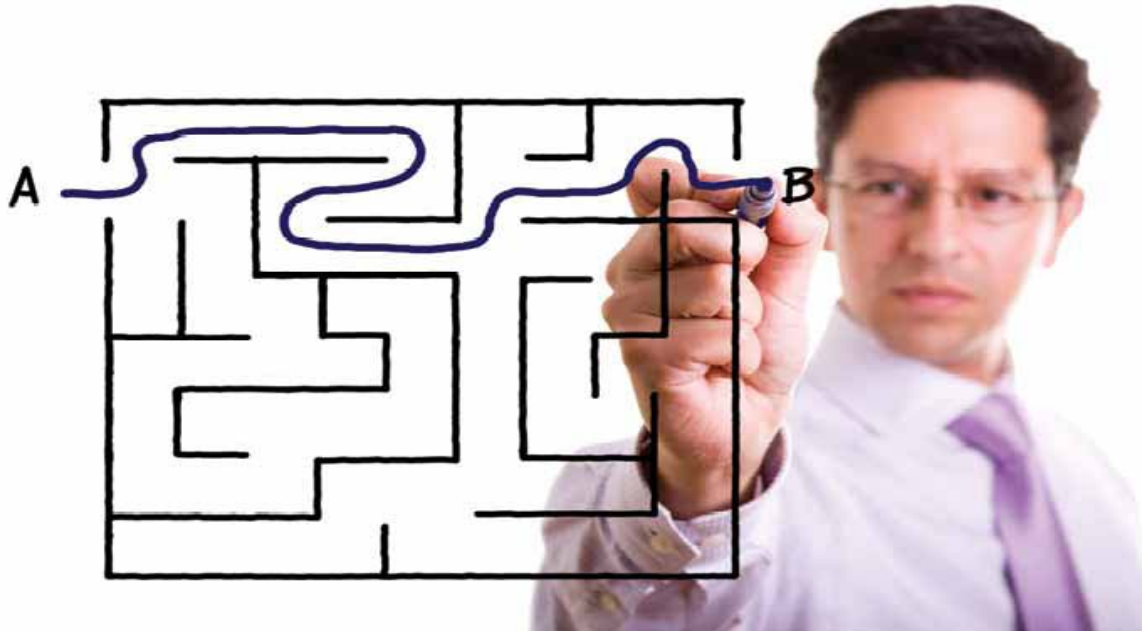


*Navigating New Waters*  
By Adam Kovacs, Hedge Solutions



Not only do dealers have to operate in an increasingly competitive landscape, but they have to understand a multitude of dynamics that now impact business, which include the global landscape, technological advances, and Fleet Strategies as well...

How can we account for these factors to help us achieve optimal delivery fuel drops? One solution is to electronically monitor tank levels. EnerTrac is a company that specializes in tank monitoring services by implementing devices with radio signals that notify the dealer's back-office system through a receiver when the tank is reduced to a certain level of capacity. These devices reportedly used to cost upwards of \$300 a piece, but are now available for \$30 through the company. EnerTrac markets the technology along the lines of improving operating efficiency. While it is true that the device would allow a dealer to streamline their operations and reduce costs,

**One dealer I spoke with believes that its true selling point is in the value-added component for a full-service dealer.**

Think about that for a second. You're a full-service dealer and your competition is a couple of discounters that are making you lose hair faster than a Boston sports fan. The goal of your business is to acquire market share and sell your value-added proposition statement to the prospective consumer base.

**What better way to do it than install a device and say with confidence to your customer that you will never be late on another delivery again?**

The intrinsic value of implementing this technology into your brand by providing additional comfort and peace of mind to your customer is priceless. In their eyes, you are now even more dependable and we all know how long a little word of mouth can go.

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