

Bob Pietroske, Pietroske Inc. of Manitowoc, was recently named Ward's Dealer of the Year 2006. This is the sixth time the award has been given out by Ward's. To read the full article, log on to http://wardsdealer.com/ar/auto_selling_cars_small/


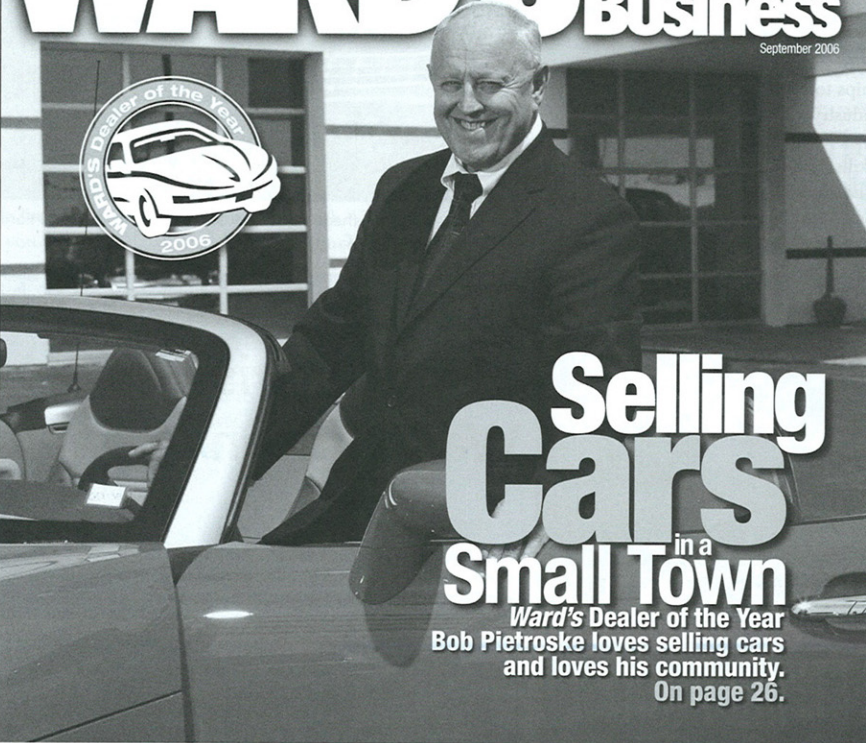
LOGGING OFF?
Frustrations of Internet Car Shopping
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THANK YOU F&I
Dealership Execs Love Its Profit Potential
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PROFIT CENTERS:
How to Stock Right Subprime Inventory
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WARD'S Dealer Business

September 2006

Selling Cars in a Small Town

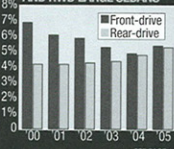
Ward's Dealer of the Year
Bob Pietroske loves selling cars and loves his community.
On page 26.

WARDSAUTO.COM

INDUSTRY STATS
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% U.S. MARKET SHARE OF FWD AND RWD LARGE SEDANS



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A Prism Business Media Publication



Usually I don't write about specific products because normally they are of more interest to the parts or service manager than the dealer principal. Due to constant owner concerns over hazardous materials, pollution, and workplace safety for technicians, however, I am making an exception this time. WISCO has a revolutionary product that can change your service department.

How would you like to rid yourself of the "cradle to grave" liability on hazardous waste your parts washing creates? Would you prefer that your technicians were able to effectively clean parts without standing over a hazardous liquid?

WISCO has the answer. We have reached an agreement with Solvent Systems, manufacturer of the Grease Gator parts washer.

The cleaner is water-based and completely non-combustible and non-hazardous. VOC emissions are reduced by 99.5%. Yet even with these friendly properties the Grease Gator cleans 57% faster than mineral spirits.

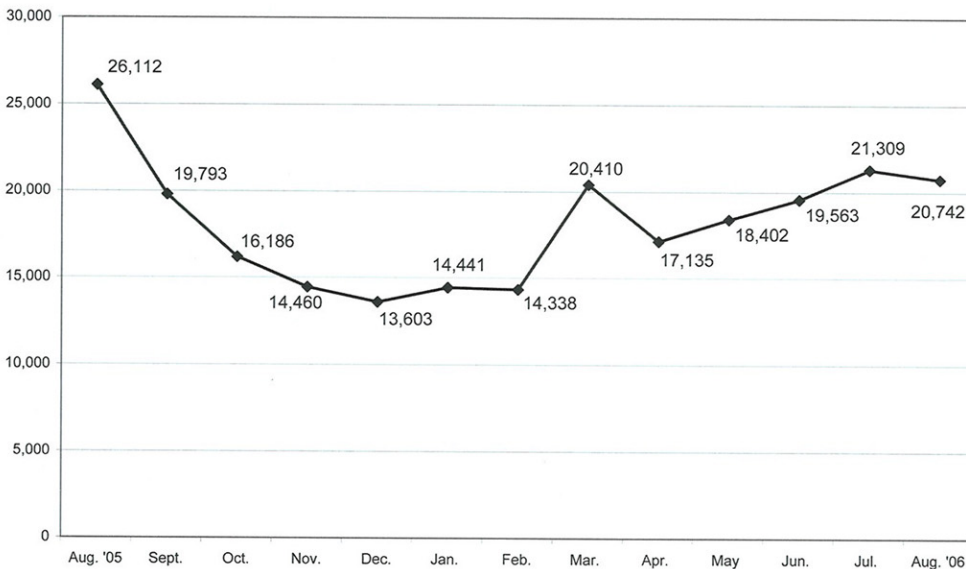
The cleaning solution stays continuously clean due to the oil separation and solution purification process. The oil is separated and then drained. The waste oil discharged is ready to be combined with your regular waste oil.

Total fluid replacement and costly maintenance services are no longer needed. The Grease Gator only needs occasional additions of water and a small amount of chemical to replace evaporation and drag-out losses. For more information you can see the Grease Gator in action at www.solvent-systems.com.

Solvent Systems and WISCO are so sure that you will be entirely pleased with these units that we make the following guarantee: if 30 days after purchase you are not completely happy with the Grease Gator we will refund your money and take the unit back. WISCO has these units available at a significant discount!

Call WISCO today at 800-274-2319 to save money, improve your workplace safety, reduce your liability, and help the environment.

Total New Car and Truck Registrations:
August 2005 - August 2006



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