



# MAGICREVIEW

THE OFFICIAL PUBLICATION OF AUTO WAX COMPANY, INC.

## TRADE SHOWS

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### SEMA in Las Vegas

Clay Magic® returned to Las Vegas last November for the annual Industry Week trade show. The three-day event allows automotive aftermarket manufacturers the opportunity to demonstrate their products to retail buyers from around the world.

Clay Magic® used the occasion to launch its redesigned kit, part #88250. The new Clay Magic® kit features a patented 100 gm surface preparation bar, a 12-oz. bottle of Clay Lube, a cellophane test glove, and a FREE handy storage container.

As is the case whenever Clay Magic® is demonstrated, those not familiar with the product are both amazed and a bit surprised. But in nearly every crowd, there are the true believers who speak out with the comment, "I used that stuff on my car, and it really works!"

The new 88250's are now being shipped to Pep Boys stores nationwide. As a bonus, Pep will stock the Clay Lube as a separate item.



*Rick "Buff Daddy" Schmidt demos Clay Magic.*



*"Seriously, It's that Easy!"*



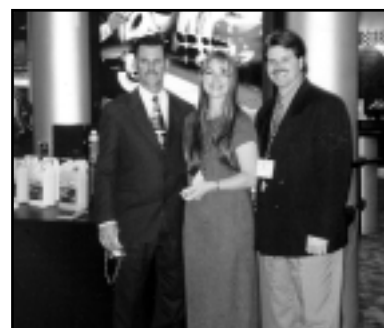
*The new Clay Magic® 88250 is now available*

### NADA in Orlando

Automotive dealers from across the United States gathered in Orlando, Florida in January of this year for the National Auto Dealers Association trade show.

The three-day event gives automobile dealers a chance to meet vendors and discuss industry trends and opportunities.

The Auto Magic® booth featured new product demonstrations of Clear Difference™ and Hand Glaze for show attendees. Corporate representatives were also available to discuss individual dealers' specific reconditioning needs.



*New distributors, Ronnie and Lauren Humphries, Auto Magic® of Mid Florida, with Southeast Regional Manager, Jeff Nevils.*

## IN THIS ISSUE

• Trade Shows

• FORD Quality Awards

• Vision 2000 Conference

## MORE TRADE SHOWS

### NACE in Atlanta

Atlanta, Georgia was the host city for the collision industry's trade show, NACE, last December, and the **Body Magic** booth proved to be a popular destination for industry buyers looking for the division's newest releases.

Visitors were pleased with the introduction and product demonstration of the reformulated Hand Glaze. Now in its sixth year, **Body Magic** continues to be a competitive force in the reconditioning segment of the collision industry worldwide.



*Kids of all ages enjoy Brian's MAGIC show*



*Luc Van Den Elson (AutoSprint), Tom Coniglio (AWC), Francis Scheirs (AutoSprint), and Renate Riermaier (Bellini) discuss distribution in Belgium.*



*It's more than MAGIC. It's Auto Magic!*

## INTERNATIONAL NEWS



Four **Auto Magic** products have earned the prestigious DEKRA Certification status in Europe and have been tested and approved for automotive reconditioning.

#110 Power Cut Plus™ • #76 GS-1 • #78 BC-2™ • #79 Awesome Gloss

As part of the certification process, the four products were used on test panels to measure product effectiveness and overall durability of shine. All four products passed the rigorous testing procedures with notes including ".....loss of shine has not been observed, even during subjection to intense environmental conditions."

Ford Motor company awarded the Golden Gavel Award to two of the Canadian Auctions, Canadian Auction Group Hamilton and Canadian Auction Group Halifax. We congratulate them for attaining this honor and are pleased to say that both of these auctions use **Auto Magic** products.

Welcome to our newest International **Auto Magic** distributor, Auto Magic Belize!



*A/M Toronto's Joe Gucciardi and Kevin Marshall host a day at Cayuga Raceway for key customers.*



*Pierre Faille of Lubrifants in Montreal tests his driving skill on the track.*

# FORD AUCTION QUALITY AWARDS



Each year, the Ford Motor Company recognizes top auto auctions that exceed quality standards in the auction business. AWC would like to congratulate the National and Regional Winners of Ford's Golden Gavel Awards for their excellence. We are proud to acknowledge that AWC's **Auto Magic**® reconditioning products are used in 7 of the 9 auctions, including the National Winner.

Congratulations to the winners for their dedication to quality!

## NATIONAL WINNER

Brasher's Sacramento Auto Auction

## REGIONAL WINNERS

- American Auto Auction
- Clanton's Auto Auction
- Dealers Auto Auction of OKC
- Fort Worth Auto Auction
- Greater Tampa Bay Auto Auction
- Harrisonburg Auto Auction
- Lauderdale-Miami Auto Auction
- Mississippi Auto Auction



*Regional Winner, Dealer's Auto Auction, Oklahoma City. President and General Manager, Gary Smith, with Tom Cunningham of Ford Motor Company*



*National Golden Gavel Winner, Brasher's Sacramento Auto Auction. General Manager, Rex Roden with Tom Cunningham of Ford Motor Company*



*Celebration party for National Winner, Brasher's Sacramento Auto Auction*

**Auto Magic**® is proud to service this year's Golden Gavel National Award Winner and six of the Auction Quality Regional Award winners.

## Welcome New Auto Magic® Customers

- 166 Auto Auction Car Wash
- Altraco, Inc.
- Auto Magic of Mid Florida
- Auto Magic of New York
- Auto Magic Surfside
- Autotec Pro Sa De Cv
- Bluegrass Auto Magic
- Canited International Industries
- Casa Billis, C.X.A.
- Dealer's Auto Auction-Springfield
- English Color & Supply
- Global Products and Services
- Griffin's Automotive Supply
- Lafayette Auto Auction
- Mississippi Oil Company
- Northway Auto Exchange
- Skyline Auto Auction
- Stryker Warehousing, Inc.
- Ventura Auto Magic

# TRAINING NEWS

## FORD MINORITY DEALERS



Auto Magic® was recently given an opportunity to take part in several Ford minority dealers training seminars around the country.

Mike McFall, National Auction Manager, coordinated the training seminars for Auto Magic®. Ford's Extra Step reconditioning procedures were taught and each dealership received a free Auto Magic® Car Care Kit.

### Field Training

#### ***Penn Auto Magic***

Rick Schmidt, Director of Training, and Charles Carney, Northeast Regional Manager for Auto Magic®, joined forces and taught several training classes in three days for Penn Auto Magic and JM Distributors.

Penn Auto Magic's Rob and Chris Balerna hosted end-user seminars that featured the Six Stages of Reconditioning process and procedures. "Speed" buffers in the class really liked the versatility of #74 Magic Glaze.

JM Distributor's Jerry McGurl hosted an all day seminar for three Ford dealerships. Rick and Charley instructed end-users on factory approved processes and procedures.

#### ***Lockewood***

Auto Magic® distributor Lockewood Enterprises, in cooperation with Minneapolis Auto Auction's Scott Keener, invited 86 dealers to a free reconditioning seminar on February 24. Rick Schmidt was the class instructor, and was assisted by Paul Fujimoto, Central Regional Manager for Auto Magic®.

Jim Bresser, owner of Lockewood Enterprises, noted that the seminar was a tremendous success and that Rick is an excellent teacher.

Attendees were greeted with refreshments, caps, goody bags, free products, and coupons worth \$25, \$50, and \$100 off Auto Magic® products.



*Keep the buffer pad flat, wet, and clean. Edges first, then middle.*



*Rick covers the Industry Standards prior to hands on training*



*Attendees move in for a closer look*



*Reconditioning Professional's #1 Choice*



*The class filled every seat*



*"Gettin' Ricky With it"*

# VISION 2000 SALES CONFERENCE



***Come Join the Celebration!***  
**International Sales Conference**  
**March 3-5, 2000**

## VISION 2000 SALES CONFERENCE

In March, Auto Wax Company hosted its Auto Magic® Vision 2000 International Sales Conference in Dallas with the theme "Come Join the Celebration." This was the kickoff of the company's 40th Anniversary celebration.

The weekend conference began on Friday evening, March 3rd, at the Auto Magic® National Training Center. David Miller, CEO and President of AWC opened the meeting. Child's Distributing of Little Rock, Arkansas won the Nostalgia Contest with a gallon glass container of trunk paint, circa mid-1960's! The evening also featured new product demonstrations on:

- #43 Clear Difference™
- #82, Hand Glaze
- #87 XP Compound
- #88 XP Polish
- #96 Magic Mist
- #96-Mit, Magic Mitt.



*The new truck sign package is a huge hit!*

Bill Andrichik, National Sales Manager for Auto Magic®, facilitated Saturday's group meeting which included presentations from the Marketing Department and the Sales Department.

Highlighting the Marketing presentation during the Vision 2000 Sales Conference was the new Auto Magic® truck sign package. Design elements on the sides of the truck include a large Auto Magic® logo centered over the familiar category triangle seen on the product labels.

Horizontal lines, also seen throughout the current promotional campaign, run the entire length of the truck's box.

The front of the box has a large Auto Magic® logo and on the rear door, there is an impressive "montage" photograph of parts of a car being reconditioned.

For full color photographs of the new truck sign package, visit the Auto Magic® web site at [www.automagic.com](http://www.automagic.com). While there, be sure to check out our new Auto Magic®



*Randee Briggs shows off new truck decals*



*Tom Kniivila, VW Credit/Audi Financial Services, speaks at the Vision 2000 ISC*

products, industry related information, and pictures from this year's sales conference.

The Vision 2000 Cost Per Car program was also presented and explained in full detail. It is now available to Auto Magic® distributors on CD-ROM.

Tom Kniivila, Remarketing Process Leader, VW Credit/Audi Financial Services was the Guest Speaker for the Awards Banquet on Saturday evening. Mr. Kniivila talked about the increase in lease returns in the automotive industry and value of reconditioning in the remarketing process.

**A special congratulations goes out to all 1999 Auto Magic® sales awards winners. Last year's Top 5 Round Table are:**

**Kunkel Service Company**

**DETAILER'S Service & Training**

**Lockwood Enterprises**

**Great Lakes Chemical**

**Auto Magic of Texas**

# MORE VISION 2000



*AWC celebrates its 40th Anniversary with Vision 2000 distributors*

The new Auto Magic® Advisory Council members are:

**Western Region**  
 Quality Car Care Products  
 Frank Meleo  
 310-371-4016

**Central Region**  
 Wilson Distributor Service  
 Jason Goody  
 319-385-3613

Lockewood Enterprises  
 Jim Bresser  
 920-457-6116

**Southwest Region**  
 AM of Texas  
 Russell Martin  
 210-377-1032

**Northeast Region**  
 AM of Western New York  
 Lynn Ferrera  
 716-223-3060

**Southeast Region**  
 AM of Mid Florida  
 Ronnie Humphries  
 813-783-6413

**Honorary Member**  
 DETAILER'S Service & Training  
 Dan Taylor  
 309-387-6942



Auto Wax Company, Inc. • 1275 Round Table Drive  
 Dallas, Texas 75247 • 214-631-4000

[www.autowaxcompany.com](http://www.autowaxcompany.com)