



Dominate AI Search with Reputation...Or Get Left Behind

Thursday, March 12, 2026

April Education and Training Classes

April 21

Reaching Your Real
Used Car Potential

April 23

Notary Public Training
& Test Prep

April 28

Service Advisor's
Guide to Selling
Service & Repair



**Visit www.gnyada.com/education
to register**

Sales Tax Seminar

Center for Automotive Education & Training

Tuesday, May 12, 2026:

- 9:30 AM – 12:00 PM

Learn How to Handle Sales Tax

Sales tax issues can be complicated and confusing and may lead to costly errors. This seminar will cover the most common sales tax questions received by GNYADA.

Visit www.gnyada.com/events to register



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WEBINAR: Dominate AI Search With Reputation...Or Get Left Behind

How dealers can rank higher, convert more leads,
and turn AI into an advantage



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Artificial Intelligence

- ✓ AI Defined
- ✓ How to place #1 in AI Search
- ✓ Leveraging AI to help scale in the Dealership
- ✓ Final Thoughts



Artificial Intelligence Defined



★ AI Overview

The term "Artificial Intelligence" was coined in **1955** and officially adopted at the Dartmouth Summer Research Project on Artificial Intelligence in **1956**, which is considered the field's birth. Early milestones included **the Logic Theorist (1955)**, regarded as the first AI program, and Arthur Samuel's checkers-playing program in 1952. [🔗](#)



How to Place #1 in AI Search

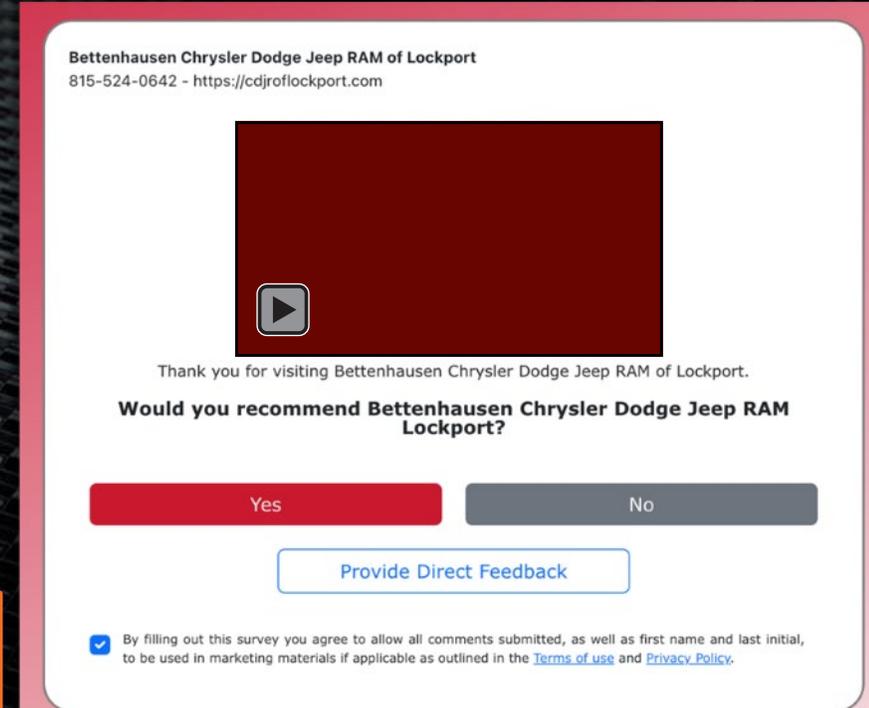
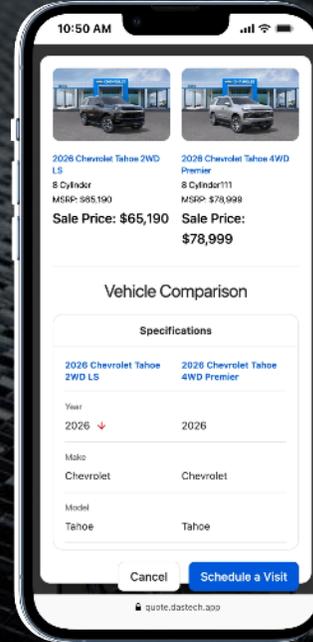
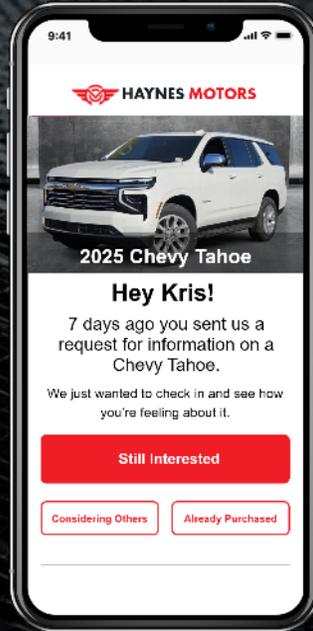


✓ Studies show that **52%** of adults use AI tools to research their purchases with over **80%** of adults relying on AI zero-click for **35%** of all searches.

[*https://www.emarketer.com/content/shoppers-turn-ai-first-research](https://www.emarketer.com/content/shoppers-turn-ai-first-research)



Leveraging AI to Help Scale in the Dealership



What's in store for the future?



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