

<b>TRENDING NOW</b> Content Opportunities	<b>LEADERSHIP SOLUTIONS</b>	<b>F&amp;I SOLUTIONS</b>	<b>MARKETING SOLUTIONS</b>
    	<p><i>Inspiring dealers to lead their teams and succeed professionally and personally.</i></p> <p><i>Sample Topics Include:</i></p> <ul style="list-style-type: none"> <li>› Acquiring Pre-Owned Inventory</li> <li>› Take Control of Your Inventory Investment</li> <li>› 4 Lessons Coaches Bring to the Dealership</li> <li>› Vehicle Acquisition Strategies</li> <li>› Tips for a Successful Mentorship Program</li> </ul>	<p><i>Coverage of dealership finance and insurance products and services.</i></p> <p><i>Sample Topics Include:</i></p> <ul style="list-style-type: none"> <li>› Vehicle Service Contracts</li> <li>› Demystifying Reinsurance</li> <li>› F&amp;I Product Opportunities</li> <li>› ABCs of Total Loss Protection</li> <li>› Benefits of a Transparent Sales and F&amp;I Process</li> </ul>	<p><i>Dealership promotional and marketing information to attract more customers to the dealership and online.</i></p> <p><i>Sample Topics Include:</i></p> <ul style="list-style-type: none"> <li>› 4 Videos that Build Customer Trust</li> <li>› Convert Millennial Callers into Customers</li> <li>› Text Messaging vs. Email Marketing</li> <li>› Elevate Your Digital Retailing Experience</li> <li>› Maximize Your Auction Success</li> </ul>
 	<p><b>SALES &amp; TRAINING SOLUTIONS</b></p>	<p style="text-align: center;">   <small>PARTS, TOOLS, EQUIPMENT &amp; TIRES</small> </p>	<p><b>SPECIAL OPPORTUNITIES</b></p>
    	<p><i>Tools and techniques for improving sales and the customer experience.</i></p> <p><i>Sample Topics Include:</i></p> <ul style="list-style-type: none"> <li>› How to Unlock the Sales Potential of Today's Generation</li> <li>› How Automation Can Help in a Time of Low-Inventory, High-Demand</li> <li>› Matching Your Sales Approach to the Buyer</li> <li>› Tapping the Service Lane for Fresh Inventory</li> </ul>	<p><i>Dealer Service will be included within the AutoSuccess issue 4 times per year (March, July, September and December).</i></p> <p><i>Sample Topics Include:</i></p> <ul style="list-style-type: none"> <li>› Improving Your Reconditioning Process</li> <li>› Equipment &amp; Tools for a More Efficient Service Lane</li> <li>› Vehicle Service and Repair Information</li> <li>› Service Advisor Training</li> <li>› Detail Department</li> </ul>	<ul style="list-style-type: none"> <li>› NADA Best of the Best (January)</li> <li>› Best Places to Work (March)</li> <li>› Women at the Wheel (June)</li> <li>› Champions of Charity (September)</li> <li>› Veterans &amp; Vehicles (November)</li> </ul>

→ FOR ADVERTISING INFORMATION AND RESOURCES THE AUTOSUCCESS BRAND PAGE AT [Babcox.com/autosuccess](http://Babcox.com/autosuccess)

→ DIGITAL ADVERTISING SPECIFICATIONS

→ CLOSING DATE  
→ MATERIALS DUE DATE

