trial OnStar and Sirius/XM Satellite Radio
 - Roadside assistance and courtesy transportation during the warranty period

FACTORY PRE-OWNED
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The only place you'll find a nationwide inventory of former GM company cars, lease or rental vehicles each with fewer than 37,000 miles — and each with an extended factory warranty.



PRICE ASSURANCE

- Compare to the Kelley Blue Book® Fair Market Range*.
- Have confidence based on what others have paid for similarly equipped vehicles.

BROWSE OUR COLLECTION OF 42,156 VEHICLES

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WRN DEALER WINS PRESTIGIOUS COX AWARD

This spring, WRN's own Jenell Ross received the 11th annual Barbara Cox Automotive "Woman of the Year Award." Ross, president of Bob Ross Auto Group, Centerville, Ohio, is the only African-American woman to own Buick-GMC, Mercedes-Benz, Alfa Romeo and Fiat dealerships. The Cox Award is presented to women who demonstrate business leadership, community advocacy and a commitment to advancing the automotive industry. According to Cox Automotive President Sandy Schwartz, "Jenell has the perfect mix of industry savvy, business acumen and community mindedness." Ross became a dealer in 1997 after the death of her father. Ross accepted the honor "As motivation to continue to work hard to promote the importance of diversity and inclusiveness in the automobile industry." □



EL PASO DEALER PUTS LADIES FIRST

Crawford Buick GMC in El Paso, Texas, wants to change the way women think about car buying, and they're proving it in a big Texas way. Crawford has created a buying experience staffed exclusively by women for female shoppers. Crawford Ladies First is a welcoming and exclusive women-only buying experience. According to the dealer's Web site, "We want to serve moms, singles, marrieds, senoras, señoritas and ladies from every walk of life." Crawford Ladies First general manager Soraya Holguin employs 13 highly trained women in a stand-alone, 2,600-square-foot facility, committed to, "Nurturing trust, comfort and a totally satisfying automotive experience." Visit the Web site at www.crawfordbuickgmc.com/Crawford-Ladies-First. □

BRIEFS

MARKET BUYERS "ON THE MOVE"

According to the U.S. Census Bureau, roughly 40 million people move each year. As a result, the average business loses 20 percent of its customer base. Marketing provider DataMentors says dealers need to target these movers who, "Often rely on word-of-mouth and direct mail to find new businesses." A Zillow survey showed that new movers are 90 percent more likely than established residents to purchase a car within the first year of their move.

- » Auto dealers and repair shops rank among the top five most sought-after gift certificates included in welcome packages
- » Auto retailers and repair shops generate an average monthly response rate of 12 percent using new mover marketing programs
- » Promotions like "free oil change" and "free car wash" rank among the top 10 best-performing offers □

COASTAL EMPIRE HIGH ON WOMEN IN AUTO

While men still hold the majority of automotive retail jobs, women are making their move in Georgia's coastal dealerships. According to the *Savannah Morning News*, many dealerships are actively looking to hire women in all positions — sales, finance and service. Thirty percent of the sales force at Critz BMW, Mercedes-Benz, Buick and GMC in Savannah is women. Owner Dale Critz, Jr., said, "Women buy 50 percent of the cars, so it makes all the sense in the world to be representative of the customers." The article said that both women and men are more comfortable telling female service writers about vehicle problems. Many of the traditional barriers to female employment are also being smashed: some dealers are now allowing employees to bring school-age children to work with them. □

WOMEN REMAIN IN DRIVER'S SEAT

Women remain one of the fastest-growing groups of auto consumers. Here are some stats from *Auto Alert* about female auto consumers:

- » Women today buy 68 percent of new vehicles, up from 44 percent in 2010
- » 47 percent of women car shoppers prefer women dealers
- » Women influence 85 percent of all vehicle purchases
- » Women spend \$300 billion yearly on vehicles and accessories
- » Women with driver's licenses outnumber men
- » 75 percent of women continue to feel misunderstood □



The GM Women's Retail Network (WRN) is comprised of dealers, dealer management staff and stakeholders working together to improve dealer quality and profitability by leveraging the mutual support systems that benefit its members.

gmwomensretailnetwork.com

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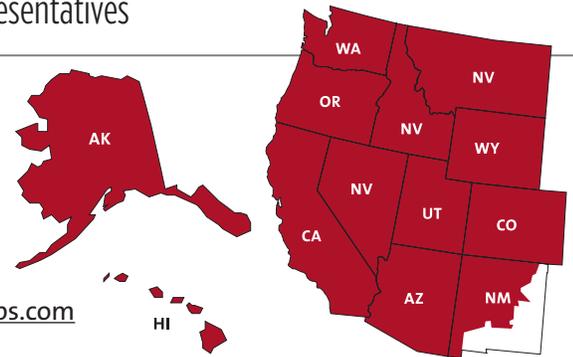
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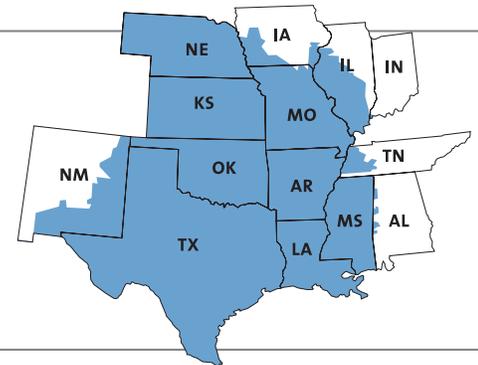
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