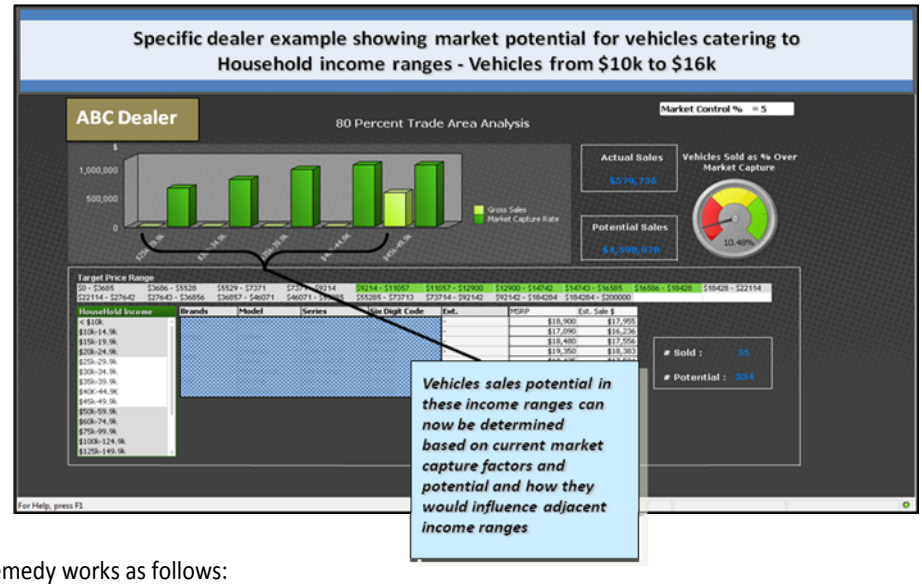
DGE Inc.

ADAM for Aftermarket

Automotive Dealer Analysis Marketing

Typically, Aftermarket products are found in brochures, on websites, or in small shops outside the Dealership system. The Dealership has no guidance for pre-packaging add-on items and uplifts because they do not know their true trade area -- total personal income or expenditures. A typical market analyzed with the exclusive ADAM system shows that the Aftermarket consumer expenditure is only 1% of the total automotive expenditure. Dealer Group Enhancement LLC (a division of DGE Inc.) has the solution.



DGE's ADAM remedy works as follows:

- Define the market specific to each dealership through our exclusive trade area analysis
- Use that analysis to determine vehicle price opportunities
- Provide pre-packaged upgrades to Dealers
    - Engineering
    - Marketing
    - Merchandising
    - Technician Training
- Dealerships experience an overall increase in market capture resulting in 20% to 100% greater sales
- Parts and Systems are now 100 times more likely to sell in the market
- Dealerships have monetized excess labor
- Total integration into OEM/Dealer Market

ADAM is Dealer Group Enhancement LLC's patent pending system that enables an auto dealer to reach the full market potential and market capture while managing orders to maintain the appropriate vehicle mix by price. It also allows for remerchandising of the dealer's inventory to give customers the ability to select vehicles based on their potential spending budget with respect to their income levels.

ADAM is applicable to vehicle OEMs and Dealers as well as Aftermarket parts suppliers.

Please contact a Dealer Group Enhancement representative at sales@dgeinc.com for more information.

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