

Noted Automotive Attorney Keith E. Whann to Lead Seminar for Dealers During NADA Convention and Exposition

Dealers Will Learn Ways to Reduce Exposure to Litigation, Increase Profitability Jan 29, 2004, 00:00 ET from ADP

Dealer Services (<http://www.prnewswire.com/news/adp+dealer+services>)

HOFFMAN ESTATES, Ill., Jan. 29 /PRNewswire-FirstCall/ -- Dealers overwhelmed by the economic and legal challenges affecting the motor vehicle industry can attend a free seminar led by respected automotive industry legal expert Keith E. Whann, LPA, during the National Automobile Dealers Association's (NADA) 87th Annual Convention and Exposition in Las Vegas.

Whann will lead a two-hour seminar, "Sell Cars and Keep Them Sold!" on Sunday, Feb. 1, at 9 a.m. in The Venetian Hotel's Veronese Ballroom, room #2502. Dealer Office Xpress (DOX), an alliance between ADP Dealer Services (NYSE: ADP) and Standard Register (NYSE: SR), will host the event.

Whann, whose law firm specializes in representing motor vehicle businesses, will discuss strategies for dealers to increase their sales of cars, parts and service, while keeping current with regulations such as the USA PATRIOT Act, the FTC's Privacy Safeguards Rule, and the newly released interpretations of the FTC Used Car Rule.

"Sell Cars and Keep Them Sold!" will guide dealers through the documentation for a motor vehicle transaction and demonstrate how some forms that are incorrectly completed could violate laws and regulations. The seminar will examine a new DOX component, Dealer CAP, as one model of a comprehensive document system that can help dealers meet regulatory challenges.

"Dealer CAP consolidates paperwork associated with a car sale and helps dealers conform to current legal and regulatory requirements," said Ted Valenti vice president of Imaging Solutions for ADP Dealer Services.

"In most cases, a document system adopted to identify and correct gaps, contradictions and inappropriate verbiage in the paperwork creates a bona fide error defense for dealers. A dealer who successfully establishes the defense can limit his liability," said Whann. "Document systems like Dealer CAP make dealerships' selling systems more efficient, and result in fewer kicked-car deals, increased customer satisfaction and more profit opportunities," added Whann.

Diane Ehmke, chief information officer at Tim Marburger Automotive Group, recently purchased Dealer CAP for seven stores after attending a Whann seminar in December.

"Keith took the attendees through a real car deal, and explained how current form language could harm us," said Ehmke. "He also demonstrated how many forms conflict and put dealerships at risk for potential litigation."

Dealers Can Register Today

Attendees may register for the seminar by calling (800) 250-2434 or completing the online registration form at www.DealerSuite.com, under "Sell Cars and Keep Them Sold!" The seminar is free to all motor vehicle dealers, with limited seating.

About ADP Dealer Services

ADP Dealer Services provides integrated computing solutions to more than 16,000 automotive and truck dealers throughout the United States, Canada and Europe. ADP Dealer Services is the third largest business unit of Automatic Data Processing, Inc. ADP (NYSE: ADP). With \$7 billion in revenues and more than 500,000 clients ADP is one of the largest independent computing services firms in the world. More information on ADP Dealer Services is available on the Internet at <http://www.dealersuite.com>. ADP is a registered trademark of ADP of North America, Inc.

About Standard Register

Standard Register is a leading provider of information solutions for healthcare, financial services, insurance, pharmaceutical, manufacturing and other industries. Its offerings include document management; label solutions; consulting and fulfillment services; and e-business solutions. Leveraging its deep industry expertise, Six Sigma methodologies and advanced technology, Standard Register helps businesses increase efficiency, reduce costs, enhance security and increase revenue. Founded in 1912, the company today has annual revenues of approximately \$1 billion. More information is available at www.standardregister.com.

All opinions provided in this seminar are those of Keith Whann, not ADP or Standard Register. Mr. Whann's seminar provides general information on the subject matter covered, and is not intended as professional advice to any particular seminar attendee. If you are in need of professional advice, it is essential that you seek independent advice from a professional of your choice.

About Dealer Office Xpress

The DOX (Dealer Office Xpress) program has been designed by ADP and Standard Register specifically to address the technology, forms & supplies needs of the automotive market.

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