

COVER & FEATURE SOLUTION GUIDELINES

AutoSuccess

THE No. 1 SALES-IMPROVEMENT MAGAZINE FOR THE AUTOMOTIVE PROFESSIONAL



DEALER

Supplement to AutoSuccess Babcox

SERVICE

PARTS, TOOLS, EQUIPMENT & TIRES

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AutoSuccess and *Dealer Service* are publications that stand out by providing thought-provoking, solution-based articles that our readers can immediately put into effect. As a marketing partner, we want to offer you the opportunity to connect with our readership as an industry expert.

Participating in a Cover and Feature Solutions agreement, advertisers need to follow these guidelines:

- Covers should feature a dealer (for *AutoSuccess* [monthly] and a service manager and/or dealer for *Dealer Service* [March, June, September and December]).
- Cover and feature images need to be high-resolution jpeg or tif files; 300 dpi at 100 percent; please send multiple options
- The article should focus on:
 - A successful dealer/dealership
 - The challenges that dealership faces
 - How the marketing partner's products and services have helped that dealer succeed.

- Articles are approximately 1,200 words in length.
- All articles are subject to editing by *AutoSuccess* and *Dealer Service*.
- A proof of their article as it will appear will be sent to you for your review and approval.
- Once an article has been edited and published, we retain all rights to that article. Reprints are available through *AutoSuccess* and *Dealer Service* only.

For any questions about these requirements, or information on submitting an editorial to be published, contact Publisher **Susan Givens** at 502.802.5608 or by email at sgivens@autosuccessonline.com.



Historic Manly Honda Has Fresh Ideas for Long-Term Growth

When a company has a long, storied history and has experienced high levels of success, the temptation is to go conservative, rely on what's worked in the past and double down on tactics. That's not the companies that play defense and try to hold on to past glories. These are the companies that cause retooling and disrupt playing.

Manly Honda is one of those companies.

Despite a declining market, Manly Honda has steadily increased their annual Customer Pay Per Order by 13 percent over the last year, giving a large boost to the Fixed Operations bottom line. This success that is a well-defined strategy along with the right people, processes and tools to increase service revenue is a critical component to today's sustainable growth and success.

How successful?

The success is a product of business conditions for Manly Honda. Despite a decline in new car sales, Manly Honda has increased their annual Customer Pay Per Order by 13 percent over the last year. This success that is a well-defined strategy along with the right people, processes and tools to increase service revenue is a critical component to today's sustainable growth and success.

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THE FUTURE OF FIXED OPS: DRIVING LOYALTY

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