

NAMAD

NATIONAL ASSOCIATION OF MINORITY AUTOMOBILE DEALERS

TREADS

2008 NAMAD CONFERENCE

Lifetime Achievement Awards



Mr. Nathan Conyers



Mr. Mel Farr



Mr. William Shack

We are proud to announce the recipients of our **2008 Lifetime Achievement Awards**, organization founders: **Mr. Nathan Conyers, Mr. Mel Farr, and Mr. William Shack**. These three pioneers together, created an inheritance which opened opportunities for all minority dealers. Today, we are beneficiaries of their achievements and foresight. As we rise to the challenges of our times, this association, their creation, will be a beacon for those who follow us.

These men were not the first minority automobile dealers. However, these individuals amongst others were the first to take the time and energy from their demanding businesses to reach out to help succeeding generations. They committed their resources to building an institution dedicated to creating opportunities for minorities especially in the automobile industry but not limited to that industry.

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Keynote Speaker for Gala Dinner



Anna Escobedo Cabral was nominated on July 22, 2004, by President Bush to serve as Treasurer of the United States. She was confirmed by the United States Senate on November 20, 2004.

Immediately prior to taking this office, Ms. Cabral served as Director of the Smithsonian Institution's Center for Latino Initiatives, where she led a pan-institutional effort to improve Latino representation in exhibits, and public programming among the Institution's 19 museums, five research centers, and the National Zoo. From 1999 to 2003, Ms. Cabral served as President and CEO of the Hispanic Association on Corporate Responsibility, a non-profit organization headquartered in Washington, DC, which partners with Fortune 500 companies to increase Hispanic representation in employment, procurement, philanthropy and governance. Under her leadership, the organization published a best practices series, and instituted a partnership with Harvard Business School to provide executive training programs in Corporate Governance Best Practices to community leaders.

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PRESIDENT'S MESSAGE

On behalf of the National Association of Minority Automobile Dealers (NAMAD) and its board of directors, I want to extend a warm invitation to association members and non-members, vendors and industry executives to join us in La Jolla, California. On July 9-12, 2008, NAMAD will hold its Annual Membership Meeting at the Hilton La Jolla Torrey Pines, home of the 2008 US Open.

The sessions at this conference will offer new ideas in the areas of best business practices, succession planning, and ways of creating your next opportunity. The program is enhanced by our exhibition hall, which provides information about the products/services offered by our vendor partners. We have a great line up of speakers who have both excelled in their respective professions. We have an opportunity to meet and listen to Baseball Hall of Famer, Joe Morgan. Joe was part of Cincinnati's famous "Big Red Machine" in the 1970s. He was elected to the Hall of Fame in 1990. Joe is currently lead baseball analyst for ESPN's Sunday Night Baseball.

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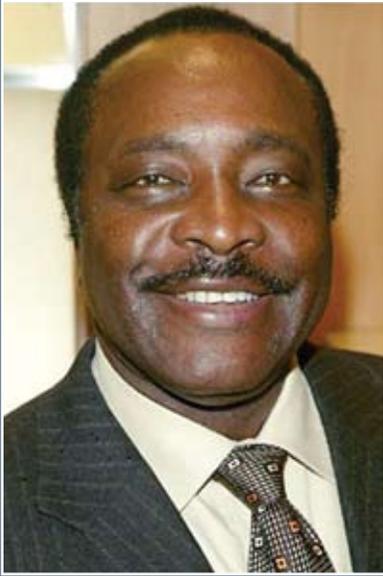
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PRESIDENT'S MESSAGE

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Joe Morgan

The most interesting thing about Joe outside of his baseball accomplishments is that Joe is currently enrolled in the NADA Dealer Academy.

Joe will speak during the Speaker's Luncheon, Sponsored by American Honda. We will also have a unique opportunity to meet and listen to the one individual who literally signs our money, the Treasurer of the United States Anna Escobedo Cabral. Anna will address our attendees during the Gala Dinner, Sponsored by Toyota Motor Sales.

The NAMAD Board of Directors Meeting will again convene during our conference. We will have an opportunity to reunite with old friends and meet new ones during the Chairman's Reception, Sponsored by Nissan North America.

Please register today to attend the Annual Membership Meeting. You may register by visiting www.namad.org.

I look forward to seeing you in La Jolla in July!



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INDUSTRY INITIATIVES

Dealers Oppose Multi-State Fuel Economy Rules

A single, national fuel economy standard is the best approach to reduce fuel consumption and CO2 emissions.

- Just last December, Congress increased the CAFE standard by 40 percent, to at least 35 mpg by 2020. This new standard should decrease greenhouse gas tailpipe emissions by 30 percent by 2020.
- The new standard boosts fuel economy, while preserving consumer choice, safety, jobs and the economy.

Individual state efforts to regulate tailpipe emissions undermine the national consensus on fuel economy.

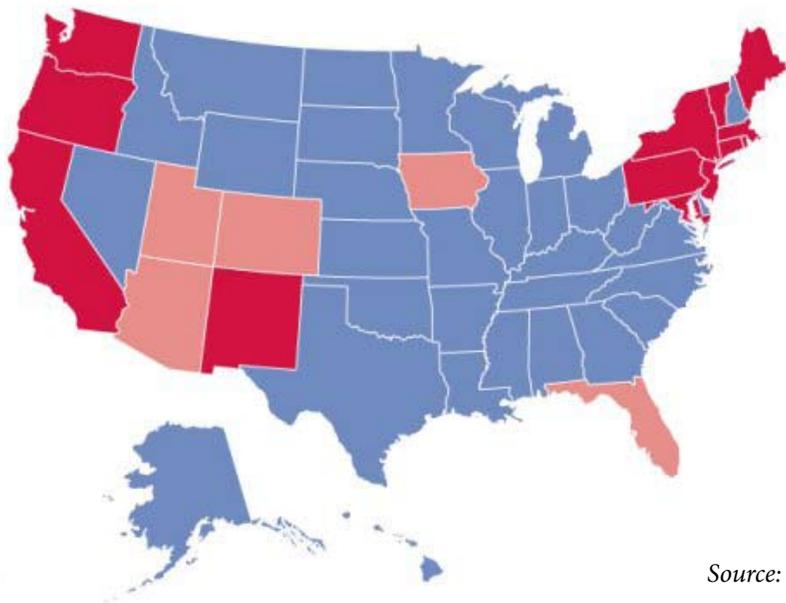
- California and more than a dozen other states sought permission from the federal government to regulate greenhouse gas tailpipe emissions by further increasing fuel economy.
- The California mandate (up to 43 mpg by 2016 for cars and small light trucks) would result in a "jalopy effect": older vehicles remaining on the road longer because consumers are unable to find or afford new vehicles that meet their needs.

Moreover:

- California's law fails to take into account consumer demand, the impact on dealers, the industry, or the national economy, and could result in the rationing of certain vehicles, such as SUVs, in some states.
- California's law encourages the downsizing and down-weighting of vehicles, which compromises safety.
- Manufacturers would be forced to calculate a fuel economy average for each state following California, resulting in more than a dozen different fuel economy and emissions requirements. This in turn would require the auto industry to attempt to manipulate auto and truck sales to meet each state's individual mandates, resulting in market disruption and increased compliance costs.

Where will California Drive the Market?

- California Tailpipe Emissions Standard States
- States with Governorial Commitments to Implement California Standards



Source: NADA

Fitzpatrick Dealership Group Encourages Auto Dealers to Support Relief Inc., to Help Children & Women of War Torn Liberia

Modesto, CA (May 5, 2008) – Relief Inc., a U.S. based grassroots non-profit that helps women and children of war-torn Liberia become self-sufficient families with bright futures, today announced a partnership with the Fitzpatrick Dealership Group. (Coliseum Lexus of Oakland, Valley Lexus and Valley BMW of Modesto, California). The Fitzpatrick Dealership Group recently presented a check for \$2,500 and also acquired a matching donation from Lexus under the Pursuit of PotentialSM program, a Dealer Matching Funds program sponsored by Lexus.

The donation accomplished a real affect in war-torn Liberia with the purchase of a generator and the financing of three mothers who graduated from a computer training school who will now be able to start their own business enterprise.

“We continue to support Relief Inc., and encourage other dealers to do the same,” commented Ed Fitzpatrick, President of Fitzpatrick Dealership Group. “Auto dealers are widely known as strong supporters of worthwhile causes. I have personally visited Africa and seen the huge impact our donations can make to communities in desperate need. I encourage others to step up to the plate and truly help to make a difference,” Fitzpatrick added.

The two main projects current donations are needed for are the (KIS) Kids in School and (WOW) Women of Worth Projects. KIS selects children that excel academically but cannot afford to continue to pay for school tuition or materials needed for education. WOW pairs with the children’s mothers to sponsor the child’s education; paying for the cost of tuition, uniforms, shoes, socks and school supplies, if the mother will participate in an on the job education and training program

This empowerment allows the mother to hold a job or even own her own business so that the family can become self sufficient. These projects work hand-in-hand to ensure the future of both impoverished mothers and children and allow countless families to pursue their dreams.

“We are truly grateful to the Fitzpatrick Dealership Group for its donation and continued support. The impact of this generosity will be felt for many years. The hardship these children and their families are facing in Africa does have a profound affect on countries around the World. Many think the problem is so huge that it is impossible to make a difference. However, just a few dollars makes a very big difference in the quality of life in these communities,” said Phebe Dennis Fortt, Founder/CEO Relief, Inc.

Dennis-Fortt was born in Liberia, where internal strife has left millions of people hungry and impoverished. She founded Relief Inc. in 2003 after watching more than a decade of civil war tear her home country apart. Liberia, slightly larger than the state of Tennessee, is on the coast of West Africa. The country was Africa’s first republic, founded in 1847 by freed American slaves with a constitution similar to the United States’. Liberia was a generally peaceful country until 1980, when its president, William Tolbert Jr., was assassinated in a military coup. Since then, civil wars have killed hundreds of thousands of people and displaced millions.

Liberia’s infrastructure is all but nonexistent today, with many of its people lacking basic needs such as food, clothing, electricity and running water. Life expectancy at birth has been estimated at 41 years for women and 37 years for men. The country has an 85 percent unemployment rate, with 80 percent of its population living in poverty.

For more information on how to help Relief, Inc., please visit www.reliefinc.org or call 209-545-1700.

About Relief, Inc. (www.Reliefinc.org)

Relief Inc. is a nonprofit based in Modesto, California. Liberian/American CEO Phebe Dennis Fortt’s main purpose in life is to help the Liberian people survive then thrive through education. Relief has 4 phases - sending of survival goods, a hospital in Liberia, a Kids In School program to get kids back to school and a Women Of Worth program to educate the women so they become self sufficient. Volunteers, sponsors for Kids In School, and food are needed on an ongoing basis. Please contact Phebe Dennis-Fortt at 209-595-6689 if you can help.

OPEN POINTS

As part of our continuing effort to bring viable opportunities to ethnic minorities, we present this list of manufacturers who have announced points through NAMAD.

Open Point Announcements

	As of 12/31/07	As of 5/7/08
Audi	-	-
Acura	2	-
Chrysler	-	-
Honda	6	3
Hyundai	24	10
Infiniti	1	-
Kia	-	-
Lexus	-	-
Mazda	19	-
Mitsubishi	-	-
Nissan	9	-
Porsche	1	-
Subaru	25	-
Toyota	-	-
Volkswagen	10	2

Buy/Sell Opportunities

Chrysler	105	23
Total Opportunities Announced to NAMAD Members	202	38

Helpful Hint:

When applying for an opportunity, *it is vital that you submit the necessary documents (application and business proposals) by the deadline!*

MARK YOUR CALENDARS

2008 FMDA Annual Conference

May 21st-23rd
Washington, DC

2008 GMDA Annual Conference

August 3rd – 7th
Chicago, Illinois

2008 CMDA Summer Meeting

Ritz Carlton Naples Beach
August 14th-17th
Naples, Florida

Washington Legislative Conference

September 15th-16th, 2008
Washington, DC

AFMMD 2008 Annual Conference

September 18th-19th
Las Vegas, Nevada (Tentative)

Congratulations, NAMAD Members!

NAMAD/BMW Partnership Shows Positive Outcomes-- The open lines of communication between NAMAD and BMW have resulted in the 2008 acquisitions of:

BMW of Sarasota - **Victor Young** (NAMAD member)

BMW of Bowling Green - **Bob Hisaoka** (NAMAD member)

This is truly a result of NAMAD and manufacturers such as BMW working closely together in increasing the number of ethnic minority dealers in our dealer network.

Congratulations on your acquisitions.

Congratulations to **Bob Hisaoka** for also acquiring Mercedes Benz of Bowling Green.

Congratulations to NAMAD member **Rodger Bell** on his grand re-opening of Nissan of Gallatin, TN dealership. Rodger's store was destroyed last year by a tornado after he had just opened his doors for business. Rodger, rebuilt the store and celebrated his re-grand opening in April, in which Damon Lester, President spoke at the event.

Congratulations to NAMAD member **Steve Jackson** who opened his LEED Certified Toyota dealership in Rockwall, Texas.



Gail Vittori (second from right) with the U.S. Green Building Council presented Dealer Principal Steve Jackson (right) and his wife Barbara Jackson (left) and George Irving, Field Manager for Toyota Motor Sales' Retail Market Development with a glass plaque commemorating the dealership's LEED Gold certification status at the grand opening ceremonies held on Apr. 2 at the new Rockwall, Texas dealership.

Toyota of Rockwall was awarded a LEED Gold certification during the grand opening ceremonies. LEED stands for Leadership of Energy and Environmental Design. It is a voluntary program designed to promote and validate environmental leadership in the building industry. Receiving LEED certification is an extensive process and involves being evaluated in six environmental categories by the U.S. Green Building Council. Toyota of Rockwall has been built to meet the standards and operate with high environmental efficiency. Toyota of Rockwall is the first automotive dealership in the nation to receive LEED Gold certification from the U.S. Green Building Council, for excellence in environmental design.

Lifetime Achievement Awards

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We urge each and every NAMAD member, if you haven't done so already, to register to attend this year's conference which will be held July 9th-12th at the Hilton La Jolla Torrey Pines in La Jolla, California, to pay tribute to the founders of this Association, to these three who have paved the way for all minority dealers.

Nate Conyers is considered the "elder statesman" of African American dealers nationally. For 38 years, he has been the "visionary", an individual who helped raise the consciousness of automobile manufacturers and helped them recognize the importance of minority consumers in the automobile market. and the value of minority businessmen in the automotive industry.

When the history of the retail car business is written, Nate Conyers will be one who will leave a legacy of commitment and dedication for "equity and parity" for ethnic minorities. He is a true pioneer who has opened doors that had previously been closed to minorities. He helped pave the way not only as one of the founders of NAMAD but also as a counselor for those dealers and aspiring dealers who have come after him. His "footprints" mark our era as one of those key moments in history when minorities made historic advances in the retail automobile industry.

Bill Shack is considered one of the most politically active and business savvy automobile dealers. For over 30 years, he has lead in the formation of the Ford-Lincoln Mercury Minority Dealers Association, NAMAD, and other associations. From modest material circumstances but with a rich heritage, Bill Shack rose to extraordinary achievements.

As a businessman he built businesses, strengthened his family, enriched his communities - - and strengthened this nation. President Calvin Coolidge once said that the business of this country is business; in that sense, Bill Shack was doing the nations' business when he built his enterprises and helped create and build this business association which is doing so much to strengthen American business. His wisdom, insight and perseverance in educational, cultural, and business endeavors set an enduring standard for all who strive for progress.

Best known perhaps, for his brilliant athletic achievements, **Mel Farr** is also widely recognized for his successes in the automobile business. His contributions to the automobile industry are less well known. Unlike many others, Mel blended his heralded athletic reputation, his strength and tenacity with his business acumen in the founding and building of NAMAD. Mel Farr carved a less well known but equally important facet of his highly regarded image.. His stellar accomplishments in sport are matched by his business triumphs. No less important, especially from our perspective, are his contributions to the formation of this and other business associations. In the face of strong resistance and through difficult market conditions, Mel Farr with legendary perseverance built a business empire and helped to leave to us a record of striving, a record of achievement and a legacy which demands much of us and future generations.

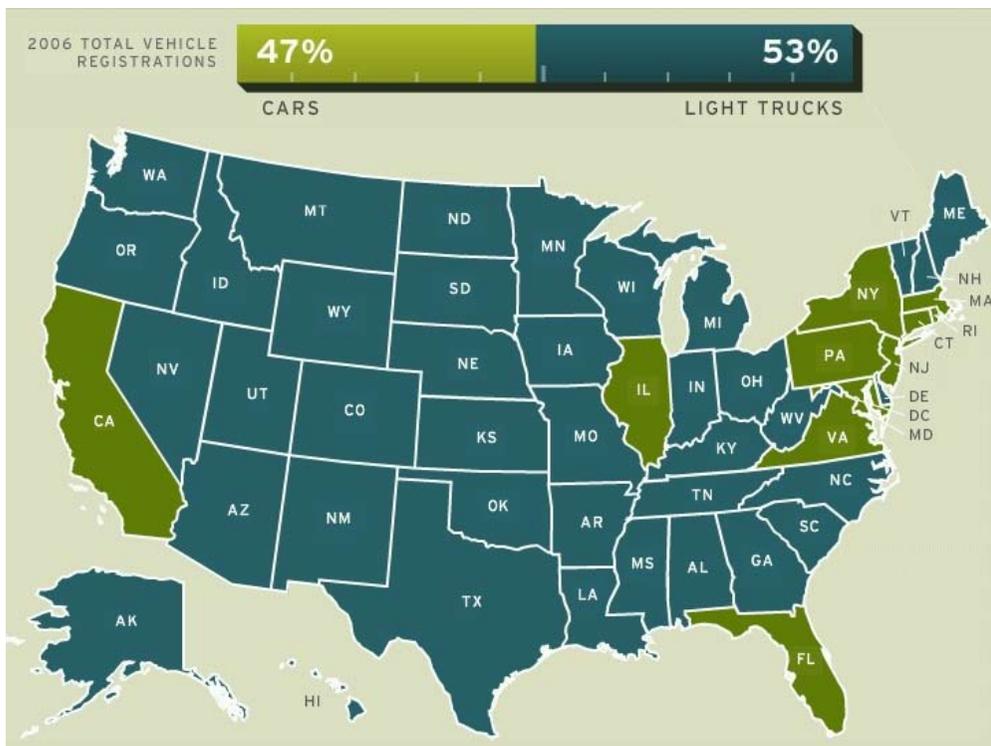
Dealers Oppose Economy Rules

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- States that adopt the California law would face the “cross border sales loophole”: consumers will import cars from non-“California” states that meet their needs, negating any fuel economy increases or emissions reductions.

EPA rejected the state-by-state approach to fuel economy, and so should Congress.

- In February, the administrator of the Environmental Protection Agency, Stephen Johnson, denied California and other states’ request to set their own fuel economy/greenhouse gas emissions rules.
- EPA’s denial of a state-based system preserves the benefits of the national fuel economy program passed by Congress last year.
- Congress should resist a multi-state approach to fuel economy by opposing legislation (H.R. 5560, S. 2555 and S. 2806) to overturn Administrator Johnson’s decision.



Registration data for 2006 from 39 states clearly illustrates that light trucks—pickups, minivans, and vans—were the No. 1 selling vehicle type. This research will give Congress and the public a better understanding of the need for an aggressive but reasonable fuel economy boost, as well as the need for separate car and truck fuel economy standards.

Dealers are urged to let their Senators and House members know that www.AutoChoice.org has actual car and truck registration data sorted by state and by individual congressional district.



Get the latest industry & NAMAD news, affiliate links, member benefits and so much more at the NEW www.namad.org!

Keynote Speaker

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From 1993 to 1999, Ms. Cabral served as Deputy Staff Director for the United States Senate Judiciary Committee under Chairman Orrin G. Hatch. The Committee’s jurisdiction ranges from oversight of the Department of Justice and our nation’s criminal and drug enforcement laws to approving federal judicial nominations, and it includes review of immigration, antitrust, patents and trademark, and technology-related legislation. In addition, she simultaneously served as Executive Staff Director of the U.S. Senate Republican Conference Task Force on Hispanic Affairs, a position she held since 1991. Ms. Cabral managed this task force of 25 senators dedicated to ensuring that the concerns and needs of the Hispanic community are addressed by Congress through legislation.

A native of California, Ms. Cabral majored in Political Science from the University of California, Davis, and earned a Master’s degree in Public Administration with an emphasis in international trade and finance from the John F. Kennedy School of Government at Harvard University.

Ms. Cabral and her husband Victor have four children, Raquel, Viana, Catalina, and Victor Christopher.

MISSION OF US TREASURY DEPARTMENT

Serve the American people and strengthen national security by managing the U.S. Government’s finances effectively, promoting economic growth and stability, and ensuring the safety, soundness, and security of the U.S. and international financial systems.

The Department of the Treasury’s mission highlights its role as the steward of U.S. economic and financial systems, and as an influential participant in the global economy.

The Treasury Department is the executive agency responsible for promoting economic prosperity and ensuring the financial security of the United States. The Department is responsible for a wide range of activities such as advising the President on economic and financial issues, encouraging sustainable economic growth, and fostering improved governance in financial institutions. The Department of the Treasury operates and maintains systems that are critical to the nation’s financial infrastructure, such as the production of coin and currency, the disbursement of payments to the American public, revenue collection, and the borrowing of funds necessary to run the federal government. The Department works with other federal agencies, foreign governments, and international financial institutions to encourage global economic growth, raise standards of living, and to the extent possible, predict and prevent economic and financial crises. The Treasury Department also performs a critical and far-reaching role in enhancing national security by implementing economic sanctions against foreign threats to the U.S., identifying and targeting the financial support networks of national security threats, and improving the safeguards of our financial systems.

Anna Escobedo Cabral U.S. Treasurer

2008 NAMAD Conference Schedule

Wednesday, July 9, 2008	Location	Time
Registration	Lobby Area	12 noon – 6:00pm
Board of Directors Meeting <i>Location: Scripps Ballroom</i>		7:30am – 2:00pm
General Membership Meeting <i>Mandatory Meeting for all Members</i>	TBA	4:00pm - 6:00pm
Chairman's Reception <i>Sponsor: Nissan North America</i> <i>Entertainment: Crush</i>	Partere Gardens	6:30pm – 9:30pm
Thursday, July 10, 2008	Location	Time
Registration	Lobby Area	7:30am – 6:00pm
Vendor Breakfast <i>Location: Ballroom A</i>		7:30am – 9:30am
WORKSHOP- Stop the Bleeding: Essential Ingredients for Increasing Your New and Used Vehicle Sales and Profitability <i>Facilitator: Easy Care</i>	Salon D&E	9:45am – 10:30am
WORKSHOP- Buy/Sells- Essentials in Creating Your Own Opportunity <i>Facilitator: Phil Villegas, Morrison, Argiz, Farra, LLP</i>	Salon D&E	10:45am – 11:30am
Speaker Luncheon <i>Featured Speaker: Baseball Hall of Famer, Joe Morgan</i> <i>Sponsor: American Honda</i>	Ballroom A	12 noon – 2:00pm
WORKSHOP- Ten Ways to Increase Profitability in your F&I Department <i>Facilitator: American Financial & Automotive Services, Inc.</i>	Salon D&E	2:30pm – 3:15pm
WORKSHOP- Dealership Succession: Is There a Plan in Place; What Are Your Options <i>Facilitator: John Graves and Jan Williams, AXA Advisors, LLC</i>	TBA	3:30pm – 4:45pm
Gala Reception & Dinner <i>Sponsor: Toyota Motor Sales</i>	TBA	6:15pm – 9:00pm
After Glow <i>Entertainment: Featuring Jin-Jin Reeves of Hittsville the Show</i> <i>Sponsor: Toyota Motor Sales</i>	TBA	9:00pm – midnight
Friday, July 11, 2008	Location	Time
Dealer One on One Lounge <i>Sponsor: Shell Oil</i>	Pavilion Ballroom	7:30pm – 5:00pm
Dealer One on One Meetings <i>Sponsor: Shell Oil</i>	Pavilion Ballroom	8:00am – 5:00pm
Luncheon	TBA	12 noon – 1:15pm
Closing Reception <i>Sponsor: American Financial & Automotive Services, Inc.</i> <i>Entertainment: TBA</i>	Pavilion Gardens	5:00pm – 7:00pm
Saturday, July 12, 2008	Location	Time
Annual Golf Outing <i>All participants must arrive at the golf course by 7:30 am</i> <i>Note: Breakfast and Lunch will be served in the Clubhouse</i>	Breakfast- Horizons Coffee Bar Lunch- Partiere Gardens	7:00am – 2:00pm

Conference Workshops

How you will benefit: Whether you are looking to improve profitability on current sales or “take it to the next level”, these seminars are designed to provide you with both information and best practices to improve your operations in your dealership.

Stop the Bleeding: Essential Ingredients for Increasing Your New and Used Vehicle Sales and Profitability

9:45am – 10:30am **Location:** Salon D&E

Facilitator: Easy Care

Objectives: Today’s market forces you to change the way you sell! More choices are available to consumers now than ever before. These are the same consumers who are better educated and more demanding than their predecessors. This workshop will show what you can do to put the right people in the right place, working the right process for a surefire formula for success.

This workshop presents 10 keys to increasing used-vehicle sales and profits- the newest methodologies from today’s highest volume used-vehicle operations. Even successful dealers will discover untapped opportunities right in their own dealerships.

Buy/Sells- Essentials in Creating Your Own Opportunity

10:45am – 11:30am **Location:** Salon D&E

Facilitator: Phil Villegas, Morrison, Argiz, Farra, LLP

Objectives: This workshop explains the essential steps in creating your own opportunity. Steps include understanding Blue Sky, how its calculated; importance of using a broker; avoiding the pitfalls in determining whether a deal pencils;

Ten Ways to Increase Profitability in your F&I Department

2:30pm – 3:15pm **Location:** Salon D&E

Facilitator: American Financial & Automotive Services, Inc.

Objectives: One of American Financial & Automotive Services, Inc.’s top trainers will present this workshop full of best practices. After attending this workshop, you will understand the critical variables of the service department, how the parts operation supports them. You will also learn how to manage your time on a daily, weekly, and monthly basis to achieve consistent results.

Dealership Succession: Is There A Plan In Place; What Are Your Options

3:30pm – 4:15pm **Location:** TBA

Facilitator: John Graves and Jan Williams, AXA Advisors, LLC

Objectives: This presentation is designed to provide minority owners with a greater awareness of the need for Business Succession planning especially in an industry that often requires designated successors to be qualified operators. We will place special emphasis on the criticality and interdependence of properly structured succession plans to the overall execution of Estate Plans that call for wealth to be transferred to successive generations.

More importantly however, we will highlight how multiple undercapitalized dealers can employ these planning strategies as catalyst to expanding their ownership interest in additional dealerships, thereby creating even greater wealth building opportunities. In the process, we will also address how these vehicles can be structured to generate sufficient liquidity to fund their eventual “exit planning” needs.



Crush

Entertainment for the Chairman’s Reception is Crush, is a hot new *Southern California corporate dance show band* featuring three dazzling and talented female lead vocalists and a superb rhythm section. Specializing in Old School 80’s funk to Current Pop covers, they offer front-line choreography, audience participation and a variety of costume changes. They are known for their excellent vocal harmony, keyboards and guitar.



Torrey Pines Golf Course

Torrey Pines Golf Course offers two of the most picturesque championship 18-hole courses in the world, a well-known PGA Tour stop with the Buick Invitational held every February.

History: Torrey Pines is long recognized as one of the nation’s premier municipal golf facilities. It is a “golfer’s paradise”, bounded by mountains to the north and the Pacific Ocean to the west. Fog, rain and wind often sweep the seaside courses that were designed by William Bell, Sr. in 1957. Prior to becoming golf courses, the land was Camp Callan, a naval training area. The Torrey Pines Tree is indigenous to this area and to Santa Rosa Island. The tree is distinguished by having clusters of five pine needles.

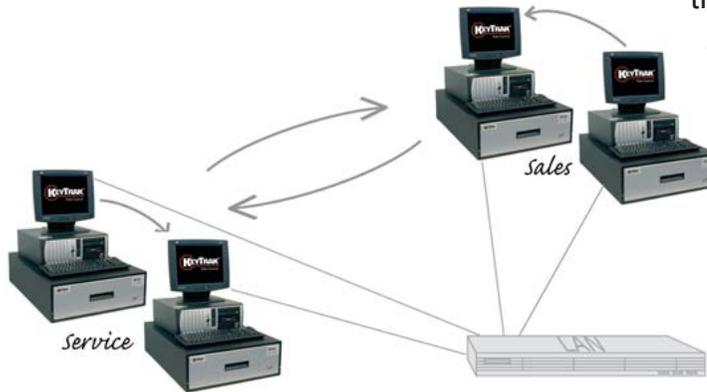
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Sales-to-Service Networking

- Track keys across sales and service departments.
- Eliminates need to double enter vehicle data.

KeyTrak has taken the ideal key management systems for automobile dealerships and integrated them to provide a seamless relationship between sales and service departments. Sales-to-service networking provides 100-percent tracking ability between sales and service systems.

Sales-to-Service
Networking
=
Seamless Integration



The system also reduces the need to double-enter data on the same vehicles, limits human error and eliminates misplaced keys between departments.

KeyTrak, Inc. is the leading manufacturer of key asset management systems, helping businesses take control of their keys, assets and the people who use them. An unprecedented line of features, networking capabilities and multiple levels of access control make KeyTrak the complete solution for your key control needs.

Our systems provide a safe and organized way to manage keys for car dealerships, apartment communities, hospitals, military installations, government facilities, schools and commercial properties. Keys are stored inside a patented computerized, locking steel drawer and offer a wide range of tools for customizable reporting, tracking and access control. Take control with KeyTrak.



FEATURES

License Scanner

Fingerprint Identification

Remote Access Plus

KeyNet Plus

Import Utility