

AutoSuccess™

THE #1 SALES-IMPROVEMENT MAGAZINE FOR THE AUTOMOTIVE PROFESSIONAL

AutoSuccess Magazine is proud to announce that Susan Givens has been named the publication's new Publisher. Susan, who has been with Systems Marketing Inc., the parent company of *AutoSuccess*, since its inception, and most recently has served as the company's Vice President.

Susan brings a wealth of experience to her new position. In addition to her experience with the magazine, Susan won the 2007 Women's Automotive Association International (WAAI) Spirit of Leadership Award; is heavily involved with AskPatty (www.askpatty.com), serving on its Expert Panel; and has made many alliances within the automotive industry.

"I'm thrilled with this opportunity," Susan said. "I'm ready to lead the magazine into a new era of commitment to both our readership and our advertisers. This will result in a win-win situation for everyone involved."

With a new publisher comes a renewed focus for *AutoSuccess*, with a staff ready to meet the challenges of 2008 and beyond newly excited and re-energized. Along with new marketing packages for advertisers, *AutoSuccess* will be offering new, exciting writers; a completely redesigned Web site (www.autosuccessonline.com); and a refocused, growing podcast (www.autosuccesspodcast.com). *AutoSuccess* readers will also benefit from the new, powerful 2008 Synergy Sessions Event, to be held in New Orleans on May 13 and 14, 2008. Teaming up with Dealer Synergy and The Dubis Group, *AutoSuccess* will bring the automotive retail industry the best "no-nonsense" training event of the year. Visit www.synergysessions.com for more information.

AutoSuccess is excited to embark in this new direction, and looks forward to having a long, rewarding relationship with its readers, vendors and advertisers. The publication is ready to go to the next level, and wants its readers to come along for the ride.

