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**Lexus of Las Vegas Sees Service Revenue  
Increase of Over Ten Percent 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, announced today that Lexus of Las Vegas has increased its effective labor rate by more than ten percent as a result of upgrading from outdated paper menus to a top-of-the-line electronic menu system.

Lexus of Las Vegas is the sole Lexus dealership in the city of Las Vegas and writes 1500 Repair Orders per month. One year ago the dealership was using a paper menu system and came across eMenus when searching for a more consistent system for service pricing. “eMenus completely simplifies service pricing. Now when a customer calls, no matter who answers, the same price will be given for a specific service. It ensures consistent pricing throughout,” said Lexus of Las Vegas service manager Ted Roach.

According to Roach, eMenus helps him better manage his service department. The dealership now uses a three tier menu approach with all customers. “The customer makes a selection from the three tiers and we print off the menu at time of write up. It’s a highly professional presentation which usually upsells itself as the customer can easily understand and see the difference between the services. They are quickly educated on the value of the increased service level.”

The dealership also uses the system to help ensure the customer comes back by scheduling future service, “It’s the best system I’ve seen out there and it’s great for helping to ensure future business. When we present the menu to the customer for their service interval we can also present future service recommendations, completely explained with full costs. In this way the customer can see what is coming, set their next appointment and budget for it,” Roach said.

Roach is happy with how eMenus has positively impacted the dealership's bottom line. Since installation X years ago, the dealership has enjoyed an increase of over 10 percent in its effective labor rate. "eMenus is very user friendly and it's a snap to learn and update any changes," said Roach. "We have seen a strong increase in profitability and the system is very competitively priced. In fact, it paid for itself in just the first month from the amount we saved on paper costs," Roach added.