

# Survey of Major Yellow Pages Advertisers \*

## Automobile Dealers - New

### Comparative Ad Analysis for \_\_\_\_\_

<b>Primary Products &amp; Services Offered:</b>	<p>New Car Sales &amp; Service Leasing (Custom Terms) Complete Service Plans References to Low Prices, Great Deals, etc. <b>POPULAR MODELS-LIST</b> Used or Pre-Owned Cars Service All Makes &amp; Models Complete Stock – Parts/Accessories/Performance Parts 24 Hour Towing Svc <b>Internet Sales</b></p>	<p>Demonstrators/Rental Cars Body Shop - Painting Financing Plans - Low Monthly Payments Safety Features/Options (List) Trucks &amp; Truck Parts Liberal Trade-In Allowance Options (Partial Listing) Complete Detailing Center Airbag Installation/Retro-Fit <b>MAKE/MODEL FEATURES</b> Parts Hotline</p>	<p>One (Mall) Location – Many Makes Factory-Authorized Collision Repairs <b>EMPHASIS - CAR BRAND NAMES</b> <b>BRAND LOGOS PROMINENT</b> <b>EMPHASIS - GOOD SERVICE</b> Adjectives Describing Used Cars - Certified, Fine, A-1, Tested, etc. Parts From: (List Makes/Years) Vehicle Inspections/Fleet Sales Damage-Free Towing/Wrecker Service “Beat Any Advertised Price”</p>
<b>Product Features - Materials, Types, etc.</b>	<p>Sedan/Hatchback/Convertible Sports Cars Sub-Compact Compact <b>USED CAR INFORMATION</b></p>	<p>Front-Wheel Drive Limousines/Taxicabs Vans/Campers/Wagons Off-Road (4WD) Medium Size/Luxury Cars</p>	<p>Sport Utility Vehicles (SUVs) Standard/Automatic Transmissions Pick-Up/Medium-Duty Trucks Turbo-Charged/Fuel Inject/Diesel Small SUVs</p>
<b>Key Brand Names:</b>	<p>Brand Names for Parts &amp; Serv. Operations - GM Parts, Mr. Goodwrench, Delco, etc.</p>	<p>One or More Manufacturer Names Emphasized <b>ILLUSTRATIONS-MODELS</b></p>	<p>Model Names Listed - e.g., Taurus, Jetta, Blazer, RAV4, etc.</p>
<b>Confidence Factors:</b>	<p>Brand Assoc./Car Awards Years in Business (Same Loc.) Tie-Ins/Slogans From Nat'l Ads 24/7 Roadside Assistance Svc Service Excellence Awards</p>	<p>Professional Staff/Dealer Photo Factory Parts/Factory Authorized State Inspection Station Insurance Approved Body Shop AAA Approved (Service)</p>	<p>Low Prices – Reasons / “Guarantee” Certified Used Cars / Huge Parts Inventory Factory-Trained/ASE Certified Technicians <b>GUARANTEES/WARRANTIES (Details)</b> Satisfied Customers/Family Owned</p>
<b>Convenience Factors:</b>	<p>Showroom/Service Hours Department Phone Numbers Saturday/Sunday Hours <b>LOCATION DATA/MAPS</b> <b>Online Service Appts.</b></p>	<p>Shuttle/MVB Forms Processed Big Inventory / Multi Locations Website/E-Mail Address <b>Multiple Websites – Makes, etc.</b> Toll-Free/Fax No./Phone Quotes</p>	<p>Credit Cards/Financing / Slow or No Credit <b>Inventory on Web / Virtual Showroom</b> Pick-Up &amp; Delivery/Indoor Mall Showroom <b>Specialty Websites – Auto Locator, etc.</b> <b>Invitation/Inducements to Visit Website</b></p>
<b>Special Services or Extras:</b>	<p>Incentives – Road Svc, etc. Collision Service/Rust Proofing Zero Downpayment Options 24/7 Emergency Service Car Locator Service</p>	<p>Bank Financing Arranged Auto Club Memberships Customizing/Van Conversions Foreign Language(s) Spoken Wholesale Delivery</p>	<p>Insurance/Hot Rod Customizing Overseas Tourist Deliveries One Price – No Pressure or Hagglng Express Lube / No Co-Signers for 18 Inducements – Lifetime Oil Change, etc.</p>
<b>Typical Related Headings:</b>	<p>Auto Dealers - Used Cars Auto Repair &amp; Service</p>	<p>Auto Renting &amp; Leasing Truck Dealers – New</p>	<p>Auto Body Repairing &amp; Painting</p>