



DEALERSHIP INFORMATION BULLETIN

Loss Prevention Advisory – “Best Practices” Information

TEST-DRIVES

Customer Test-Drives are an important part of every dealer’s sales tools. However, test-drives also present opportunities for vehicle theft, damage and a risk to safety of dealership personnel. The following information and suggestions are offered to help the dealer maximize the effectiveness of test-drives and to minimize the potential for loss.

Qualify Each Prospective Customer:

- Photocopy and retain the test-driver’s driver’s license. The license should include photo identification. Check to make sure that the person on the license is actually the person making the test-drive.
- Obtain and photocopy the test-driver’s insurance information.
- Ask for and keep the keys to the vehicle the test-driver arrived in until the test-drive is over.
- Photocopy or keep a major, nationally recognized credit card.
- Obtain a test drive agreement – Ally Insurance can provide samples.

Additional Controls for Qualifying a Prospective Test-Driver:

- Interview the customer to obtain information such as home and work addresses, telephone numbers, etc.
- Verify employment.
- Make sure a salesperson or other employee accompanies the test-driver on the test-drive.
- Make sure others in the dealership know when someone is going on a test-drive. It is a good idea to have the test-driver come into the building to be viewed by other dealership personnel. A security camera in the building would be helpful, as well.
- If the situation appears questionable, ask the prospective customer to return for a test-drive the next day. This will allow the dealer to check the necessary references.

Familiarize the Test-Driver with the vehicle:

- Review operation aspects such as:
 - Seat belt
 - Mirror adjustment
 - Turn signals
 - Seat adjustment
 - Other unique features
- Review the initial route to be followed – first turns.



While on the Test-Drive:

- Keep as little fuel in the tank as is reasonably possible. A thief may hesitate if very little gasoline or diesel fuel is in the vehicle.
- Determine the route to be followed. It is best to always use the same route.
- Provide the employee with a mobile phone with pre-determined procedures in the event of an emergency.
- Develop safe “driver switch” procedures. If the employee begins the test drive by driving the vehicle and then changes places with the customer on the test drive, the employee should remove the key to the vehicle, change positions, and then give the key to the customer. This practice will avoid nonviolent drive-offs that sometime occur on test-drives.

After the Test-Drive:

- Check for a key switch that may have occurred during the test drive. Keys may look alike.
 - The employee should turn the key in the ignition directly after the test-drive is over and the customer has vacated the vehicle and before returning the keys to key storage.
 - Move the vehicle immediately.
 - If the vehicle does not start the vehicle, surround it with other vehicles or otherwise secure the vehicle.
- If the key management system features unique labels or fobs do not assume the key has not been switched. Test the key as above.

As stated above, test-drives are an extremely important tool in the sales process. Avoiding theft losses and risks to safety are also very important in the profitability of a dealership. Following the steps outlined can be a very real deterrent, and will help avoid loss and injury.

**ADDITIONAL INFORMATION MAY BE OBTAINED FROM THE
ALLY INSURANCE LOSS PREVENTION DEPARTMENT
1-800-729-4622, Option 4**

This document contains a brief explanation loss prevention measures. No warranty of the suggestions or recommendations is implied or made.

ALLY Insurance
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