

# S:GNALS

A Publication for Members of the New Car Dealers Association of B.C.

March - April 2008

## How To Sell At The Auto Show

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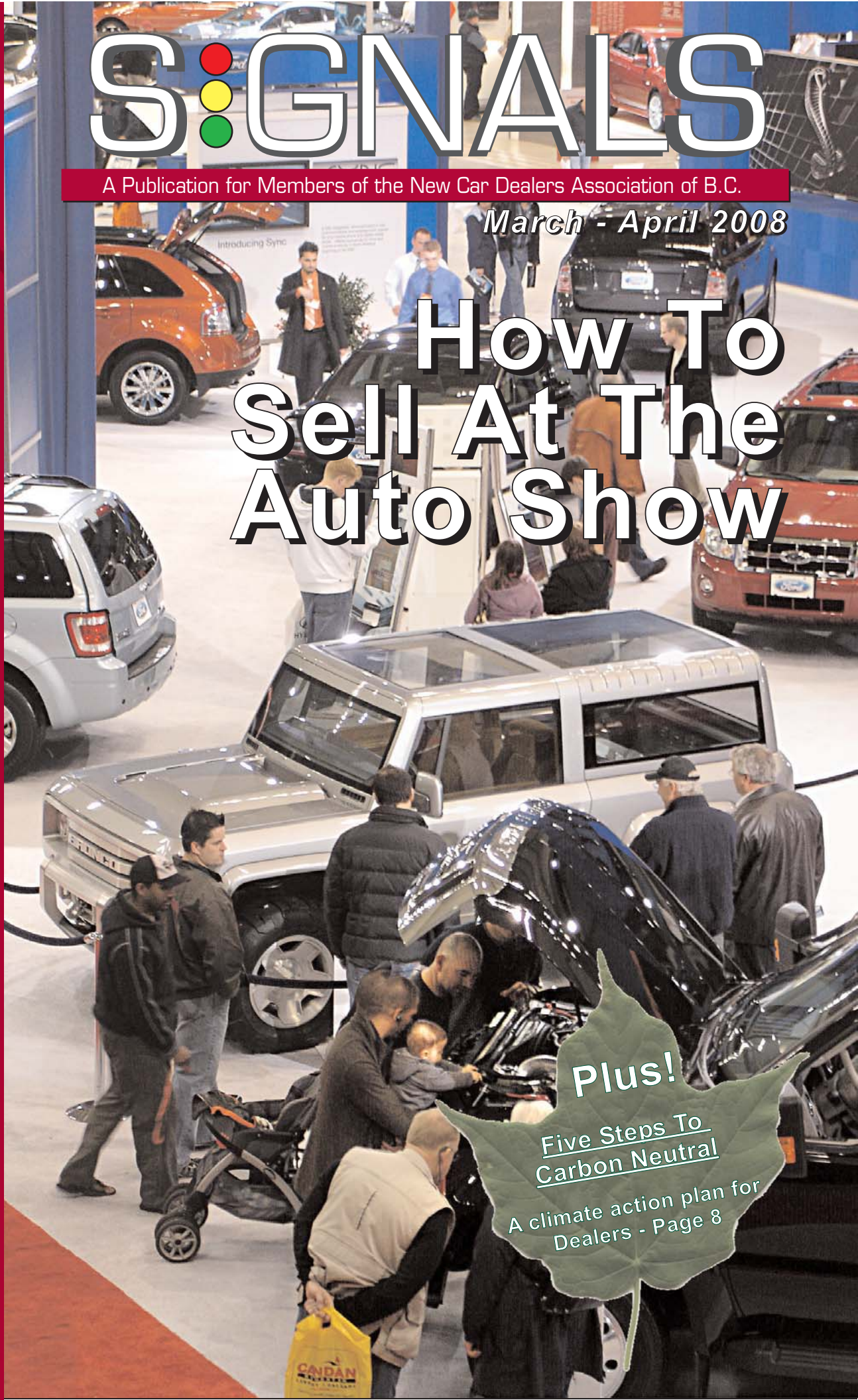
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# Making Green Equal Green

Announcing Signals' newest regular section:  
SUSTAINABLE BUSINESS.

## Dealership Sustainability: Save The Earth, Save Money

**T**here is so much coverage in the media these days about who's going "green" - each day someone new is doing something "green". So why are all these businesses making such an effort to do the right thing environmentally? Have the leaders of all these companies suddenly seen the light on climate change and selflessly felt the need to contribute to a sustainable planet any way they can? Or... could there be a more tangible reason for their actions? Actually yes - it saves you money.

By shifting away from traditional and habitual ways that dealerships purchase their supplies & services, look at their waste streams, and view their consumption of natural resources, they soon realize the positive impact this sustainable shift has on their bottom line. An example of this can be demonstrated through a small exercise in *sustainable purchasing*.

First - what does it mean to practice *sustainable purchasing* for a dealership? When making decisions regarding specific departmental needs one must consider the environmental, financial, and social aspects of its impact. It is then that the operator can truly understand the costs and the holistic impact each decision will have on the respective department. Environmental and social aspects include the nature of all raw materials, emissions and energy used to produce the item, the labour practices of the manufacturers and suppliers, and the occupational health and safety concerns for employees. The true and total cost of each item examined should include not just be the initial purchase price, but also savings from reduced disposal costs, product waste, cost per use, and cost avoidance in hazardous and non-hazardous materials management. A very simple and easy to implement example of a better way to buy - through assessing the direct and indirect environmental as well as financial impacts of a supply item purchased for your dealership is cleaning chemicals.

Typically most dealerships are using traditional cleaning chemicals for their facilities with



**Announcing  
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SUSTAINABLE  
BUSINESS**

Businesses of all sizes and sectors are coming to recognize the importance of adapting their business practices for sustainability - doing business with the goal of having less impact on our ecological systems. The automotive market is no different, and with consumers, employees and investors increasingly making choices about who to do business with based on their concern for a sustainable environment, the time for change is now. Wisent Environmental is working with the New Car Dealers Association as a resource for members like you who have questions about sustainability and the environment. In the coming editions of Signals we'll cover topics for the automotive dealers market, including new innovative strategies & programs, what leaders in the market are doing, and how they did it. If you have a particular topic you'd like to see in this column, please drop us a line at [info@newcardealers.ca](mailto:info@newcardealers.ca)

unacceptable levels of VOCs and toxic substances. A clean, green alternative to this is substituting a Green Seal(TM) or EcoLogo(TM) certified concentrated cleaning system. These systems utilize highly effective and environmentally friendly chemicals that support the environment and occupational health & safety of the staff and customers, and at the same time, provides great efficacy as well as greatly reduced packaging and cost of use. The benefits to re-thinking the way you purchase cleaning chemicals alone are:

- ♦ The reduction or elimination of packaging through concentrated formulations
- ♦ pH neutral chemistries eliminate extreme acidic or alkaline condition preventing surface damage

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# SUSTAINABLE BUSINESS

## Dealership Sustainability: Save The Earth, Save Money

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when cleaned

- ♦ The elimination of volatile organic compounds (VOCs) to provide a safer work environment
- ♦ Fragrance free chemistries address concerns of a potential allergenic response
- ♦ Green chemicals do not contain any carcinogens or teratogens in their formulations
- ♦ Concentrated chemical delivery systems deliver significant savings to the bottom line through controlled delivery and proper dilution by task - cost in use savings can be in excess of 20%
- ♦ The absence of harsh chemicals on site eliminates the need for pre-rinsing the bottles and packaging, allowing greater ease of recycling on site

So this one example of looking at sustainable purchasing practices for cleaning chemicals alone helps to demonstrate how, when we look at the entire operation of a dealership, we can assess and look for change, improvements and bottom-line savings in the following areas:

- ♦ Sustainable procurement: using total cost of ownership, life cycle assessments, and environmental procurement efficiencies to make greener, and more cost effective purchasing choices
- ♦ Environmental product supply & services: utilizing effective new environmental products & services for facilities maintenance and operations

♦ Waste stream management: on-site and off-site solutions for waste prevention, source reduction, recycling, recovery, treatment and residual waste disposal

♦ Water & energy conservation - cold water chemical cleaning systems, waste water recovery technologies and water conservation systems

The deliverables of a sustainable automotive business are clear and measurable. Improved environmental standing with your customers, employees and shareholders,

improved OH&S, a reduced environmental footprint, and for the bottom line; increased efficiencies and reduced operational costs. ■



Wisent Environmental works with businesses in the automotive market to deliver sustainable

solutions for the way they purchase, manage, use and dispose of their supplies and materials. For more information, visit [www.wisentenvironmental.com](http://www.wisentenvironmental.com), or contact us at [info@wisentenviro.com](mailto:info@wisentenviro.com) or 604.628.9028.

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