

Lexmark E352dn turns heads and makes a positive first impression at AutoNation.

## Lexmark E352dn puts printing into overdrive at AutoNation

### The Organization

AutoNation, which sells more than 2,000 vehicles and services more than 20,000 vehicles each day, is America's largest automotive retailer. Headquartered in Fort Lauderdale, Fla., AutoNation employs approximately 27,000 people at more than 300 dealership locations across 16 states.

With more than \$19 billion in annual revenue, AutoNation ranked #115 on the 2006 *Fortune* 500, outselling all other automotive retailers in the U.S. The company has sold more than five million vehicles, which represents about 3.5 percent of the entire U.S. market.

### The Challenge

Managing the printing requirements of the nation's largest auto retailer is no small task – especially when those locations are spread out all over the nation. Each location has a plethora of printing needs – from service orders, purchase agreements, payroll, contracts, customer receipts, and more.

Since its inception about 10 years ago, AutoNation has chosen to use Lexmark laser printers in all its retail locations and at headquarters. The company has continually upgraded its equipment with new Lexmark models as its business requirements changed, existing equipment aged and as technology improved. Each location operates between 10 and 60 Lexmark printers.

AutoNation's retail locations do not typically employ IT support staff, so equipment must be easy to install, use, maintain and manage. Devices have to work right out of the box with existing drivers on the company's Citrix network. Printers must also be able to withstand the tough environment of the shop floor but be small, attractive and quiet enough for the showroom. Printers must operate seamlessly with the

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**AutoNation** 

—Robert Altmark  
IT Procurement Manager  
AutoNation  
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company's ADP and Reynolds & Reynolds systems and must be fast so that customers don't have to wait.

### The Solution

Robert Altmark, AutoNation's IT Procurement Manager, decided to evaluate one of Lexmark's newest monochrome laser printers, the Lexmark E352dn. Altmark is responsible for all the technology equipment



at AutoNation's retail locations and corporate headquarters – from a simple printer cable to a complete telephone system – and the project management for the stores – from the remodeling of an existing location to new construction or an acquisition.

“Paper drives many operations in our business so it’s important that we buy equipment that we can really count on,” said Altmark. “We’re nowhere near a paperless economy.”

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“The first thing I noticed about the printer was the super fast time to first page,” Altmark said. “In my experience, it was about three to four seconds.” The Lexmark E352dn prints at up to 35 pages per minute and has a new Instant Warm-up fuser and new laser printhead that substantially speed up the time to first page.

“I was surprised at how quiet this printer is,” he said. “I use my speakerphone and the printer is only about three feet away. Colleagues on the other end of the phone can’t even tell I’m printing.”

Reliability is also important to AutoNation, especially reducing the risk of paper jams. Altmark ran the printer through its paces and had no paper jams during his entire evaluation, including when using labels, envelopes and special media from the paper tray or the manual feeder

or when printing duplex. The Lexmark E352dn achieves this level of reliability from superior auto compensator and paper picking technology that is typically associated with higher end, higher priced laser printer models.

To help keep employees focused on sales and customer service and not on printer maintenance, AutoNation also appreciates the 9,000-page high yield toner cartridge that’s available for the Lexmark E352dn.

### The Results

For AutoNation, it’s a signed piece of paper that means a sale has been completed, so its printers are a critical, everyday business requirement. Making the right printer choice is imperative.

“Since I evaluate new technology every day, it takes a lot for me to say ‘Wow,’” said Altmark. “This printer really made me say ‘Wow!’”

Altmark says that AutoNation’s relationship with Lexmark started many years ago because of the ease of integration with its ADP and Reynolds & Reynolds systems. But, he says, that’s not necessarily why AutoNation stays loyal to Lexmark.

“Lexmark is a great business partner,” said Altmark. “If Lexmark wasn’t a great partner, we wouldn’t be buying their printers left and right, and for so many years, to run our business. You might not think a printer can make that much difference, but it truly can.”

AutoNation took Lexmark’s new E352dn for a test drive and, like a shiny new car, it turned some heads and made quite a first impression.

Lexmark E352dn

