

# CANADIAN AUTOWORLD

INFORMATION & IDEAS FOR THE AUTOMOTIVE INDUSTRY

August 2006 • Volume 15 Number 8



\$3.00

Your success is our success - Please JOIN US



1-866-966-5263  
www.onlane.com



PROVEN RESULTS DRIVING YOUR SUCCESS

INDUSTRY LEADING SOLUTIONS FOR REMARKETERS - REAL TIME INVENTORY FOR DEALERS

## INSIDE



Business  
talk with  
Mark Fields  
PAGE 8

## DEALER NEWS

AutoCanada selects ADP  
PAGE 12

Oakville Autohaus  
expansion

mitsubishi motor sales of canada inc.

## Business goes on for dealers



BY LAWRENCE PAPOFF

Paul Cummings, upon taking the reins of the company, had drafted a plan to

increase the number of Mitsubishi dealers. Cummings planned on increasing the dealership's number from 56 to 65 by next year and to 90

Repentigny Mitsubishi will operate out of a renovated Chrysler store. Work on the store starts in August.

over the next three years. How do they feel now that he has left?

"The response from dealers to Cummings' expansion plan has been almost immediate," the company boasted in a release dated June 5. "Nine new dealerships have opened in the last nine months ..."

Christian Hamel, dealer at Lethbridge Mitsubishi in Alberta is one of the nine. He thinks he knows why Cummings quit.

SEE PAGE 14

GENERAL MOTORS OF CANADA LIMITED

## Launches its IDMS Initiative

BY LAWRENCE PAPOFF

Concerned that its dealers were paying too much for their DMS and getting too little in return, GM of Canada Limited started its Integrated Dealer Management System Initiative (IDMS) in January.

"Dealers asked us to get involved because of concerns in regards to pricing, the quality of service they were getting and the complexity of the invoices," said GM's Tom McNown, CRM retail development, who heads up the project.

For its part, the OEM was con-

cerned at its ability to transfer data to, and get data from, the dealer body, McNown said.

The OEM had other concerns such as the quality of service dealers were getting from DMS companies for the money they spent and the fact that dealers were locked in for as long as seven years.

So the OEM came up with the program.

First of all, it offered its dealers a choice of DMS providers, Reynolds and Reynolds and Calgary-based

SEE PAGE 26



Quorum president Maury Marks.

PAGE 16

## WHEELS

Jag XK



PAGE 18

Hyundai Entourage



