

MARCH 2026

MOBILE *magazine*

Plus
2026 NADASHOW
SIGHTS & SOUNDS

AT THE DAWN OF MODERN MOBILE...

Six Intrepid Dealers Formed the
Foundation of Ford Mobile Service.

WOODY ANDERSON

**“THE OG SIX”
WHERE ARE
THEY NOW?**



DON WESSELS

GM WOODY ANDERSON FORD

**NEXT >
LEVEL®**

Dedicated EXCLUSIVELY to the
Advancement of Mobile Service and
Pick-Up & Delivery



LETTER FROM THE EDITOR

“THE OG SIX” WHERE ARE THEY NOW?

DATELINE: NADA Las Vegas, 2019

It's GO TIME. The lights were bright, the energy electric, and at the Ford Motor Company booth stood a 10-foot-tall, fully loaded BEAST of a Ford Transit - planted like a flag on the 50-yard line of the automotive landscape. This wasn't a concept sketch or a future-state fantasy. This was real. Oil changes. Tire rotations. Scheduled maintenance. Light repairs. Recalls. Delivered curbside.



Ford was riding the wave of Mobile Service success first proven by Ford UK beginning in 2015 and now they were bringing that momentum stateside. The mere sight of a Dealer-provided Mobile Service unit sent shockwaves through the crowd. For most, it triggered skepticism, even ridicule. "Service belongs in the shop," they said.

But for a select few? It was the most profound innovation since Dealer service was born in the early 1900s. Ford knew this would be make-or-break. Dealer-body acceptance depended on execution. So the pilot group had to be special. Not just high-CSI operators, but visionaries. Dealers known for raising their hands. Dealers willing to go all in. The gamble was real. For Ford and for the Dealers.

So, the incentives had to be BIG. And they were. The original 6 pilot Dealers: Woody Anderson, All American, Ron Dupratt, Mullinax, Sam Pack, and Golf Mills each received a COMPLIMENTARY fully equipped, oil change-capable Ford Transit Mobile Service unit. A \$135,000 value. **I call them The OG Six.**

Fast forward to 2026: more than 2,000 participating Ford Dealers. Over 4,000 active Mobile units. What began as a bold experiment is now a full-scale movement.

In this issue, we dial up Don Wessels, GM at Woody Anderson Ford, to kick off what we hope becomes a 6-part series: "The OG Six – Where Are They Now?"

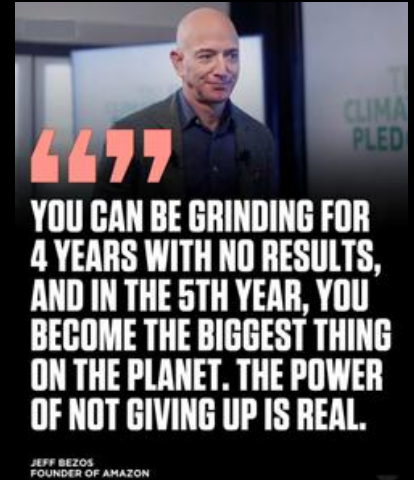
What a ride it's been.

If you are struggling to figure out this puzzle, we can help. With over 500 Mobile Service Dealer training events under our belts, we are well equipped to get you jump started or take you NEXT>LEVEL.

Let's go get 'em.
Cheers, js

John Schmidt

FOUNDER, MOBILE NEXT>LEVEL
john@mobilenextlevel.com
727 . 239 . 8920



OUR DEALERS >

7 of the TOP 20 Volume Mobile Service Dealers in the U.S. chose GEO>TECH by NEXT>LEVEL as their Mobile Service Appointment Scheduler. **This collective group of Dealers averages over 1,000 Remote Service Repair orders per Dealer, per month.**

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MEMBER OF "THE OG SIX"

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SOME THINK
OUTSIDE
OF THE BOX



SOME
SMASH
THE BOX



WE NEVER
HAD A BOX

THAT'S NEXT>LEVEL

NEXT > LEVEL BY THE NUMBERS

1

AND ONLY Automotive Consulting
Agency dedicated *exclusively*
to Remote Services

1

AND ONLY Consultant "behind the
curtain" as a Dealer Performance Coach,
Workshop Facilitator, and Program
Content Provider to the two
largest OEM Mobile Service
Programs in America

7

OEM Brands served by
NEXT>LEVEL as Mobile
Service Subject Matter Expert

500+

Number of Mobile Service
Dealer Training Events and
Workshops delivered since 2020

Q+A *with* DON WESSELS *of* "THE OG SIX"

by John Schmidt

Woody Anderson Ford in Huntsville, Alabama was awarded one of the original 6 proof-of-concept Ford Mobile Service "franchises" back in 2019. As part of the program, Ford gifted the Dealership with a full-upfit Mobile Service Transit valued at well over \$130,000.

Selected from over 3,000 Ford Dealers, this is quite a prestigious honor!

Q: WHY DO YOU THINK FORD CHOSE WOODY ANDERSON FORD AS A DEALER TO REPRESENT THEM IN SUCH A HIGH-STAKES OPPORTUNITY?

A: Woody Anderson Ford has always been proud to pilot Ford programs. This one made sense on so many different levels; take better care of our guests, meet them where they're at, and increase shop capacity all at once. Being open to trying new Ford programs has been a key part of our success over the years.

Q: IN WHAT WAYS HAS MOBILE SERVICE BEEN MORE CHALLENGING THAN YOU EXPECTED?

A: I expected it to be challenging from the start. It's creating an entirely new business model. Dealers have their version of how to run it and Ford also has its requirements that need to be part of the backbone for measurable success. Some of the challenges, as with most dealership's shops, has been technician retention. Not all technicians are interested in customer-facing roles. The mobile technician is excellent both with customer service and technical abilities.



Q: WHAT ARE SOME UNEXPECTED MOBILE SERVICE BENEFITS THAT HAVE BEEN REVEALED ON THIS JOURNEY?

A: Shop throughput has been the best benefit for the dealership. NPS is a byproduct of throughput so not only did mobile service increase NPS on mobile ROs, but it also increased overall shop NPS by taking some of the load out of those bays allowing us to prioritize work that we previously had to push out.

Q+A *with* DON WESSELS *of* "THE OG SIX"

Cont'd

Q: WE KNOW THE BEST NEVER REST, SO WHAT ARE YOUR FUTURE GOALS FOR MOBILE SERVICE AT WOODY ANDERSON FORD?

A: When you think of Ford in Huntsville, you think of Woody Anderson. I want mobile service to be that well-known by all of the companies in our market that it doesn't make sense to have anyone else work on their fleet. I also want these companies to know that mobile service is just a part of our comprehensive service offerings to keep their vehicles on the road. Mobile service will maintain their fleet and our new Ford Pro Elite Service Center will handle the major repairs to maximize uptime.

Q: HOW DO YOU DEFINE YOUR LEADERSHIP STYLE?

A: At the end of the day, I want the entire team to know how much I care about them and our guests. I want to be able to add value to their days. I believe I set a positive and hard-working example.

Q: WHAT IS YOUR APPROACH TO RETAINING TOP TALENT AND REDUCING TURNOVER IN A HIGH-PRESSURE ENVIRONMENT?

A: Being flexible. Technicians are not one size fits all. We need to approach talent with the pay and structure that lets them flourish. Too often our industry gets boxed in by the way we've always done it. If we aren't aggressively trying to meet our employees needs and ambitions, we won't win.



Cathy Anderson-Stender, Dealer Principal

Q: HOW DO YOU FOSTER INNOVATION IN A TRADITIONALLY SLOW-TO-CHANGE INDUSTRY?

A: It's important to listen and stay plugged in with other dealers and industry experts. My NCM 20 Group has been invaluable for both Variable and Fixed Operations. Ford has even launched a Ford Pro Elite 20 Group which really helps dealers create that connection between Mobile Service and the Ford Pro Elite Centers.

Q+A *with* DON WESSELS *of* "THE OG SIX"

Cont'd

Q: HOW DO YOU MEASURE THE SUCCESS OF YOUR MOBILE PROGRAM BEYOND JUST PROFITABILITY (E.G., CUSTOMER RETENTION, CONVENIENCE)?

A: This one has been tough. There is inherent value in the van from an advertising perspective. We just didn't know how much. Recently Jamie East, our Fixed Operations Director, began tracking attribution into our other shops from mobile service. This has helped put real numbers in place for the work Mobile may recommend in the field that is completed in-shop.



Q: WHAT KIND OF CUSTOMER FEEDBACK HAVE YOU RECEIVED REGARDING THE MOBILE PROGRAM, AND HOW IT HAS INFLUENCED YOUR STRATEGY?

A: The feedback is what you would expect it to be. Companies managing fleets love the convenience of having no downtime for their units. Customers with retail recalls no longer feel as inconvenienced while we complete it and a Works Package in their driveway. The Mobile Service mentality of meeting the guest where they're at has bled over into our other shops. It's been great for the whole team.



Jay Gerena, Hyundai Mobile Service - MSX



Mike Gottschalk and Lois Burak, Traxtion



Michelle Phelps, Authenticom



Mark Mickens, ES3
Troy Blackwell, Zapmoto
John Schmidt, Mobile NEXT-LEVEL
Kevin Ryan, Bush Specialty Vehicles



Don Wessels, Woody Anderson Ford



Dave Foy, Fixed Ops Mastermind



David Cerqueira,
Benzel-Busch



Bob Sullivan, Zeigler Auto Group
Ryan Sokoloff, Susquehanna CDJR
Megan Sinclair Rosso, Dave Sinclair Lincoln
Mark Mickens, ES3



THE MIC IS HOT (AGAIN)

WE KNOW YOU'VE BEEN ON THE EDGE OF YOUR SEAT FOR THIS! IT'S FINALLY (ALMOST) HERE!

Mobile **NEXT>LEVEL** is SUPER STOKED to announce the launch of our brand new podcast, **Mobile Magazine Live**, debuting next month! This fresh production is an updated evolution of the company's original 2022 podcast, *The Mobile Minute*, which ran briefly, but left listeners wanting more. This time around, the format is bigger, sharper, and fully aligned with the brand's flagship publication, *Mobile Magazine*. Yes, the one you're reading right now!

The concept is simple: mirror the magazine. Each monthly episode will reflect the themes and topics featured in that month's issue, covering all things Mobile Service and Pick-Up and Delivery. From profitability strategies and tire wars to technician efficiency and fleet optimization, if it's shaping the remote service movement, it will be on the mic.

Every episode will feature a Q&A session with an industry professional: dealers, operators, innovators, and thought leaders who are actively building and refining Mobile operations in real time. Listeners can expect candid insights, practical takeaways, and real-world perspective from those doing the work.



But don't think it will be a dry, scripted broadcast. In true **NEXT>LEVEL** fashion, the show will deliver its signature mix of irreverent humor, tom foolery, chicanery, shenanigans, and just the right amount of folly. The goal is lively, digestible content that informs without boring and challenges without preaching. The mission behind **Mobile Magazine Live** is clear: advance the remote service movement while keeping the conversation engaging, relevant, and actionable for today's dealers. Mark your calendar and keep a lookout for the first episode dropping next month!



NEW MOBILE SERVICE: ENGINE DETOX WHEREVER YOU ARE!

YOU NO LONGER HAVE TO COME TO THE DEALERSHIP FOR THIS SIMPLE ROUTINE MAINTENANCE ITEM. "WE COME TO YOU!"



THE ULTIMATE DETOX FOR YOUR ENGINE.

Revive your engine back to peak performance with our revolutionary Hydrogen based Carbon Cleaning Service. Using NO harsh chemicals, our "NEW GREEN" solution for removing power robbing carbon deposits can help you regain lost power and fuel economy. Experience a smoother idle, increased throttle response and an overall better driving experience all while helping to lower emissions and do our part for the environment.



THE GREEN WAY TO CLEAN!!

HYDROGEN FUEL SERVICE	
GAS =	\$179.95
DIESEL =	\$199.95

1. Revive H2 gas output connects to the engine's intake manifold.

2. Hydrogen enriched gas enters the engine cylinders.

3. During combustion, carbon is converted into a fuel vapor and burned away cleanly.

Contact David Puterbaugh PH: 704-763-4256



THE FUNNY PAPERS



I WAS INSPIRED TO CREATE A SERIES OF LIGHT-HEARTED CARTOONS TO CAPTURE SOME OF THE EYEBROW RAISING MOMENTS I HAVE ENCOUNTERED OVER MY PAST 7 YEARS TRAINING MOBILE SERVICE DEALERS, PROVIDING SCHEDULING SOFTWARE AND UPFITTING TO THEM. I HOPE YOU ENJOY THEM AND GET A CHUCKLE!

-John Schmidt



MORE FUNNIES TO COME!



NEW PARTNER ALERT

RAPID>FIT by NEXT>LEVEL Forms Enterprise Partnership with Corghi USA

Two industry leaders announce a partnership designed to elevate mobile tire service nationwide. RAPID>FIT by NEXT>LEVEL is now an authorized distributor of Corghi tire service equipment, including tire changers and wheel balancers engineered specifically for Mobile Service environments.

Known as "Ridiculously Rapid," RAPID>FIT has built its reputation on executing complete mobile unit upfits on-site at the Dealer in an average of just 21 days from order approval. This new partnership ensures that any mobile build requiring tire equipment will be executed smoothly, on time, and with impeccable quality. Dealers no longer have to navigate separate equipment sourcing, logistics coordination, and installation timing. The process is now seamless-one plan, one schedule, one accountable team.

Corghi brings unmatched heritage and engineering excellence to the partnership. Founded in 1954 in Italy by Erminio and Remo Corghi, Corghi invented and patented the world's first tire changer, laying the foundation for modern tire service equipment. Often referred to as "The Inventor of the Tire Changer. The Standard of the Industry," Corghi has defined precision engineering for decades, delivering equipment with a 15-20+ year service life and unmatched rim protection.

In 2001, Corghi introduced the first true leverless system, redefining touchless tire service worldwide. Today, the brand continues to lead with EV-ready and rim-safe solutions built for modern vehicles and high-value wheels.

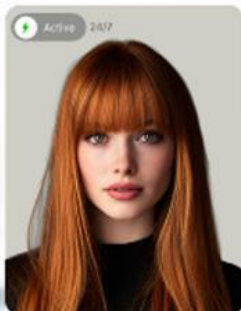
Corghi doesn't chase trends. Corghi creates them. And with RAPID>FIT's proven 21-day execution model, Dealers can now deploy world-class mobile tire capability faster - and better - than ever before.



[Book Demo >>](#)

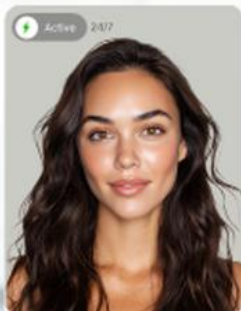


AI Employees For Car Dealerships



Taylor
AI Inbound Service Scheduler

She answers service calls 24/7, books appointments, accesses history, and transfers calls when needed.



Avery
AI Receptionist

She answers inbound calls, routes customers, schedules sales appointments, and delivers consistent impressions always.



Riley
AI Recall Agent

She contacts recall customers, explains free repairs, schedules appointments, and improves compliance and revenue.



April
AI Service Reactivation Agent

She reaches overdue customers, handles objections, schedules service appointments, helping dealerships unlock revenue.



Summer
AI Sales Agent

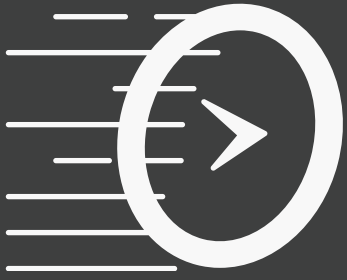
She calls dormant customers, engages hot leads instantly, and schedules sales appointments into CRM.



Lily
Speed to Lead

She engages new leads instantly, qualifies intent via text, and routes hot prospects automatically into your CRM system in real time.

The smartest hire you'll ever make.



RAPID > FIT

by NEXT > LEVEL

WE SMASHED THE OLD SCHOOL UPFITTER MODEL AND CHANGED THE GAME.



CHECK OUT THIS SHORT VIDEO AND SEE HOW WE DID IT.



[CLICK HERE](#)



PROUD
PARTNER



AGA Tools
& PRODUCTS

GROOVE Spec

MOBILE TIRE DIAGNOSTICS AND QUOTING BY TRAXTION

All-In-One Smart Scanner with Built-In Smartphone



Perfect for In-Bay Inspections

- a Sell More Tires & Alignments
- a Earn Customer Trust
- a Save Technician Time
- a Fast ROI
- a Plug & Play Integration

Digital “Trust Builder” at the Point of Service



TraXtion Tire Health Report



Instant Tire Quotes = Instant Confidence



844-276-3024



sales@traXtion.com



traXtion.com



MORE

DUMBEST IDEAS EVERRRR

RENT THE RUNWAY 2009



INITIAL PUBLIC RESPONSE

"SO let me get this straight: regular folk wanting to look like movie stars, shell out what equates to a small car payment each month for the "privilege" of sporting someone else's used, fancy duds. HMMM, sounds just plain sad."

SINCE THEN

RTR is a prominent online fashion service that allows users to rent or purchase designer clothing, accessories, and formal wear. Founded in 2009, it provides access to thousands of luxury brands at a fraction of retail prices, including cleaning and shipping services. In Q4 2025, RTR posted \$87+ million in sales with nearly 150,000 monthly subscribers. I still say -

"Send this Clotheshorse to the GLUE FACTORY!"

MOBILE SERVICE



INITIAL PUBLIC RESPONSE

"Dumbest idea ever. I can't make any money in my shop on oil changes and recalls as it is. Why would I spend \$150K on a van to change oil in my customer's driveway? There is NO way this can make money, none of my customers are asking for it, and what about oil spills?"

SINCE THEN

Dealers are realizing a substantial increase in parts and labor sales, capacity, throughput, CSI, commercial fleet business, recall penetration and maintenance retention. Additionally, they have slashed loaner expenses and shop carryovers. For the most advanced Dealers, Mobile Service repair orders account for as much as 30% of their total RO count. The sky is the limit!

**YOUR NEXT DUMB IDEA IS AT
WWW.MOBILENEXTLEVEL.COM**

"Every brilliant idea was once a dumb idea." - js



ANOTHER SHOUT OUT!

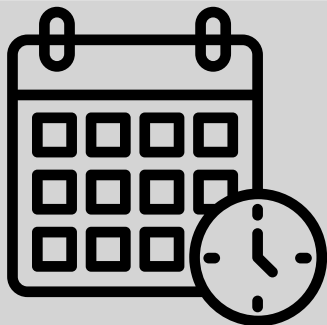


**William H. Macy
Shameless**



ADVANCED MOBILE SERVICE PROGRAM STRATEGIES

FULL-STACK MOBILE SERVICE SOLUTIONS



SCHEDULING SOFTWARE

Simplify remote operations with our proprietary software, **GEO>TECH**. Our dynamic, intuitive platform clusters technician appointments in geographic zones saving you time and money.



MOBILE SERVICE COACHING

We coach and train Mobile Service Coordinators, Technicians, and Leadership on how to launch and sustain a Mobile Service program. We share best practices established by the most successful Dealers and offer continuing post-launch support.



MOBILE UNIT UPFITTING

We are a boutique van Upfitter. We **only** build Mobile Service units and **only** for Dealers **ONE** unit at a time. We're the **only** Upfitter in the USA building Mobile units **onsite** at the Dealership.

Click each icon for more info!

LET'S TAKE YOUR BUSINESS

NEXT > LEVEL[®]



EMPOWERING DEALERS. MOBILIZING SERVICE.



LET'S GO NEXT LEVEL.