

Rental Leasing Services

Subject:	Auto Sales Test Drive Procedure
Procedure No.	A 0103 - 1008 A = Auto Sales Section 0103 = Section One + Procedure Number One 1008 = Month and Year Procedure Released
Distribution:	Area & Location Management, GM, Auto Sales, Training Dept. & RLS Server (Intranet)
Date:	October 3, 2008
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Replaces Procedure:	New
Other References:	Procedure No. <ul style="list-style-type: none"> • F 0101-0108, Vehicle Damage Definitions and Vehicle Movement Process, • F 0202-1206, Vehicle Cleaning Standards, • F 0401-0207, Vehicle Repair Order Screen • F0501-0108, Vehicle Turn In Condition Report • AS 0101-1008, Auto Sale Unit Reconditioning • AS 0104-0708, Demonstration Drive Assumption of Liability Form
Purpose	To Communicate: <ul style="list-style-type: none"> • Two Methods Of Test Driving • Accompanied Test Drive • Accompanied Test Drive Benefits • Rental Test Drive • Rental Test Drive Benefits

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Two Methods Of Test Driving	<p>There are two methods for a customer to test drive a vehicle for sale;</p> <ol style="list-style-type: none">1. Accompanied Test Drive, <i>or</i>2. A Rental Test Drive
Accompanied Test Drive	<p>Limited to roughly fifteen (15) minutes and within an approximate five (5) mile radius of the office.</p> <p>For an accompanied test drive, an employee <u>must</u> ride in the vehicle with the customer.</p> <p>This method should be used when a customer wants to take a quick drive (10-15 minutes or less) within an approximate 5 mile radius of the office.</p> <p>The accompanying employee should certainly feel comfortable and safe with a customer wishing to use this test drive method.</p> <p>The accompanied test drive should be used when the appropriate number of staff is available.</p> <p><u>Procedure Steps For This Type Of Test Drive:</u></p> <p>The employee must...</p> <ol style="list-style-type: none">1. First, photo copy the customer's valid drivers onto the test drive form.2. Next, the "Demonstration Drive Assumption of Liability Form" must be completed and signed by the customer.3. The completed form must be left with another employee at the store.4. <u>No unaccompanied test drives are to be allowed (unless rented... as stated on page four (4) below).</u>

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Accompanied Test Drive Benefits

This is where your customer's experience will get emotional.

This is where the features and functions come alive, where the benefits—and the value you have built—get realized.

It is not enough for your customer to just “drive” the vehicle...they must “experience” it. Before you leave on the drive, point out the features and benefits of the vehicle.

Continue to let the customer know the comforts and pleasures of having a vehicle with such features. This will aid the customer in experiencing the vehicle. As the customer recognizes the features and the benefits of having them, confirm their experience.

This is also where you help your customers begin to get a feeling of ownership of the vehicle. It is critical that you are up beat, positive and enthusiastic during the interaction with the customer. Make it a memorable experience!

Additional Sales Associate Preparation:

- Have a determined route (there may be different routes for different vehicles).
- Set some expectations in the customer by previewing the vehicle and route.
- Set some expectations as to what the customer will experience on the drive.
- Sales Associate should offer to drive first
- Sales Associate should help the customer in adjusting the seat, steering wheel, and mirrors.
- During the drive, confirm the customer's experience and the expectations that were set.

(Reference Source - Courtesy of the Fitzgerald training manual)

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<p>Rental Test Drive</p>	<p>Over fifteen (15) minutes or outside of or over the five (5) mile radius of the office.</p> <p>For a rental test drive, the customer must meet all rental qualifications, including paying for their rental.</p> <p>This method should be used when a customer wants to drive for more then 10-15 minutes or beyond a 5 miles radius of the office.</p> <p><u>Procedure Steps For This Type Of Test Drive:</u></p> <ol style="list-style-type: none"> 1. Qualify and rent the vehicle to the customer. 2. Two optional rates: <ul style="list-style-type: none"> ➤ Use hourly rate code 60MIN if they want to test drive for an hour or two, or ➤ Use shop rate code S1 if they want it for 1-3 days. <p>If the customer purchases the vehicle, most of the cost of the rental will be deducted from the sale price of the car (<i>up to 3 days maximum of time and mileage only</i>).</p>
<p>Rental Test Drive Benefits</p>	<p>At Nextcar, we provide our customers the opportunity to rent the car before they buy. Not many dealers can offer this service!</p> <p>The typical test-drive only lasts 10 minutes, and for some people that is just not enough time for them to choose a car.</p> <p>On a Rental Test Drive the customer can put the car through the paces of their everyday life; do the carpool or the grocery run, commute in heavy traffic, or parallel-park in a tight spot.</p> <p>A rental allows the customer to better experience the car than a short test-drive.</p> <p>Even though you will not be riding with the customer you can still build some expectations in your customer before they drive off. Don't forget to point out the vehicle's features and benefits.</p> <p>Set some expectations as to what the customer will experience on their drive. When the customer returns you can confirm those expectations.</p>