



telephone training, dealership management training, automotive Internet sales training, automotive BDC training, and car sales training.

While concentrating on providing friendly, family-oriented service, Anderson says that the company must also continue to make prudent business decisions, as well. "We've continued to invest a lot in our facilities and particularly in the service departments," he asserts. "In all of our locations we struggle – in a good way – with capacity and throughput, trying to capture all the business and provide the same level of service we've always wanted to provide. And with some of the margin pressures on the new car side, it's probably more important than ever. We do have plans to acquire more stores and we also have plans to grow more in the parts and service business, including the body shop business. Overall,

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When Fred Anderson Nissan of Raleigh, Fred Anderson Toyota of Raleigh and Fred Anderson Kia of Raleigh were looking to improve the cleanliness of their showroom, offices and service areas they partnered with Coverall. We specialize on the areas that make a positive impression on their customers and that impacts sales. Coverall designs janitorial service programs to exceed expectations and meet the budget of your facility!

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- Create a positive buying experience to attract new customers!
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it's a strategy to try to be less reliant on new cars, which is the more volatile side of the business. Most of our profits come from parts and services and the used-vehicle business."

The Anderson Automotive Group's goal is to be "the most admired, most competitive, and most profitable dealership in the Southeast, by delivering a friendly, valuable, and transparent product with every customer, every time." After more than 60 years of serving those customers in the Carolinas, it's pretty safe to conclude that this family-owned business has already achieved that very worthy goal.



PREFERRED VENDORS

■ Edmunds Inc.

www.edmunds.com

Edmunds was founded in 1966 as Edmund Publications, a publisher of printed booklets, consolidating automotive specifications to help car shoppers make buying decisions. In 1988, the company was purchased by Peter Steinlauf whose family has owned a majority stake since. By the 1990s, Edmunds had published its data to a CD-ROM while also publishing books such as Edmunds New Cars & Trucks Buyer's Guide, Edmunds Used Cars & Trucks Buyer's Guide and Edmunds Strategies for Smart Car Buyers. In 1995, www.edmunds.com became the first automotive information Web site. Edmunds.com predated the advent of automobile manufacturer websites and all other online automotive destinations. The company has approximately 550 employees. Its headquarters are in Santa Monica California, with a satellite office near Detroit, Michigan.

■ CDK Global

www.cdkglobal.com

With more than \$2 billion in revenues, CDK Global is the leading global provider of integrated information technology and digital marketing solutions to the automotive retail and adjacent industries. CDK Global provides solutions to dealers in more than 100 countries around the world, serving more than 27,000 retail locations and most automotive manufacturers.

■ Coverall Cleaning

www.coverall.com