

POWERFUL SOLUTIONS

For maximum F&I profitability

"...we'll just trade it in!"

For the last 2 years, it has been with more than a little concern that I have regarded the regular emails, received from the Factory, about my 2022 vehicle. You may also have seen similar emails from your vehicle's Manufacturer. These are the messages alerting us to the *exact* current tire pressure, to the psi, and *exact* mileage on our vehicle, along with its maintenance status.

WOAH! It's like the Factories are making overtures to the fact that they know things about our vehicles, from afar, but are subtly disguising this fact as helpful safety/maintenance information.

But there's much more. It appears that our vehicles NOW possess surprisingly comprehensive abilities to gather far more information than just our tire pressures, current mileages, and time to next maintenance/what is required! Very comprehensive telemetric data is apparently being recorded constantly. In other words, many of today's modern vehicles are capable of monitoring, recording, and *transmitting back to the Factory* information about how rapidly we accelerate, brake, and turn, how fast we are driving, even where we are driving and when we are driving there, among other things!!! Many of us have long been familiar with the fact that our vehicles have onboard data recorders, almost like an airplane... but that they *transmit this information* back to the Factory, in real time, may come as a surprise. It's absolutely true, too, at least as far as my Manufacturer is concerned. Research into this confirmed its reality, buried deeply within many pages of legalese, on my vehicle Manufacturer's website.

To raise the alarm even higher, multiple national news organizations recently covered this situation from the perspective of, "Our vehicles are spying on us!" In fact, the consensus was that the information our vehicles are constantly gathering is being sold to Organizations who turn around and sell the information to automobile collision Insurance Providers. Apparently, these Insurance Providers are NOT using this information to justify lowering rates but, rather, are using this information to *justify* raising rates or *canceling* coverage all together!

"OPT OUT," anyone?



Page 1 of 2



Partnership + Performance = Profit

POWERFUL SOLUTIONS

For maximum F&I profitability

"...we'll just trade it in!" (*continued*)

And even if we initiate an "opt out" on our vehicle Manufacturer's website, or via other means of communication, it plainly states that the vehicle will continue to gather the data. We are only affecting (hopefully) the Factory's sharing of the data, not the collection of the data, itself. In other words, they will ALWAYS know the telemetric data! We truly are in the "information age" where data is the most valuable commodity!!!

This brings us to our point...

Once we have finalized our menu presentation and made our recommendation, sometimes we hear our Guests retort... "Ehh... If it starts giving me trouble, after the Factory warranty period expires, I'll just trade it in/sell it back to you guys!" Hmmmm, let's think about that for a moment. Our Appraisers are professionals. These are people who make a living ACCURATELY appraising the value of used vehicles. Their livelihood depends upon discovering pre-existing issues present in trade-ins. They also possess state-of-the-art diagnostic OBD II connection devices that read system faults, even those codes that have been previously cleared... and they are now connecting to vehicles that have MASSIVE telemetric data collection capabilities. Chances are they will *discover* those pre-existing conditions to which our Guest is referring. It would appear this invalidates the idea of our Guests making their problem OUR PROBLEM, at the Dealer level, once their vehicle begins to malfunction!

Perhaps when we consider how to *tactfully* shed light on all these matters with our Guests, they may once again find themselves in a better position to make a more well-informed decision. Let's help them avoid playing hide and seek with their problems and ensure they more fully understand the protective value of our products.

Crediting the inspiration for this month's "Training Tip" to JP D. Thanks JP!

Think about it.

Good luck and good selling!



Page 2 of 2



Partnership + Performance = Profit