

# DEALER SERVICE

PARTS, TOOLS, EQUIPMENT & TIRES

Quarterly Supplement to

**auto** SUCCESS



## THIS AUDIENCE ACCESS MATTERS TO YOUR BUSINESS

While the sales department might be the most visible part of the dealership, **AutoSuccess** knows that the F&I, service and parts departments play a vital role in customer retention and the company's bottom line. **Dealer Service** is a quarterly publication created to address the specific needs of a dealership's service directors/fixed operations managers.

**Dealer Service** is polybagged with **AutoSuccess**, reaching a target audience made up of a dealership's owners/general managers as well as its service directors/fixed operations managers — those who make a variety of management and purchasing decisions including parts, software, equipment and tools, technician training, marketing and much more.

| MARCH   | JUNE   | SEPTEMBER   | DECEMBER   |
|---|--|---|--|
| <ul style="list-style-type: none"> <li>• Keys to a Higher Car Count</li> <li>• Augmented Reality Training</li> <li>• Utilizing Texting for Business</li> <li>• Active Braking Services</li> <li>• HVAC Sensors: More Than Just Temperature</li> <li>• Detail Department: A-Z Guide to Detailing Jargon</li> <li>• TPMS: Spring Tire Changing and TPMS Service</li> <li>• Building Trust in the Service Drive</li> </ul> | <ul style="list-style-type: none"> <li>• Service Advisor Training is Essential</li> <li>• Gaining Customer Loyalty</li> <li>• Inspecting Serpentine Drive Belts</li> <li>• Cooling System Diagnostics</li> <li>• What Kills an Ignition Coil?</li> <li>• Repairing Damaged Wheels</li> <li>• Phone Skills – Your Most Important Tool</li> <li>• Detail Department: Anatomy of a Detail Department</li> </ul> | <ul style="list-style-type: none"> <li>• Minimizing Downtime: Equipment Maintenance</li> <li>• Recruiting Service Technicians</li> <li>• Fuel Trim Diagnostics</li> <li>• Servicing Electric Vehicles</li> <li>• Selling TPMS Service</li> <li>• Fostering Personal Responsibility in the Service Department</li> <li>• Drivetrain Diagnostic Test Drive</li> <li>• Detail Department: Hiring Detail Stars</li> </ul> | <ul style="list-style-type: none"> <li>• ADAS Update</li> <li>• Brake Pad Wear Patterns</li> <li>• Oil Consumption Issues</li> <li>• Selling the Complete Strut Job</li> <li>• Detecting Hose Problems</li> <li>• EVAP Diagnostics</li> <li>• Detail Department: 5 Steps for Coaching Detailers</li> </ul> |
| <p>Ad Closing: February 20<br/>Ad Materials Due: February 27</p>  | <p>Ad Closing: May 25<br/>Ad Materials Due: June 1</p>   | <p>Ad Closing: August 20<br/>Ad Materials Due: August 27</p>  | <p>Ad Closing: November 20<br/>Ad Materials Due: November 27</p>   |



BabcoX Media Inc.  
3550 Embassy Parkway Akron, Ohio 44333 • BabcoX.com

Advertising Inquiries Contact:

**SUSAN GIVENS**

Group Publisher  
sgivens@babcoX.com  
502.802.5608