



# Velocity Overdrive: The Road To Reinvention

*Dale Pollak*

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**Velocity Overdrive: The Road To Reinvention** Dale Pollak

*Velocity Overdrive: The Road To Reinvention* is the third book from entrepreneur and former dealer Dale Pollak's Velocity series.

In his prior books, *Velocity: From the Front Line to the Bottom Line* and *Velocity 2.0: Paint, Pixels & Profitability*, Pollak introduced the Velocity Method of Inventory Management® and the application of market-based metrics for improving the performance of used vehicle departments.

***Velocity Overdrive* shifts the discussion of velocity principles and metrics to the next level.**

Across North America, dealers are no longer assured of profitability and prosperity. Today's environment is defined by increased competition, a greater degree of market volatility, ongoing margin compression and fast-changing consumer expectations.

Velocity Overdrive reveals the journey many dealers have undertaken to reinvent their businesses and compete effectively in this more challenging retail marketplace.

The book details the velocity-driven road to reinvention that begins in used vehicles and extends to other dealership departments. This is a transformative time for the car business, Pollak says. **Velocity Overdrive** is intended to help dealers transition to more efficient and effective operations that maximize the return on investment (ROI) and profitability they expect from their stores.

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