



CREATE A “CLEAN ROOM”: COVID-19

Create a “Clean Room” at Your Dealership for Non-Contact Contracts Amid COVID-19 Fears.

Think of it as a Neonatal ICU, but for car buyers and service customers. Amid the concerns over COVID-19, everyone is taking precautions to create environments that are as clean and germ-free as what babies born prematurely need.

Step 1:

Identify the Right Room

- ✓ Find an empty office at your dealership that isn't used by others for any other reason.
- ✓ Ensure it has good ventilation and Wi-Fi.
- ✓ Include a dedicated printer for paper documents.



Step 2:

Sanitize the Space

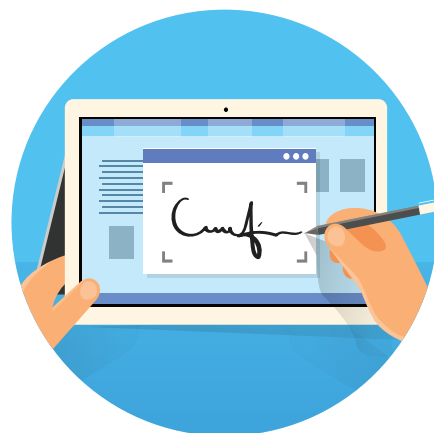
- ✓ Before and after each use, use diluted household bleach solutions, alcohol solutions with at least 70% alcohol, or EPA-registered household disinfectants like Clorox wipes to wipe down all surfaces: the table, chairs, chair arms, door knobs, computer keyboard/mouse, communication devices, etc.
- ✓ Keep disinfecting solutions and hand sanitizer in the room for continued use.
- ✓ Remove any shared items such as pens, magazines, and promotional materials.



Step 3:

Add Video & Virtual Access

- ✓ Set up a process for video messaging through a Facebook Portal, Skype, Teams, or other technology.
- ✓ Have your sales, service, and finance teams access the technology from their offices to communicate “face-to-face” with your customers.
- ✓ Meet virtually and by video conference to answer questions, explain service orders, extended warranties and more.
- ✓ Use digital signatures when possible, if paper contracts are required ensure that pens are new and can be sanitized by the customers.
- ✓ Allow customers to remain in the “clean room” while payment is made and while their vehicle is being delivered.



Step 4:

Contact-free Vehicle Hand-off

- ✓ Instead of “shaking” on the deal, wave from six feet apart.
- ✓ Wipe down all vehicle surfaces including steering wheel, gear shift, door handles, and keys before delivering to the customer.
- ✓ Use video to showcase key vehicle features.

NOTES FOR EMPLOYEES:

- ✓ Do not report to work if not feeling well.
- ✓ Wash hands regularly.
- ✓ Sanitize phones.
- ✓ Maintain at least six feet of distance from others.