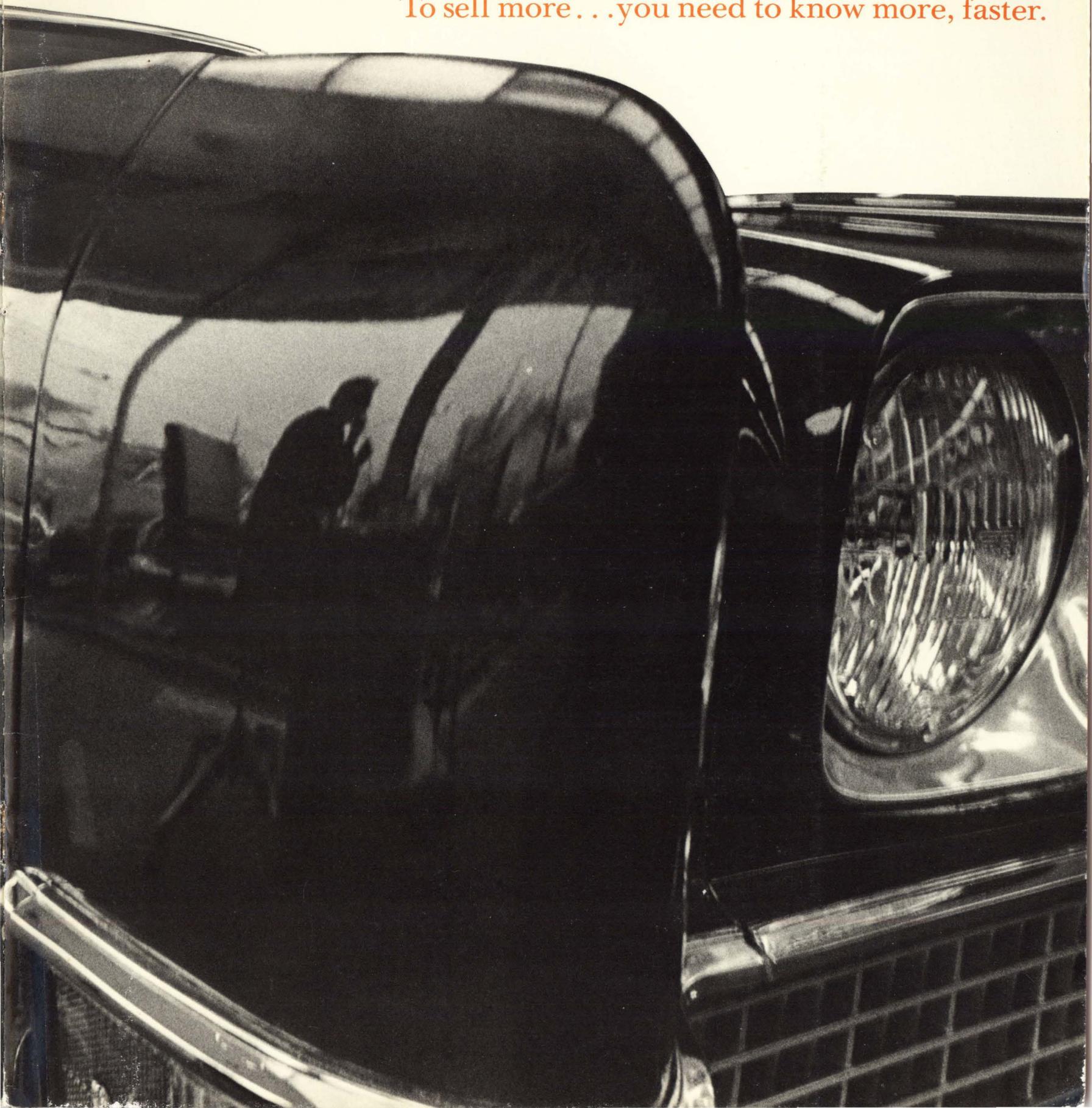
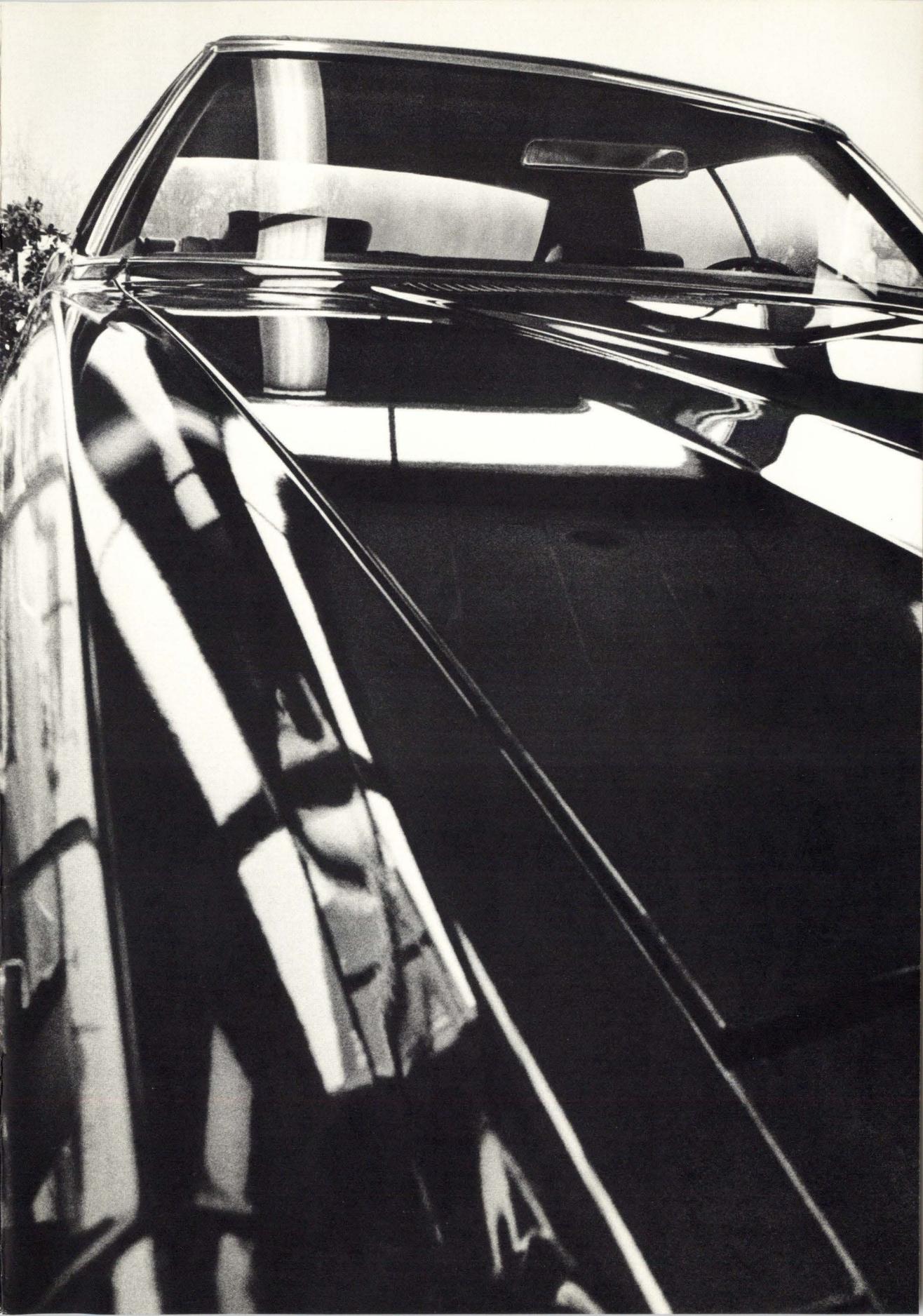
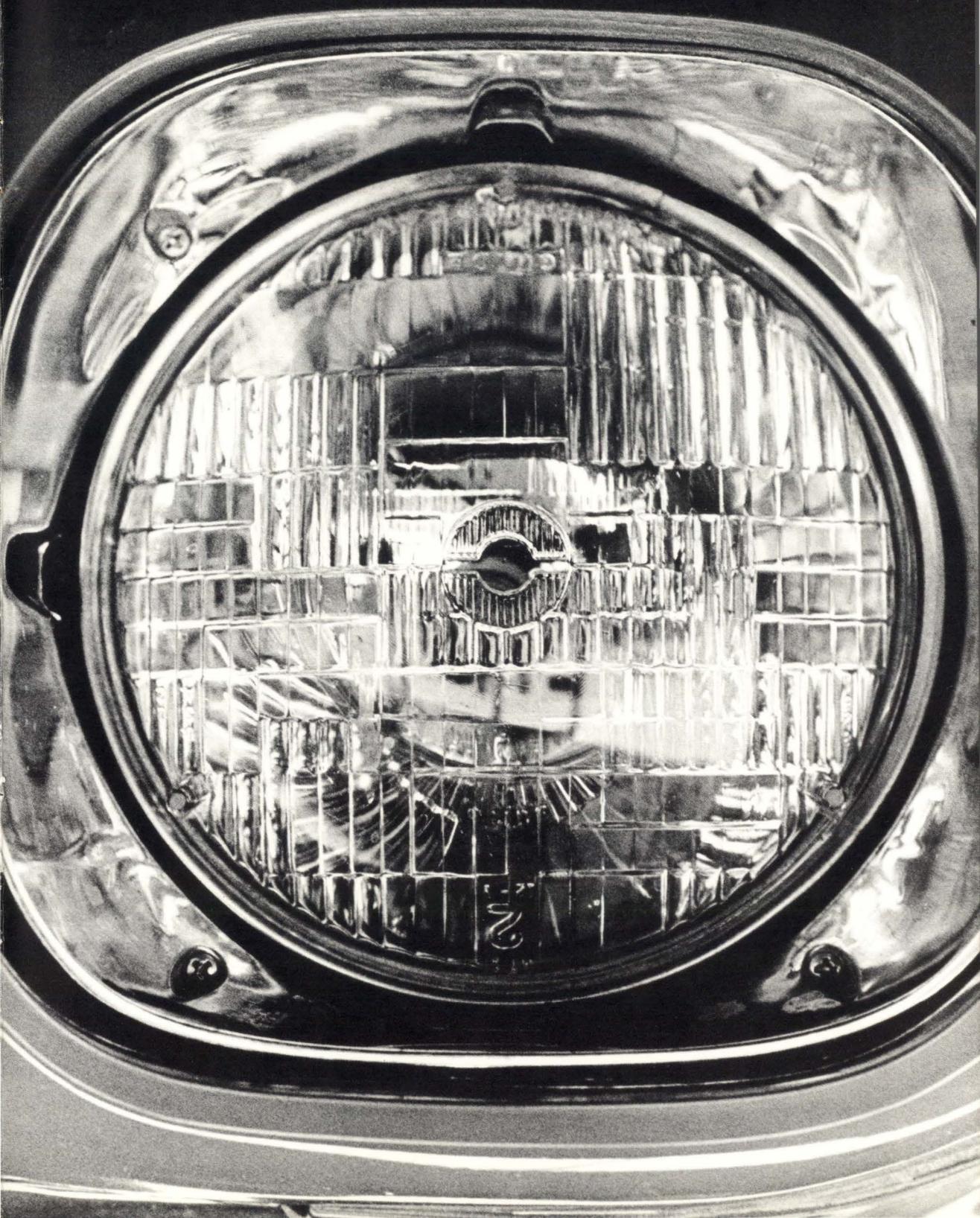


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And you can, with System/3...the Office Computer... from IBM. Recognize these problems? 1. An incorrect General Ledger, because one journal entry had a mistake. 2. An unbalanced parts inventory—too small for good customer service, too large for profitable operation. 3. Loss of service revenue, due to error—between service writer and cashier. 4. Loss of service revenue due to haphazard stall utilization. 5. Loss of new and used car sales due to poor follow-up. If these problems sound familiar, perhaps it's due to the growth of your business. Day-to-day operations are moving too fast for your current sources of management information to tell you what you want to know when you need to know it. You get a flood of information every day—inventory reports...bills...price changes. But much of this information is obsolete by the time it reaches you for action. Last week's stock status may explain this week's parts inventory shortage, but it may come much too late to prevent it.





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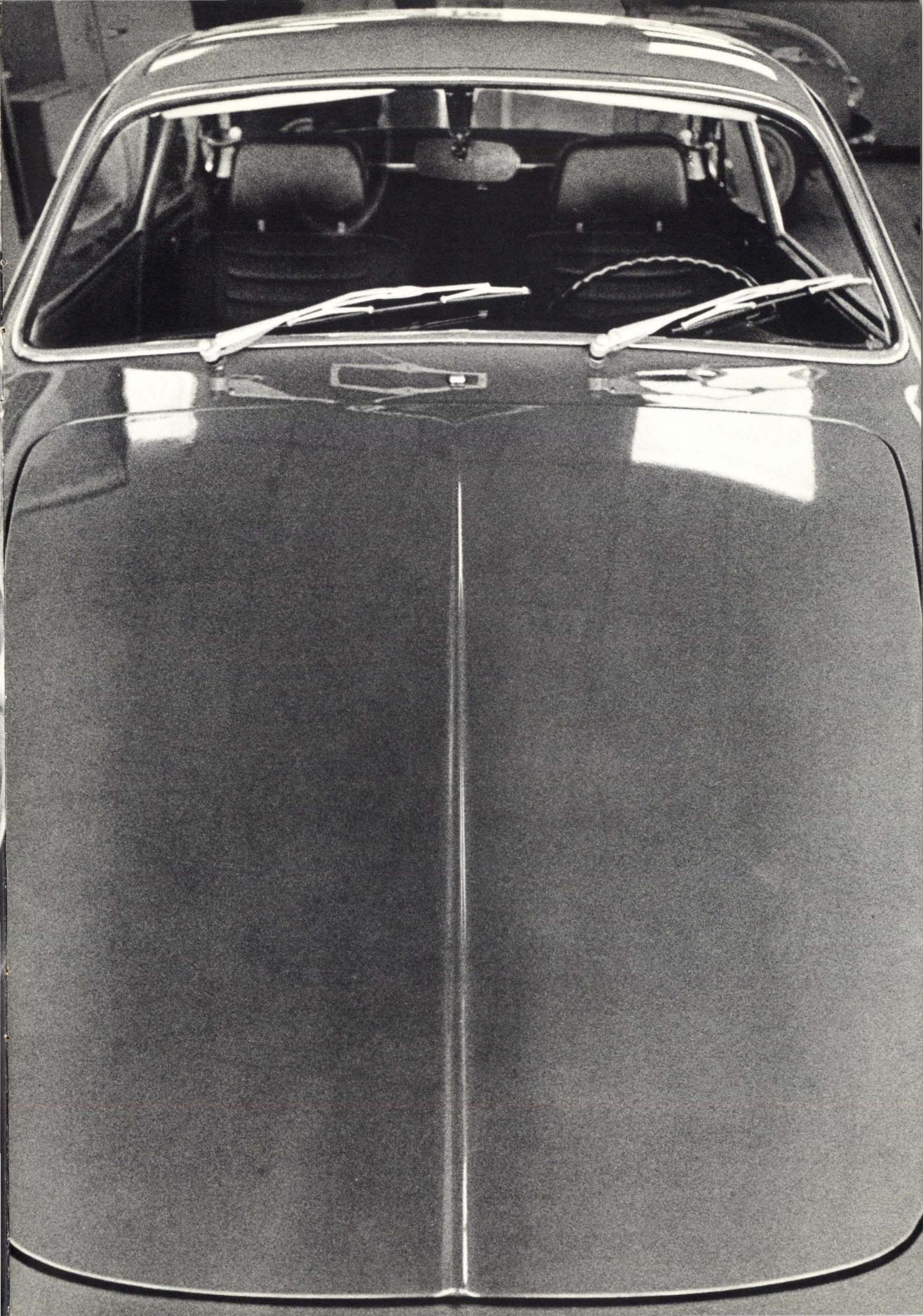


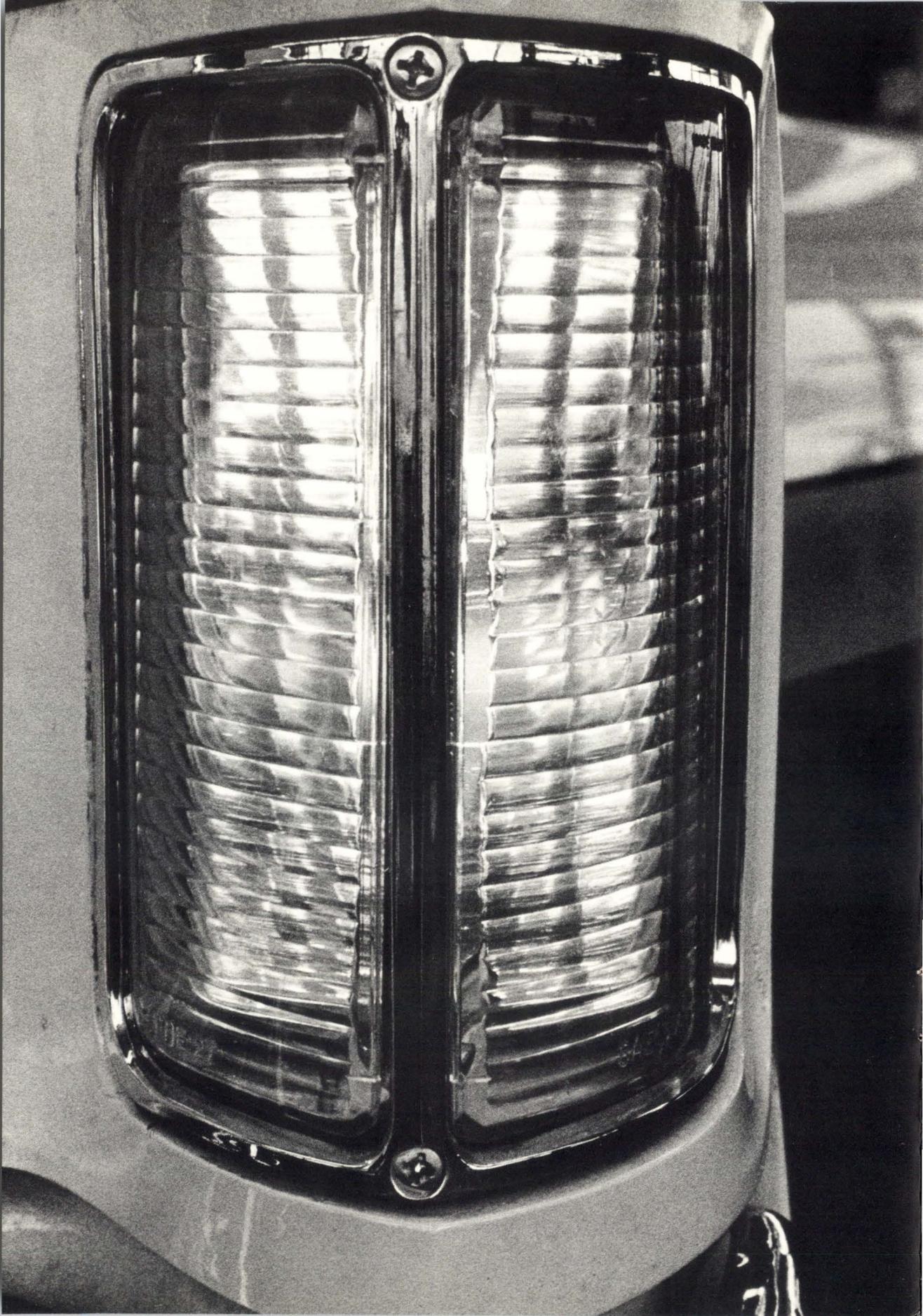




your best tune-up man turns out to have more free time on that day. **New and Used Car Sales.** The system will help you sell more cars by giving you the information to make management decisions and measure the performance of your staff. Information such as: 1. New and used car and truck inventory listings 2. Listings of vehicles on order from the factory 3. Sales analyses by salesman and type of sale, for cars, parts and labor 4. Car and truck sales summary. Bonus benefits. As a by-product of this information, the system can print you a customer follow-up mailing list, complete with name and address labels. The system can update this list and make corrections. What's more, it enables you to make selective mailings by car type, customer age, demographics and occupation. You can even make precise searches for a specific customer to fit a specific car. Information when you need it. System/3 will help you sell more because you know more about your business

every minute of every day and because: 1. All records are retained within your dealership. 2. Paper flow is based on your organization. 3. Processing schedules are established by you. 4. Error reconciliation can be done "on the spot." 5. Information is recorded only once. 6. No outside schedules will delay you. Your next step. IBM's System/3 can be the next logical step for you to take in data processing. It's small enough to start with. It's big enough to do your jobs. It can keep pace with your growth. To start, you need a minimum System/3 configuration: 8k processing unit, multifunction card unit, line printer and a data entry keyboard. As your need for data processing grows with your business, so can your System/3. To make your system do the jobs, you have a choice of software products, such as the Westland Auto Dealers Installed User Program (IUP), available from IBM on a fee license basis. For more information, contact your IBM representative.







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