

# The 21st Century Auto Company

## A Multi-Part Series

### Introduction

For the millions of people who have ordered a computer from Dell, or bought a book from Amazon, or looked at trades on E-Bay, or even has an iPhone, the techniques described here are not new.

What is truly amazing, is that the automobile / truck business has completely ignored the modern way people purchase items. Cars and trucks are still sold the same way as in the 1930's - that's actually remarkable. And sad! Little wonder the automobile manufacturers have required bailouts and subsidies to keep going - and many are simply walking zombies - as in "Dawn of the Dead".

### The Need

As CEO of a company that specializes in helping businesses be a lot more intelligent, it's pathetic that to buy a new car, I **HAVE** to go out to some car dealership and deal with the entire anal process:

- First having some slick sales guy immediately run up to greet you, sending signals along to the team based on your response;
- Then you are hit with the cliché sales lines;
- Then you have to stand around while the sales guy gets out some inventory list and figuring out what they can put you into;
- Then you are pushed to buy some car they have in inventory rather than what you want;
- Then you have to endure the cat and mouse price negotiation where they try to wear you out and watch you thru 2-way mirrors (unless of course, you are willing to pay some outrageous, overinflated "sticker price");
- Then you are bombarded by the finance guy who tries to jack up the options and payments;
- Then you have to wait while they prep your car and force install whatever after market options you wanted;
- And finally you get your new expensive car with their dealer names plastered on the vehicle, the license plate holders, etc.

Why do we have to deal with this mickey mouse crap? It's almost 50 years after we put a person on the moon. And yet, virtually all current auto companies have not changed.

Well, it's time for change. So I have directed Tiger Nassau to work towards re-engineering and implementing a state-of-the-art, 21st Century automobile company. Following will be a multi-part series of briefing papers on our efforts to make a truly "intelligent" car company.