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Glockner Honda-Toyota Increases Service Department Efficiency, Profitability with eMenus

Hammond, LA – July 5, 2010 – [eMenus Automotive, LLC \(http://www.eMenusllc.com\)](http://www.eMenusllc.com), a leading provider of dynamic service menus for auto dealerships, today announced that Glockner Honda-Toyota of Portsmouth, Ohio, has greatly increased the efficiency and profitability of its service department by upgrading from outdated paper menus to a top-of-the-line electronic menu system. The service department is saving dozens of hours per month on data entry and its profitability has almost doubled since installing eMenus.

According to Andy Schmidt, service director (for 10 years) with Glockner Honda-Toyota, the dealership found it very challenging dealing with different OEM maintenance schedules that continually changed at the whim of the factory, and eMenus provided a very efficient handling. “eMenus has made everything so easy for us. Honda has a very dynamic, ever changing maintenance system that can make managing the service extremely difficult. It’s different from GM and Toyota as it isn’t done by mileage intervals, but takes into consideration the driving style of the owner. It was challenging to know what to tell the customer about correctly maintaining their Honda. eMenus put together an industry-leading program for us that is completely web-based and can be updated remotely. Before we had to type in 14 op codes for one service, what a headache! Now it’s just one op code; the time saving is incalculable.”

The system not only saves the service advisors considerable time on data entry, but because they now have more time to spend with the customer, assisting and upselling needed services, it has also increased profitability. Just three months after installing eMenus, the effective labor rate increased by more than \$5 per hour and the dollars per Repair Order are currently running at almost double the previous rate.

“eMenus really listened and understood the difficulties we had in handling service for our different makes and models and developed an incredible op code management system for us. Our advisors are tickled to death. Before, when the customer came into the service drive, we would never know what was needed and had to enter so much information. Now we simply plug the vehicle information into eMenus and it pulls up the exact right menu and service needed for each customer, it’s very unique,” said Schmidt.

Schmidt also appreciates the professionalism the system brings to his dealership. The customer can view the menu on the advisor’s computer screen, and the menus always match what the manufactures’ specifications state. “It has increased the confidence level of our advisors as they are now consistently able to price the service and know exactly what that vehicle needs. We can sell the needed maintenance as soon the car arrives at the dealership, even before it goes into the shop for an inspection. Before we just hoped that the tech would catch everything. Consequently, our profit has increased and eMenus pays for itself monthly more than twice over,” said Schmidt.

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