

## Automotive Dealer Day: 10-11-12 May 2011

The meeting place for the automotive distribution industry

Automotive Dealer Day is the leading event in Europe dedicated to the automotive distribution sector. It provides players involved directly or indirectly in the automotive distribution business with a unique opportunity to meet.

It offers information, strategies and tools for car dealers, repairers, service and after-sales providers, managers of car manufacturers and other players involved in the automotive distribution network.

The ninth edition of Automotive Dealer Day has set a packed agenda lasting 3 days, with a particular focus to international attendees.

There will be over 80 companies in the 7000sqm exhibition area operating in the automotive distribution industry, offering products and services that are relevant to vehicle sales, after-sales and services. Participating dealers can meet with potential strategic partners for their companies in the welcoming and neutral environment provided by the Automotive Dealer Day business area, to resolve the many everyday critical areas and create new opportunities in a market that is increasingly complex and competitive.

### WHO IT IS DIRECTED AT

- **dealers/ distributors**
- **authorized repairers**
- **independent repairers**
- **managers of car manufacturers**
- **providers of products and services for dealers**
- **operators in the commercial and industrial vehicle sector**
- **operators in the tractor sector**
- **other sector operators**



Automotive Dealer Day 2011 will once again provide an opportunity to measure how competitive is your company, analyze scenarios and forecasts for the coming months and meet partners with whom to establish business relationships to grow and improve your business.

## **Automotive Dealer Day is the most important networking forum in Europe for the automotive distribution industry**

The mix of attendees over the years has confirmed the equally distributed interest by dealers, manufacturers and other supply chain players, so that each one can benefit from the interaction with one another towards identifying new and better solutions to improve business performance

The growing presence of attendees from abroad has increased the opportunities for networking on a wider scale, with the Automotive Dealer Day seen as the leading European event of its kind, and therefore drawing the attention of key decision makers operating at all levels of the industry in Europe and abroad.

**This year's 9th consecutive edition will feature more options for international attendees:**

- **The CECRA European Car Dealer meeting**
- **Many workshops (most translated into English and German) over the following 2 days across a wide range of topics**
- **An enhanced International Lounge to facilitate networking and exchange of information and ideas among international guests and with key Italian players**
- **A special "International Dealer Night" in the evening of 11th May where international participants will be welcome**
- **A special "V-Party" in the evening of 11th May for socialization and networking**
- **An extended exposition floor with international companies supporting the distribution business**



## The event for International attendees

information, strategies, latest trends, new mindsets

Because of the increasing interest and participation of international attendees, for the first time this year, a part of the Automotive Dealer Day program will be especially dedicated to the "International Track". This is a set of workshop tailored for international guests, realized in cooperation with ICDP, the international research network whose Quintegia is the Italian branch thanks to the activities of Luca Montagner, Prof. Leonardo Buzzavo and Prof. Giuseppe Volpato.

An important delegation from Germany, Austria and Switzerland will be participating, thanks to the cooperation with the ZDK Association, Autohaus and Auto&Wirtschaft. Also delegations from France, Spain, Portugal, USA and Brasil have planned their participation to Automotive Dealer Day, thus consolidating the event as the main meeting and exchange forum between auto dealers in Europe.



### ■ Tuesday 10th of May

Automotive Dealer Day will host the CECRA – European Car Dealer (ECD) meeting. During this meeting the ECD will meet with many representatives of ICDP (International Car Distribution Programme), the European Commission, and the ACEA (European Automobile Manufacturers' Association). Many networking meetings and activities will be dedicated to international attendees.

### ■ Wednesday May 11th

The day will feature a number of workshops in English and in Italian with simultaneous translation to English and German, the traditional Automotive Dealer Day Forum as well as events and collateral meetings organized together with car manufacturers, car dealer associations and other industry operators. In the evening the International Dinner, promoted by Quintegia, will aim at stimulating and facilitating networking and experiences sharing among participants.

### ■ Thursday 12th of May

Autohaus, the German automotive publisher, will organize 2 workshops dedicated to all German participants. For non-German attendees, the International Track will continue with 4 workshops provided with translation from Italian to English and German.

## Automotive Dealer Day International Track

### Tuesday May 10<sup>th</sup>, 2011

01.00pm	On-site registrations open <i>Congress Center VeronaFiere</i>
02.00pm	Business Area opens <i>Congress Center VeronaFiere</i>
02.30pm-05.30pm	CECRA – European Car Dealer (ECD) meeting <i>Congress Center VeronaFiere - Violet room</i>
6.00pm-7.00pm	Opening Ceremony and welcome cocktail <i>Congress Center VeronaFiere – Business Area</i>
8.30pm-10.30pm	CECRA Dinner – by invitation only <i>Trattoria Giovanni Rana - Piazza Bra, Verona (in front of the Arena)</i>
8.30pm-11.00pm	FIAT Dealer Night – by invitation only <i>Palazzo della Ragione - Piazza dei Signori, Verona</i>

### Wednesday May 11th, 2011

08.00am	On-site registrations open <i>Congress Center VeronaFiere</i>
08.00am	Business Area opens <i>Congress Center VeronaFiere</i>

#### Automotive industry: from crisis to rebirth

*Blue room*    *In Italian with translations to English and German*

08.45am-10.00am How to move from a crisis to rebirth? After the market downsizing, and the business shake-out for players of the automotive distribution industry, the time has arrived to reconsider the present, and build the foundations for a sustainable future. Now automakers, dealers, and other players of the automotive distribution industry have to stake themselves, revising the efficiency standards and the service to the customer, by a more strict comparison about benchmark and best-practices.

Speakers: Leonardo Buzzavo (Ca' Foscari University of Venice - Quintegia), Giuseppe Volpato (Ca' Foscari University of Venice), Andrea Mincoletti (Findomestic Banca), Filippo Pavan Bernacchi (Federauto – Italian Dealer Association), Gabriele Maramieri (Quintegia), Jacques Bousquet (Renault), Santo Ficili (Fiat Group Automobiles), Massimo Gargano (Toyota), Franz Jung (BMW Italia).

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## European Automotive Distribution beyond the crisis

*Violet room*    *In English with translations to Italian and German*

11.00am-12.30pm

In cooperation with  


In this International workshop, organized in cooperation of ICDP, Steve Young talks about the evolution of the European Market in terms of new car registration, trends of sales for different brands and the different choices taken by Manufacturers in the main European Market about the structure of their distribution networks. Then Leonardo Buzzavo talks about new schemes of distribution and about different strategies of dealer networks. During the last part of this workshop, Andrew Tongue explains the real effect of the New Block Exemption for dealers.

Speakers: Luca Montagner (Quintegia - ICDP), Steve Young (ICDP), Leonardo Buzzavo (Ca' Foscari University of Venice - Quintegia), Andrew Tongue (ICDP)

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## Dealer and manufacturer at the mirror

*Blue room*    *In Italian with translations to English and German*

11.00am-12.30pm

Dealers and manufacturers are two poles of a very complex chain aimed at the customer. How do the business vision and the strategy development change, if looking with the dealer's eyes, or with the manufacturer's eyes? This workshop gives the opportunity to listen to two important speakers, in a triple role: the first one as a dealer and as a top manager in a car company; the second one as head of an association (of dealers and of car companies), and finally as individuals with personal interests and passions. Participants will get a 360-degree view of the automotive distribution industry situation.

Speakers: Luca Montagner (Quintegia - ICDP), Loris Casadei (Unrae), Filippo Pavan Bernacchi (Federauto)

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## Free thoughts on the automotive industry

*Blue room*    *In Italian with translations to English and German*

2.30pm-3.30pm

In every business, companies are involved in an intricate network of people, ideas, tools, contexts, market relations, situations absorbing energy and focus, sometimes generating stress.

In the automotive industry, the stress has reached relevant levels because of the imbalance of the supply-demand pair and of the costs-profit "scissors": this kind of stress reflects on strategies, business models, and people. In the first part of the workshop, Leonardo Buzzavo talks about strategies, business models, times and tools for work. In the second part, Enrico Bertolino (an Italian famous coach-actor) discuss about the service to the customer, that sometimes becomes a torture.

Speakers: Leonardo Buzzavo (Ca' Foscari University of Venice - Quintegia), Enrico Bertolino (presented by Agos Ducato)

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## Customer Processes and Dealer Strategies

*Violet room*    *In English with translations to Italian and German*

2.30pm-3.30pm

In this international workshop, Charles Mills analyses the customer satisfaction performances of dealer networks in the main European markets, focusing on the most important aspects of sales and after sales processes. Hans Bresser talks about the new scenarios for dealers, different strategies that they could adopt to face the crisis and improve their business.

Speakers: Charles Mills (J.D.Power & Associates), Hans Bresser (BOVAG)

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## FORUM: New strategies of carmakers and dealers

*Blue room*    *In Italian with translations to English and German*

The Forum of Automotive Dealer Day is an important session of the event, involving contributions by top managers of automakers, as well as dealers, and the presentation of the outcomes of the DealerSTAT survey.

4.45pm-6.30pm

The Forum starts with Luca Ciferri (Automotive News) describing the strategic choices undertaken by car companies in the different markets, and their implications. Gabriele Maramieri (Quintegia) will focus on the strategies adopted in the Italian market by the different car companies, and on the evolution of the distribution network. The Forum will then continue with a debate among car companies and dealers, about the key aspects of their relations, the critical areas that hinder system efficiency and the potential for improvement. Leonardo Buzzavo (Ca' Foscari University of Venice - Quintegia) talks with Andrea Alessi (Nissan Italia), Luca Napolitano (Fiat Group Automobiles), Gaetano Thorel (Ford Italia), Marco Mariotti (ACCI) and Plinio Vanini (Gruppo Autotorino).

The session closes with the preview of the 2011 DealerSTAT outcomes about dealer satisfaction performance for each brand, and the most appreciated manufacturer will be honoured with the DealerSTAT Award 2011.

Speakers: Luca Ciferri (Automotive News), Gabriele Maramieri (Quintegia), Leonardo Buzzavo (Ca' Foscari University of Venice - Quintegia), Andrea Alessi (Nissan Italia), Luca Napolitano (Fiat Group Automobiles), Gaetano Thorel (Ford Italia), Marco Mariotti (ACCI), Plinio Vanini (Gruppo Autotorino).

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8.30pm-10.30pm

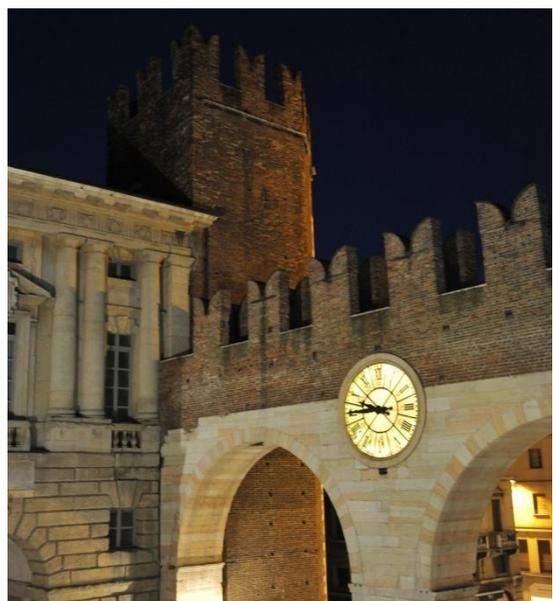
International Dinner – by invitation only  
*Palazzo della Ragione - Piazza dei Signori, Verona*

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10.30pm-1.30am

V-Party – by invitation only  
*Palazzo Verità Poeta – Vicolo San Silvestro 6, Verona*

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## Thursday May 12th, 2011

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08.00am On-site registrations open  
Congress Center VeronaFiere

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08.00am Business Area opens  
Congress Center VeronaFiere

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### Managing the dealership: experiences

*Blue room*    *In Italian with translations to English and German*

08.45am-10.00am

This workshop proposes two stories of entrepreneurs thoroughly linked to their company, bringing themselves into question, focusing on the changes and the opportunities faced by their dealerships. After the two experiences of the dealers Sergio Tumino and Andrea Bianco (Andrea's dealership won the prestigious Toyota Ichiban award in 2008 and 2009 for customer satisfaction), this workshop continues with the Managerial Innovation Award, promoted by Quintegia and InterAutoNews with the cooperation of Findomestic Banca.

*Speakers:* Sergio Tumino (Sergio Tumino), Andrea Bianco (Bianco), Tommaso Bortolomiol (Quintegia)

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08.45am-10.00am

### German automotive market outlook

*Respighi room*  *In German only*

In cooperation with  


In this workshop Oke Beckmann explains the evolution of the network strategies in Germany looking at the real trends of new car registrations and the performances of the German dealers.

*Speakers:* Oke Beckmann (ICDP Germany)

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### Internet, social media and auto distribution

*Blue room*    *In Italian with translations to English and German*

11.30am-12.30pm

Like many other sectors, the automotive industry too has been carried out by the impact of digital technologies and the new wave of social media, that are thoroughly transforming the business relations and business models. Dealerships are not replaced by new technologies in their intermediation role, but they have to adapt to the "new rules" of the competition and the new opportunities in order to keep up with this changing world. In this workshop Leonardo Buzzavo (Ca' Foscari University of Venice - Quintegia) proposes an analysis of how a company relates itself to technology, trying to correctly frame the role of the internet and new media, going beyond ordinary views, stressing on the "knowledge work" that dealers and car companies have to carry out in their marketing and communication strategy. Afterwards, Vincenzo Bozzo (AutoScout24) will present the outcomes of a recent survey about the on-line purchasing process of vehicles in Italy and the key role of the dealer networks among the information source preferred by customers. Finally, the "Internet Sales Award" by AutoScout24 will be handed out to the winning dealer.

*Speakers:* Leonardo Buzzavo (Ca' Foscari University of Venice - Quintegia), Vincenzo Bozzo (AutoScout24)

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11.30am-12.30pm

### Web 2.0 - Social Media - An opportunity for the German automobile market

In cooperation with

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*Respighi room*  *In German only*

Social networks are an indispensable part of today's communication. Social media portals are also becoming increasingly important for the automobile market. Facebook in particular, provides dealerships with new possibilities to contact customers and stay in contact with them. Most important is that social network rules differ from that of traditional marketing. Learn how to meet these challenges and which opportunities and risks social media portals in particular Facebook await you. The presentation will follow a discussion with experts and practitioners. (20 min)

*Speakers:* Ralph M. Meunzel (Chief Editor AUTOHAUS)

### Managing the dealership by the numbers

*Blue room*    *In Italian with translations to English and German*

2.30pm-3.30pm

The present competitive context requires the ability of constantly monitoring the key performance indicators of the company business units. It means to be able to define a list of strategic parameters, meaningful and quickly usable in order to outline a frame of control for the strategic decisions. Managing a dealership by the numbers means balancing strategic, managerial and technological decisions. This workshop involves Elena Alberti as Chief Financial Officer of Penske Automotive Europe GmbH, Elisabetta Giacometti and Michele Pellino (Gruppo Fergia – among the largest dealer groups in Italy).

*Speakers:* Elena Alberti (Penske Automotive Europe), Elisabetta Giacometti (Gruppo Fergia), Michele Pellino (Gruppo Fergia)

### Guidelines and International best practices for IT in the dealership

*Violet room*   *In Italian/English with translations to English/Italian*

4.15pm-5.15pm

This workshop provides the STAR guidelines to develop and manage IT in the dealership, the checklist and recommendations for the supplier management, like for example the SLA (Service Level Agreement). Many innovative projects will be exposed, i.e. the Italian "AsConAuto Progetto Integra" and the international Toyota NA New DCS.

*Speakers:* Corrado Luppi, Mike Seaton (Woods&Seaton), Rinaldo Rinaudo (AsConAuto Integra)



## Automotive Dealer Day takes place in Verona (Italy) on 10-11-12 May 2011

Address: VeronaFiere Congress Center  
Viale del Lavoro, 8 - 37135 Verona (VR) Italy  
[www.dealerday.it](http://www.dealerday.it)

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### Costs:

**Registration € 299.- + 20% VAT**

Including Fiat Dealer night Dinner (10<sup>th</sup> Mai 2011), International Dinner (11<sup>th</sup> Mai 2011) and invitation to V-Party on 11<sup>th</sup> 2011.

Every accreditation allows admission to the event for one person only, but it is not strictly nominal within a given company. That is, if one person attends the event only during the first day, a business partner or colleague can participate the other day, simply introducing himself/herself to the desk with the badge of the colleague asking for a change of names, at no additional cost.

## VERONA

Verona is world-famous for its Arena, Romeo and Juliet, wine, the Garda Lake and many other attractions. Verona is the perfect city where to spend a weekend after one or more working days. A city of uncommon beauty, it features many ancient testimonies and marks itself out in the meantime as a modern business and trade district.

Verona still preserve its Roman shaped historic centre, where buildings of Medieval, Renaissance, Venetian and Austrian Age can be admired. Located among the crossway of the main lines of communication between Middle and Mediterranean, Western and Eastern Europe, Verona appears like a lively and entrepreneurial city, where, modern and ancient, efficiency and harmony are blended together.

