

ROADMAP

December 2020 | Issue No. 1



Season's Greetings!

UPDATES FROM OUR
PRESIDENT & CEO

CHALLENGE MEETS PERSISTENCE



*Someday in the distant future you will be able to recount to younger loved ones about 2020 and how it was the year of upheaval and persistence. With most of this odd year out of the way and with Election day now passed, it is probably a perfect time to give you a brief rundown of how things are going with **AutoXcel**®.*

It goes without saying that 2020 has been perhaps the most challenging year of any of our lives. It has proven that things can change unexpectedly. We all have things that change our lives from time to time, some expected and some unexpected - the newborn child, the passing of a parent, the purchase of a new house, the start of a new job, and so on. But 2020 has been a year of many unexpected jolts – the virus, the most active tropical season on record, wildfires in the west, extraordinary poor policing becoming public, the following social unrest, intense - polar opposite political emotion and ultimately a new presidential administration. All of it points to looking forward to a new year and a better world. But 2020 has brought out the best of many and the worst of some. At **AutoXcel**® we have been hugely fortunate that our people have proven that great persistence, patience and

an ability to continue to strive to do what is right and best is golden. Our business has never stopped. While not a preferred mode of operation for our company in Claims, Accounting and Marketing, each of those departments managed to stay in touch and regularly perform. Talking to service advisers or customers in order to handle a claim when there may have been children, spouses, TV shows or other possible distractions was pretty amazing. Likewise, the people in Accounting never missed a beat with their tasks. While it may be a thought that Sales was already remote and nothing really changed, that world drastically changed as well with the inability to actually go to the dealerships to call upon people.

— Mark Evans
President & CEO, **AutoXcel**

ACCOMPLISHMENTS

WELCOMING THE “AUDITOR”

Our CFO of the last 7 years, Alison Caplanson, left in September of this year. That might seem daunting, but entered **Tami Hile**, our new Controller with a super keen eye on details. (Isn't that what accountants are supposed to have?) **Tami** joins us in the midst of a great career. But, of all her great traits, the auditor within her is most helpful. We are truly happy to have **Tami** join us in the fall of 2020.

SALES & GROWTH

Our sales team is lead by **Joe Timcho**, the National VP of Sales. Instead of shrinking from the tasks of 2020, **Joe** used it as a time to put really good people on the team. **AutoXcel's**® staff in Sales has grown and with the addition of new BDM's – **Sean McNally** (Mid-Atlantic) and **Patrick Svoboda** (Midwest, Chicago based) **AutoXcel**® has experienced growth since their addition, even during this year.

CORONAVIRUS UPDATE

With the resurgence of the virus, as your provider for service contracts and warranties, we want you to understand that **AutoXcel®** made plans prior to Thanksgiving to continue to move forward every day. We have a number of our staff working remotely because they can do so. Accounting and our Claims department is completely interlinked and communicating with each other and the staff that is in the office. We do have a small group in the office. Our sales staff is also working remotely but can drive to a dealership, if there is assistance needed at this time. The rules regarding social distancing are always followed.

Having experienced devastating hurricanes – Matthew, Florence and Dorian over 3 of the last 4 years, we do have experience in this type of arrangement. Having gone through those storms and the devastation that followed for days and months thereafter, we learned quite a bit. This is essentially our 4th drill in 4 years, the difference is that we cannot watch the storm on radar and gauge when it will be over. Also unlike a singular storm, the effects are affecting all of the United States. We made changes two years ago that enabled us to be a remote company when we need to be. We changed our phone operations to work from a VOIP system, and it has been very effective and constant.

So, please feel free to call anyone in our company as you need. We will take the call or get back to you if on another call. **AutoXcel®** is open and operating whether we are remote or in office.

To ensure the health of all, **AutoXcel®** continues to practice safety procedures during the pandemic.



KATHRYN MAHONEY
Claims Specialist, sporting one of the new **AutoXcel Shirts**.

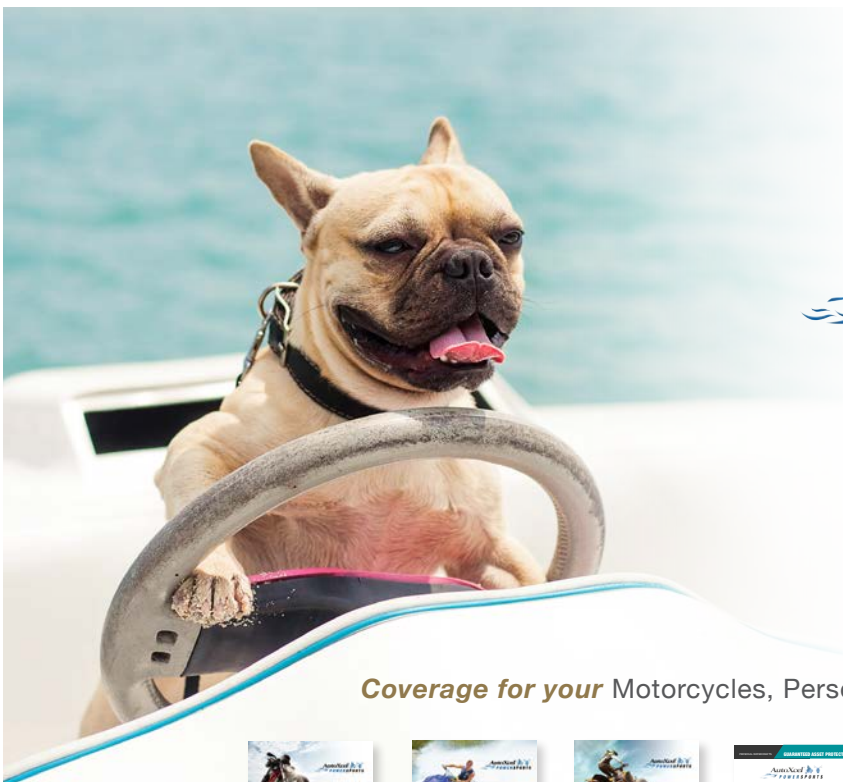


AutoXcel®



stay healthy & safe!

We value your business, but we also want to know that you are doing well and are safe. Please take the precautions to be healthy.



COMING SOON!

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POWERSPORTS

Coverage for your Motorcycles, Personal Watercrafts, RV's & more!



TRADEMARK PROTECTION

AutoXcel® has had the trademark of **StayNu**™ since 2007. It was our first and only F&I Program at that time. It was well received as the only “bundle” program in our industry. Of course, times have changed and more programs have been added. Nevertheless, we still promote **StayNu**™ and it is our trademark. In about 2018 we noticed that Dent Wizard was just starting to promote the word “AlwaysNu” as a product mode for the offer of an F&I bundle product in F&I services which similar to our **StayNu**™ bundle both in the services provided and

name. If something is “always new”, it “stays new” or conversely, if something “stays new” then it is “always new”. After sending Dent Wizard a notice that it was infringing upon our **StayNu**™ trademark, it then filed for registration of AlwaysNu as a trademark. **AutoXcel**® filed an opposition. After more than a year of legal proceedings **AutoXcel**® received a favorable ruling from the U.S. Patent and Trademark Office that there was a likelihood of confusion and Dent Wizard was denied the trademark registration.



GREAT OPTIONS FOR THE DEALER & AGENT



Some Dealers understand that they need to bring customers in during this odd time. Many have been contemplating in-house wheel repair but have been reluctant to bring it forward. Type into Google, “wheel repair” and any “city name” and you will find that very rarely does an auto dealership appear as the logical place for consumer wheel repair. There really are not many good options for the consumer. **WheelRenew**® looks to change that by assisting Dealers with the WheelRenew by Dealer complete package – full training, support, top rated equipment and professional marketing and design for the dealer. **WheelRenew**® will bring customers to the Dealer. Ask about our options for **WheelRenew**®.

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PLEASE WELCOME...



Patrick Svoboda

Business Development Manager
Midwest Region

Patrick's experience spans all things cars in the Midwest. Beginning with a branch manager position at Enterprise Rent-A-Car in the Chicago area for 7 years, 20 years with Cox Automotive (AutoTrader/Kelley Blue Book) holding various positions mainly in Chicago, and then with TrueCar, Inc. as an individual contributor in outside sales, he brings to **AutoXcel**® decades long relationships with dealers across the Midwest to assist in growing their F&I business with **AutoXcel**®.

Patrick is a graduate of Loras College in Dubuque, IA with a degree in Business Marketing and an emphasis in Advertising and TV Production. He also played basketball for Loras. He currently resides in Naperville, Illinois with his wife, Kathleen and two daughters.

Sean McNally

Business Development Manager
Mid-Atlantic Region

Sean has been in the automotive industry since 2001. He has worked retail sales, as a sales manager and ultimately as an F&I director. As a part of his career, **Sean** moved to Zurich where he was an F&I executive and licensed P&C insurance producer. With **AutoXcel**®, **Sean** sees a huge opportunity with a growing company that has the personal service to provide every dealer exactly what the dealer needs.

In his free time, **Sean** loves hockey, and he still plays today. He is a Washington Capitals fan. When it comes to football, he is all about that Florida Gator champ. He resides in Greenville, South Carolina.



Tami Hile

Controller
AutoXcel Corporation

Tamara "Tami" Hile joined us unofficially toward the end of September and officially on October 12th. In a short and rapid time, **Tami** has jumped in to **AutoXcel's**® accounting records and has started straightening out items that were neglected. This comes as no surprise as a good part of **Tami's** early accounting work was performing audits for governmental, profit and non-profit entities. **Tami's** vast experience includes risk assessment, internal control evaluation, financial statements and audit funding reports. In her last position with Wireless Data Systems, she was handling all aspects of Financial and Human Resources for six different entities. **Tami** has a degree in Accountancy as well as her MBA. She is a rare Syracusan. It is not uncommon to encounter people from the north as transplants in Wilmington, but it is not typical for them to be from Syracuse, part of the New York cold, white north.

Please Visit Our
NEW WEBSITE
AUTOXCEL.NET

- Link to DAP
- Product Overview
- Marketing Requests
- Cancellation Requests
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AutoXcel®

Have a safe & healthy holiday season!

IN OBSERVANCE OF THE NEW YEAR'S HOLIDAY
AUTOXCEL WILL BE CLOSED

December 31st - Jan 1st 2021

