



and

es chedule	December	January	Audi Premier Site*	PreQ Cars**	Online Bidding	JANUARY SUPER SALE AT CENTRAL, FL
PA	1	26			SC	
s, CO		26			LB	
ry, TN	6	31			RM	
im, MA	6	3,31	Yes	Yes	LB	
HI	7	4				
t, NY	7	4			SC	
CA	8	5	Yes	Yes	SC	
NJ	13	10	Yes	Yes	LB	
	13	24			SC	
ie, QUE	14	11				
GA	14	11	Yes	Yes	SC	
	15	19	Yes	Yes	LB	
age, OR	15	12			RM	
PA	15	12	Yes	Yes	SC	2 Lanes!
sk, IL	20	17	Yes	Yes	SC	2 Lanes!
VT	20	24	Yes	Yes	SC	SUPER SALE
FL	21	20	Yes	Yes	SC	
y, OH		24		Yes	SC	
V		25	Yes	Yes	LB	

=ADESA's LiveBlock
www.adesa.com

RM=OnLine Ringman
www.onlineringman.com

ance available up to \$300/car ***

n rship)	Amount/car
	\$30
	\$60
	\$120
	\$180

Chain Aims for 100 Stores

By Ted Craig
Used Car News Staff Writer

DriveTime, a national buy-here, pay-here chain, is on the prowl across the country for locations to add new stores.

The company plans on having 100 sites by the end of 2006. It currently has 85, with three more scheduled to open by year end.

One of its latest additions is a \$1 million store in Albuquerque, N.M., which opened in October.

That store is an exception to the company's current expansion strategy, said Ray Fidel, DriveTime's CEO.

The Albuquerque store was built from the ground up on land the company had purchased.

This was a strategy the company used a few years ago, but found it to be too slow and expensive.

In the time it took to get the site plan approved and build the store, DriveTime opened several other locations.

Now the company is looking to lease existing buildings such as abandoned fast food restaurants or gas stations that are in prime locations.

The recent trend toward supercenters for gas stations, for example, has provided a lot of opportunity for DriveTime. Four of the last 10 new sites were former gas stations.

One of the goals of the



DRIVE TIME SALES: Buy-here, pay-here chain DriveTime continues its national expansion.

new real estate model is to saturate a market as quickly as possible, Fidel said.

DriveTime is looking for sites on an acre or an acre and a half that can accommodate a 3,000-square-foot building.

The perfect location is close to area franchise dealers and on the way to other major retailers, such as a Wal-Mart or Target store, Fidel said.

What DriveTime is avoiding is the typical buy-here, pay-here part of town, co-located with pawn shops and check cashing centers.

That was where the company started out, but it has moved beyond that now, Fidel said.

The goal is to be somewhere between those stores and franchise dealerships, both geographically and in terms of customers.

As for building another store from scratch, Fidel

didn't dismiss the idea, but said it was unlikely.

"In a mature region, if we see the city move in a certain direction, we will consider that on a very limited basis," he said.

With 85 stores, DriveTime is larger than America's Car-Mart, the publicly traded chain, which has 80 stores.

That company has also been adding stores at a steady clip this year, concentrating more on rural settings in states like Missouri and Texas.

Fidel said the buy-here, pay-here market is strong enough to support DriveTime's ambitious growth plans.

As gas prices go down, the company's customers are less cash strapped. At the same time, auction volumes are going up, which should set up for a strong tax season, Fidel said.

RUGGED. ACCURATE. RELIABLE.

ELCOMETER

211 MIL CAGE