



BE PROACTIVE ABOUT THE HEALTH OF YOUR DEALERSHIP & COMMUNITY

Step 1:

Be Informed

- ✓ Look for new information daily from state and local governments and the Centers for Disease Control and Prevention and follow their suggestions.



Step 2:

Design and Implement an Infection Prevention Plan

- ✓ Practice physical distancing, which means standing no closer than six feet from co-workers and customers.
- ✓ Keep anyone who is showing symptoms of COVID-19 or any other illness at home.
- ✓ Wash hands and disinfect all high-touch surfaces regularly – keys, pens, countertops, door handles, steering wheels, service tools, workstations, etc.
- ✓ Offer cleaning supplies, hand sanitizers, tissues, and Clorox wipes to staff and customers alike.
- ✓ Keep the air clean – ensure your ventilation systems are working and that when people cough or sneeze they cover their mouths. Provide face masks for anyone who is coughing/sneezing.
- ✓ Remove shared items from consumer waiting areas including magazines, papers, phone chargers, television remote controls, etc.
- ✓ Convert empty offices into “clean rooms” where customers can review contracts and financing via video chat with your employees, so your staff and customers aren’t in close contact.
- ✓ Provide “White Glove” services such as vehicle delivery/pick up for purchase and service customers, solo test drives. Implement clean drop off services where all vehicle surfaces are disinfected in front of the customer including the keys.
- ✓ Use conference calls, video conferences and FaceTime to minimize physical contact.



Step 3:

Communicate Your Plan to the Public

- ✓ Use social media to inform your customers and local consumers about the precautions you are taking to prevent the spread of COVID-19.
- ✓ Add messaging about your prevention efforts and your virtual retailing options to your website and your chat tool.
- ✓ Contact your Client Advocate about what we can do for you and your communication plan including adding video, AI, social advertising, and more.

