



This is a current 2014 briefing from Brian Geitner, President of Next Gear Capital. Brian leads the strategic planning of NextGear Capital. He directs company synergies and facilitates implementation of the organization's customer-centric business model. As the responses below indicate, Brian's vision for NextGear Capital focuses on providing unequalled service, world-class technological tools and simple solutions for our dealer and auction customers

Strategy & Company Mission: What are now the basic strategy and mission of the company?

Our mission at NextGear Capital is to create and encourage simple solutions that help our customers grow and succeed.

Our strategy for accomplishing this is to invest in the latest technologies to help customers embrace a more efficient business model. In addition, each customer is paired with a field representative that carries industry credentials. These highly trained employees bring value and passion to the mission of helping our customers reach their goals.

Marketing Objectives for 2014 and beyond: What are the focused sales and marketing objectives for your company in the next year?

Our marketing objectives center upon helping each NextGear Capital customer grow and expand their business. This includes marketing the many resources we have available to them, such as our mobile and online account management enhancements.

Market Opportunities Ahead in 2014: What do you see as your company's biggest opportunities in the next year?

This coming year we are focusing on cultivating relationships and becoming a more consultative partner for our customers. We have created partnerships with industry experts to provide certified training modules to our field representatives to further develop their industry knowledge. Our goal is for our field representatives to gain expert knowledge and become ambassadors to the industry.

Management Challenges this year and last: What are the major or specific challenges for your management team in 2014?

We always see management challenges more as management “opportunities.” Our greatest opportunity this year is continuing to provide our customers with simpler solutions and bringing them tomorrow’s technology, today.

Industry and Market Situation 2014: What is your assessment of the automotive market and the industry right now?

Our industry is very dynamic and the market situation is primed for continued growth and development. In 2013, new car and light truck sales rose for the fourth consecutive year, and forecasters expect sales in 2014 will exceed 16 million. Used sales are pointed in the right direction with slight YOY growth. Unfortunately, our industry is caught in the middle (helping to guide the economy, but also still being guided *by* it). I see more of the same for next year.

Most Significant Accomplishment: What has been your company’s biggest accomplishment in the past year?

We have had many significant accomplishments this year. We are very proud of the development and growth of the NextGear Capital brand. We have been overwhelmed with all the positive feedback from our 17,500 customers and industry partners.

NextGear Capital is taking inventory financing to the next level with strong investments in training, technology and industry partnerships. Our passion for our industry is only rivaled by our passion for our customer’s success.

