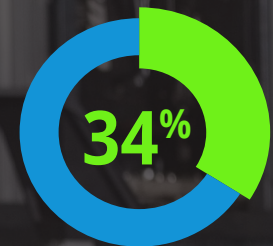


# THE COST OF DOING NOTHING



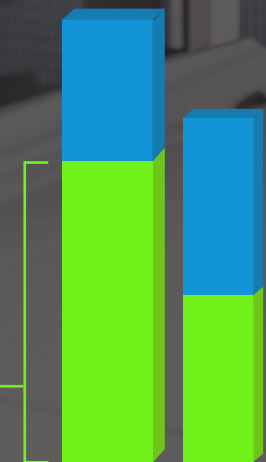
A service department receives an average of 2,540 total calls/month.

Of those 2,540 calls, 34% of calls are potential appointment opportunities.



The average repair order is \$250.

Service departments on Car Wars have a 22% higher booking rate than those not on Car Wars.



Service Departments that do nothing to improve their booking rate cost themselves **\$34,560**/month.