

NADA

WORLD OF CHANGE

VIRTUAL
EVENTS

LEADERSHIP



PANDEMIC



2021

DIVERSITY



FEBRUARY 2021

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FEBRUARY 2021 | NADA Show Magazine



GOING VIRTUAL
NADA SHOW 2021

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WALSER'S VISION

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2021 NADA
Chairman
Paul Walser



PANDEMIC
NADA ASSISTS DEALERS



PHILANTHROPY
COMMUNITY SUPPORT



DIVERSITY
BUSINESS IMPERATIVE

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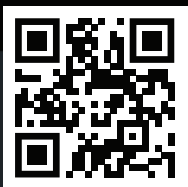
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Digital Contents

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Along with *NADA Show Magazine*, NADA offers timely coverage on its digital platforms all year long.



OUTREACH NADA Social Media

Connect with NADA on Facebook, Instagram, LinkedIn, Twitter and YouTube.



RESOURCES nada.org

Complete resource for NADA programs and initiatives, including event registration, webinars, legislative and regulatory updates, the popular *NADA Data* and *ATD Data* reports, and more.



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The NADA blog is available at blog.nada.org, with the latest NADA articles, videos, photos and more.

DAILY NEWS NADA Headlines and NADA Headlines PM

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GROW

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Market Strategy



Social and Reputation



Targeted Marketing



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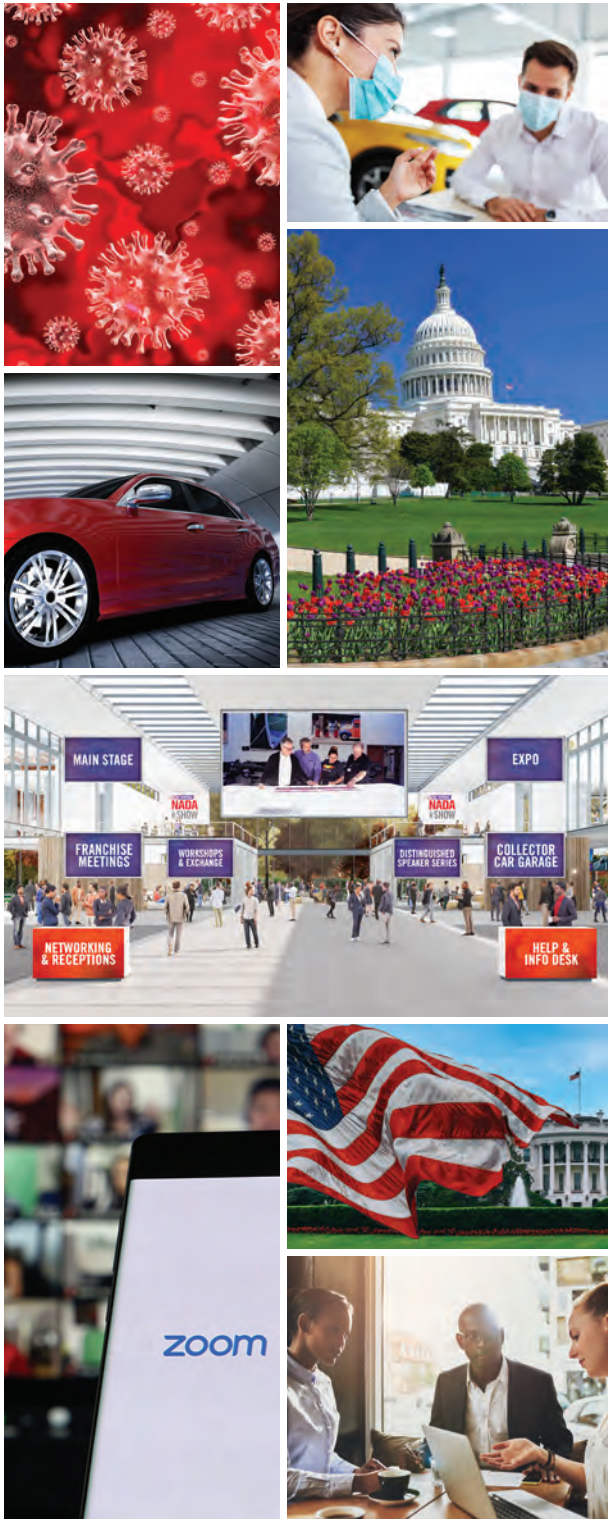
XstreamService

naked lime

Welcome

FEBRUARY 2021

NADA Show Magazine



A WORLD OF CHANGE

With the pandemic, ongoing calls for social justice and a change in the political landscape, it's been an extremely challenging time.

Yet dealers and NADA have constantly rallied, working hard to ensure dealerships, their employees and their customers stay informed and are able to navigate a world in flux.

NADA's advocacy team continues to work around the clock, submitting critical input on stimulus programs and federal guidelines. The vital NADA Coronavirus Hub—nada.org/coronavirus—provides the latest news and FAQs. And there are numerous NADA pandemic-related and other educational offerings, including a record 98 webinars recorded in 2020—more than 2017, 2018 and 2019 combined.

Last year, NADA increased the number of minority and women dealers on its board of directors and issued a strong statement that “racism and discrimination have no place in the car business, or in America.”

This year, with a new U.S. president and a change in Senate leadership, NADA has already reached out to the Biden administration and to incoming members of Congress.

Also this year, the association is presenting its first-ever virtual NADA Show. NADA made sure its customized, state-of-the-art online platform was more than just another Zoom call. From high-profile speakers to more than 60 workshops and hundreds of exhibitors, dealers will be treated to the kind of high-quality NADA Show they have come to expect.

While there are no easy fixes to the challenges facing our country, the industry continues to move forward—one step at a time. As the song says, the times they are a-changin'. So are NADA and its dealers.

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Mike Stanton

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2020

Year in Review

NADA annual highlights.

BY JOE PHILLIPS

1 JANUARY

- NADA issues analysis of 2019 auto sales.
- Throughout 2020, NADA monitors market trends via monthly *Market Beat* reports, quarterly economic analyses and quarterly *ATD Truck Beat*.
- New analytics platform—for NADA 20 Group dealers only—announced.

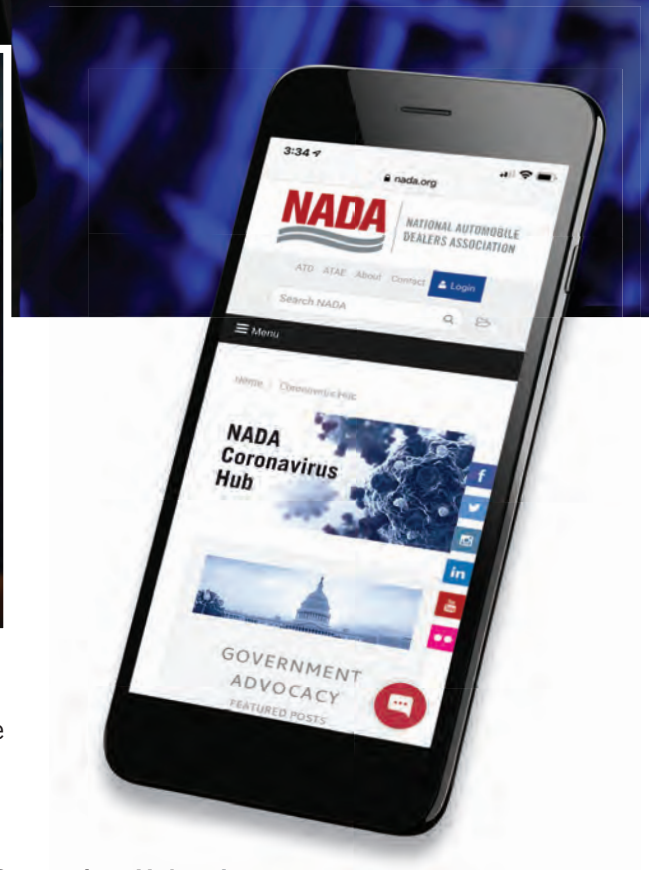
2 FEBRUARY

- NADA and ATD hold their Shows in Las Vegas. Ohio dealer Rhett Ricart becomes NADA chairman. Indiana dealer Steve Bassett becomes ATD chairman.
- NADA donates \$50,000 to benefit service members at Nellis Air Force Base near Las Vegas.
- At NADA Show, Women Driving Auto Retail hosts annual brunch and video contest.
- KAR Global auction at NADA Show raises over \$97,000 for NADA Foundation's Frank E. McCarthy Memorial Program to benefit Canine Companions for Independence.
- Assurant Inc. contributes \$25,000 to NADA Foundation's Workforce Initiative.
- At NADA Show and in *Automotive News* advertorial, NADA shares findings from *The Dealership of Tomorrow 2.0: America's Car Dealers Prepare for Change* by industry consultant Glenn Mercer.
- NADA expands diversity outreach by hiring first executive director of external affairs and public policy.
- Department of Defense grants NADA petition seeking withdrawal of 2017 interpretation of Military Lending Act that blocked military families from buying GAP waiver and other credit-protection products.



NADA Analytics. View how well your dealership is performing against your peers.

DISRUPTION



● **Addressing attendees.** NADA Chairman Rhett Ricart (top) and ATD Chairman Steve Bassett (above) at the NADA and ATD Shows in 2020.

● **Coronavirus Hub.** NADA launches nada.org/coronavirus.

February

March

Essential services. Department of Homeland Security announces auto sales facilities are essential businesses.



3 MARCH

- NADA launches Coronavirus Hub (nada.org/coronavirus) to house all pandemic-related information.
- NADA begins distributing *Daily Coronavirus Update* emails.
- NADA quickly ramps up media outreach and pandemic-relief coverage on all digital platforms.
- With community lockdowns, NADA and Alliance for Automotive Innovation urge White House to consider dealerships essential businesses.
- Department of Homeland Security announces auto repair facilities are essential businesses.
- NADA calls on White House and Congress to push economic stimulus package.
- Families First Coronavirus Response Act (FFCRA) enacted, with NADA-supported improvements to offset employer mandates.
- NADA activates grassroots efforts to urge passage of Coronavirus Aid, Relief, and Economic Security (CARES) Act, providing tax relief and establishing Paycheck Protection Program (PPP) as lifeline for dealerships. NADA issues ongoing guidance throughout year.
- NADA launches Dealership Lifeline Series of webinars (often drawing thousands of attendees).
- NADA Chairman Ricart outlines efforts to instill dealer interests in federal policy actions.
- ATD works closely with NADA on pandemic-related advocacy, education and communication.

- Final fuel economy rule reflects NADA input on affordability, other consumer issues.
- NADA alerts dealers to robocalls that “spoof” the number from which a call appears to originate.
- NADA conducts semiannual Dealer Attitude Survey.
- NADA cancels annual NADA/J.D. Power Automotive Forum in New York City because of pandemic.

4 APRIL

- Federal Reserve Board adopts NADA-recommended change to CARES Act’s Main Street Lending Program.
- IRS grants NADA request for clarification of eligibility for employee retention tax credit under CARES Act.
- Congress extends NADA-backed small-business support programs, replenishing funds for Paycheck Protection Program (PPP) and Economic Injury Disaster Loans.
- NADA Chairman Ricart promotes NADA Coronavirus Hub, Lifeline Webinar Series and Capitol Hill advocacy.
- Department of Homeland Security announces auto sales facilities are essential businesses.
- NADA releases guide on *Safely Operating Your Dealership During a Pandemic*.
- NADA hosts first-ever virtual town hall for dealers.
- NADA alerts dealers to increasing number of coronavirus-related cyber scams.

March

April

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TO GET YOUR FREE LOT ANALYSIS.**



- NADA supports lawsuit by New Jersey dealer association against Mazda for violating state's Franchise Practices Act, resulting in favorable decision.
- NADA publishes annual *NADA Data* and *ATD Data*.
- ATD and 116 other industry stakeholders call for suspension of federal excise tax (FET) on heavy-duty trucks and trailers.



- NADA, NAMAD offer improvements to federal consumer finance law.
- NADA leads six other automotive trade associations in letter to federal government about potential used-vehicle tariffs under USMCA.
- ATD and its Modernize the Truck Fleet Coalition launch first-ever "Suspend the FET" week.
- ATD announces its annual Show will now be held every two years.

5 MAY

- NADA hosts second virtual town hall for dealers on latest COVID-19 updates.
- In video message to dealers, employees and customers, NADA Chairman Ricart notes dealerships are safely reopening to help restart economy.
- NADA President and CEO Peter Welch announces retirement at end of 2020.
- After FTC brings anti-discrimination action against a franchised dealer, NADA emphasizes its *Fair Credit Compliance Policy and Program*, developed with National Association of Minority Auto Dealers (NAMAD) and American International Automobile Dealers Association (AIADA).
- In response to comments filed by NADA in 2019, Department of Labor issues rule on fluctuating-workweek method of computing overtime.

6 JUNE

- NADA President and CEO Welch issues message promoting diversity and inclusion while condemning racism and discrimination.
- Academy and other NADA education programs go virtual during pandemic.
- NADA Chairman Ricart highlights greater dialogue between automakers and dealers during pandemic.
- NADA issues guidance on newly enacted PPP modifications important to dealers.
- NADA releases guide on *Reopening Your Dealership During a Pandemic*.



7 JULY

- Bureau of Labor Statistics reports dealership job numbers up from April lows.
- NADA *Automotive News* advertorial celebrates bipartisan effort on CARES Act and PPP.
- NADA updates dealers on FCC peer-to-peer texting platforms ruling.
- In Arizona ruling, an NADA-backed effort enhances dealers' ability to protect customer data.
- FTC online workshop on proposed changes to Safeguards Rule includes panel on NADA cost study.
- ATD coordinates over 60 virtual truck dealer meetings with members of Congress, generating new support for FET suspension to protect jobs and speed economic recovery.
- Rep. Chris Pappas (D-N.H.) sends letter on behalf of 54 House Democrats calling on Congress to suspend the FET.

May

June

July

Consumers Drive Change in Retailing. Always Have, Always Will!

Consumers want ease of shopping, transparency – and immediacy. They want **an exact, consistent – and transaction-able payment quoted**, irrespective of where they shop.

Can you accommodate them?! If your answer is no, we can help!

Market Scan has led the automotive industry with the most advanced software, technology and business intelligence - **enterprise solutions** - since 1988.

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Lenders



Tech
Companies



OEMs



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General Motors, Dealer Inspire, FrikinTech, MotoInsight and Roadster.

We can help **YOU** too! Let us show you how our data and calculation technology solutions can help empower you and advance your digital retailing presence.





NADA Foundation. Supports dealership employees affected by natural disasters in August and September.

8 AUGUST

- NADA continually updates FAQs on PPP loan forgiveness, tax treatment, other guidance.
- NADA Foundation supports dealership employees after wildfires in Oregon.
- NADA promotes Northwood University donation page after devastating floods decimate campus.
- ABA promotes adoption of NADA fair credit program.
- NADA files additional comments on FTC's proposed amendments to safeguards rule.
- NADA reports on Treasury Department guidance for payroll tax holiday.
- NADA spotlights OSHA "Safe + Sound Week," a time for dealerships to review pandemic-related operating procedures.
- NADA highlights NHTSA SaferCar app, which delivers safety info to the public.
- NADA launches online portal for In-Dealership Consulting.
- NADA reports on Department of Labor opinion saying OEM incentive payments to dealership employees count toward minimum wage.

• **2020 Washington Conference.** Held virtually for the first time.

9 SEPTEMBER

- More than 560 dealers and association executives attend NADA's annual, first-time-virtual Washington Conference to hear from White House economic adviser Larry Kudlow, Sen. Marco Rubio (R-Fla.), Rep. Tom Suozzi (D-N.Y.), and journalists Charlie Cook and Amy Walter.
- NADA Chairman Ricart encourages dealers to engage in virtual meetings with their elected officials.
- NADA reports on new guidance on FFCRA, PPP loan forgiveness.
- NADA responds to California ZEV announcement to ban sale of gasoline-powered vehicles in 2035.
- NADA *Automotive News* advertorial reaffirms strength of personal vehicle ownership.
- Immediately after catastrophic windstorm and hurricanes in August and September, NADA Foundation donates over \$400,000 to dealership employees and their families.
- After years-long effort working with NADA, Treasury Department announces final regulations on floor plan financing and bonus depreciation.
- NADA conducts semiannual Dealer Attitude Survey and virtual follow-up discussions with automakers.
- Oscar Horton, ATD Truck Dealer of the Year, offers virtual lecture to Indiana University business students.

2021 NADA SHOW VIRTUAL

August

September

October



Key messaging. NADA Chairman Rhett Ricart outlines priorities for dealers and OEMs impacted by COVID-19.

10 OCTOBER

- NADA announces NADA Show 2021 will be held virtually.
- NADA names Mike Stanton next president and CEO.
- NADA Chairman Ricart emphasizes working with OEMs to ensure customer satisfaction stays at record levels.
- ATD conducts annual Dealer Attitude Survey and virtual follow-up discussions with truck makers.

11 NOVEMBER

- In a virtual speech to Automotive Press Association in Detroit, NADA Chairman Ricart outlines COVID-19-impacted dealer and OEM priorities.
- NADA petitions Treasury Department for LIFO relief.
- NADA releases guides on diversity as a business imperative and on consumer leasing requirements.



- NADA Academy Experience contest relaunched, showcasing graduates' lives and legacies.
- Haig Partners contributes \$10,000 to NADA Foundation's Workforce Initiative.
- NADA urges SBA to review and streamline questionnaire for large borrowers.
- NADA notes NHTSA odometer disclosure rule revisions take effect January 1, 2021.

- NADA produces a record 98 webinars in 2020, more than 2017-2020 combined.
- NADA PAC has record fundraising year, raising \$2.5 million-plus in annual dealer contributions.
- NADA President and CEO Welch retires after leading association since 2013.
- NADA ends 2020 with nearly 16,200 members—19th consecutive year with some 90% membership penetration.

12 DECEMBER

- Congress enacts economic stimulus legislation, including NADA priorities such as full PPP loan expense deductibility and additional small-business tax relief.
- NADA *Automotive News* advertorial notes how COVID-19 has highlighted importance of convenience, flexibility, transparency and fairness in vehicle sales.
- Despite pandemic, NADA forecasts more than 14 million new-vehicle sales.

JANUARY-FEBRUARY 2021

- NADA begins outreach to new Congress and President Joe Biden's administration.
- CFPB task force promotes NADA Fair Credit Compliance Program.
- NADA issues analysis of 2020 auto sales.
- First-ever virtual NADA Show, February 9-11.

November

December

2021





NADA Show 2021 Goes Virtual

What's new for attendees? Everything!

BY SHERYLL POE

Ever since the first NADA Show at the iconic Roosevelt Hotel in New Orleans in 1936, NADA has provided attendees with dynamic venues to connect, learn and build their businesses.

Now, with the first-ever virtual NADA Show, thousands of dealers, dealership managers, exhibitors and OEMs will connect from the comfort of their homes or dealerships.

“Our top priority at NADA Show is the safety of our attendees and staff,” says NADA Chairman Rhett Ricart. “While we wish we could have met in person this year, we are eager to bring this event safely into homes and dealerships across the country.”

NADA's new, state-of-the-art digital platform allows attendees to access live sessions, view previous content on-demand and continue to access workshops, exhibitors and other material long after the Show ends. The expo has been reconfigured to offer a dynamic and engaging experience for both attendees and exhibitors.

Starting February 4, attendees can peruse the site, create their schedules and connect early with exhibitors.

From learning and shopping to networking and socializing, this NADA Show promises to offer all the excitement that dealers have come to expect from the Auto Industry Event of the Year.

THE MAIN LOBBY

7

2021 **NADA** SHOW VIRTUAL

SESSIONS ▾ NETWORKING ▾ EXPO ▾ SOCIAL MEDIA & GAMES ▾ HELP & INFO DESK ▾

Full Schedule
Main Stage Events
NADA Live Stage
Franchise Meetings
Workshops & Exchange
Distinguished Speaker Series
Product Demos
Speaker List



1

MAIN STAGE

Hosted by NADA Chairman Rhett Ricart, with live, 30-minute programs each day.

- TIME Dealer of the Year award
- Renowned journalist Bob Woodward discussing today's political climate
- Ford CEO Jim Farley on the current state of auto retailing
- Passing of the gavel to incoming NADA Chairman Paul Walser

2

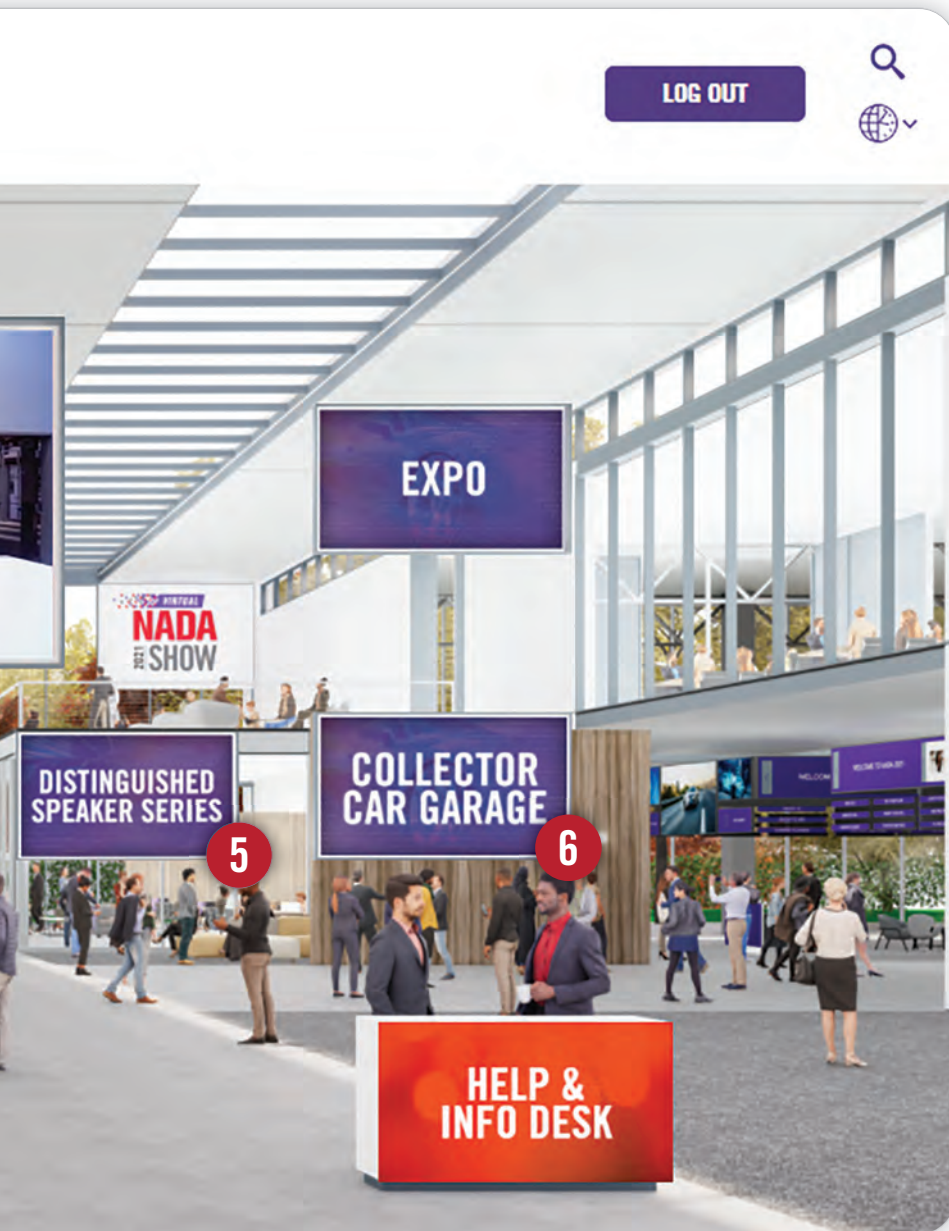
FRANCHISE MEETINGS

Franchise meetings with top OEM executives. Each meeting will be live (not available on demand). With real-time Q&A, these “gated” meetings are available only to dealers and managers (who receive confirmations with access codes to enter).

3

LIVE STAGE

Fresh content every hour in the Main Lobby from hosts Maggie Clark and Madison Alexander, who will present the latest industry news, VIP interviews and key panelists. (Available on-demand after each program.)



7

SOCIAL MEDIA & GAMES

Social channels are updated with NADA blog posts and other info through the day. The Prize Zone interactive game allows attendees to earn points by visiting expo booths, interacting with exhibitor pages, and attending workshops and other events.

6

COLLECTOR CAR GARAGE CONTEST

First-ever Collector Car Garage contest, where dealers can share a 60-second video of their favorite collector car. The winner will receive a donation from NADA in her or his name in the amount of \$5,000 to the winner's charity of choice.

5

DISTINGUISHED SPEAKERS SERIES

Industry experts present dynamic sessions that go beyond the traditional workshop. Topics include leadership, dealership culture, team building and personal success. (Available on-demand.)

4

WORKSHOPS

More than 60 workshops based on workshop tracks: Fixed Ops, Human Capital, Leadership, Legal/Regulatory, Marketing, Variable Ops and Digital Super Track. Sessions include an exclusive Q&A, chat stream and presentation downloads. (Available on-demand after each session.)

THE EXCHANGE

Five different topics daily, hosted by NADA staff facilitators. Attendees participate in peer-to-peer brainstorming and problem-solving on key industry topics, such as attracting and hiring technicians, reducing expenses and more.

SUPER SESSION

"Diversity in Auto Retail" panel discussion with diverse group of next-gen auto professionals on how to grow and diversify the industry.

NETWORKING & RECEPTIONS LOBBY

RECEPTIONS & HAPPY HOURS

Plenty of chances to meet and network with other attendees. Includes Welcome Reception, Women Driving Auto Retail Happy Hour, Academy reception, NextGen reception, closing-night celebration and more.

NADA PAC & INTERNATIONAL VISITORS LOUNGE

Connect with fellow NADA PAC attendees and international attendees.

GROUP CHAT ON INDUSTRY TOPICS

Attendees gather to discuss latest industry issues.

NETWORK NOW

Connect directly with other attendees and exhibitors one on one via chat meetings or video conferences.



TIPS AND TRICKS

Daily Welcome

Immediately after signing in, attendees view a quick video from NADA Chairman Rhett Ricart outlining day's events.

Easy Navigation

Attendees either click on image icons or use pull-down navigation bar at top of page.

Full Schedule

Sort by day, track, session type, on-demand or generic search field. Attendees can create a personalized schedule, which downloads session start times into their Outlook calendar.



NADA EXPO LOBBY

NADA EXPO

Includes all exhibitors and sponsors, with hundreds of companies offering thousands of dealership products and services. Attendees visit an exhibitor's booth to drop off a virtual business card, schedule "face-to-face" time, view information on products and services, stop by a virtual meeting room or participate in a chat. Attendees receive Show specials—offering significant cost savings—by visiting a booth.

NADA PAVILION

Quick, easy access to NADA products and services, including downloads of *Driven* guides, *Regulatory Maze* and other topical material.

PRODUCT DEMOS

Exhibitors offer dynamic product demos that can be found in the expo hall.

NADA/ADESA CHARITY AUCTION

Annual NADA/Adesa Charity Auction for NADA Foundation program to benefit Canine Companions for Independence (February 10, 3pm).

Translation Services

Main Stage sessions and select workshops available in Spanish and Portuguese. Select workshops available in Mandarin Chinese. Main Stage sessions and all workshops captioned in English.

Help & Info Desk

Located on the home page and in the pull-down navigation. Includes FAQs, tutorials and guides. Attendees can connect directly with a concierge for help.

Available Until April 11

The NADA Show site, including all on-demand content, is available until April 11. Attendees also can shop for expo products and services all year long.



NOMINEES FOR THE 2021 *TIME* DEALER OF THE YEAR AWARD

Christine Alicandro Karnolt
Marty's GMC/Buick
Kingston, Mass.

Dan Banister
Banister Nissan of Chesapeake
Chesapeake, Va.

John Barker
Two Rivers Ford
Mt. Juliet, Tenn.

Larry Battison
Battison Honda
Oklahoma City, Okla.

Chuck Bierbach
Elko Motor Co.
Elko, Nev.

Mark Boniol
Mark Dodge
Lake Charles, La.

Sam Burns
Burns Chevrolet Gaffney
Gaffney, S.C.

Jack Caldwell
Caldwell Toyota
Conway, Ark.

Scott Cargill
White's Frontier Motors
Gillette, Wyo.

Jonathan Chariff
South Motors Automotive Group
Palmetto Bay, Fla.

David Conant
Norm Reeves Honda Superstore
West Covina, Calif.

Dominic Conicelli
Conicelli Autoplex
Conshohocken, Pa.

Timothy Crenwelge
Crenwelge Motors
Kerrville, Texas

Jamie Darvish
DARCARS Automotive Group
Silver Spring, Md.

Don Davidson
Sears Imported Autos
Minnetonka, Minn.

Christina Dawkins
Co's BMW Center
Loveland, Colo.

Richard DeSilva Jr.
Liberty Subaru
Emerson, N.J.

Jim Fisher Jr.
Jim Fisher Volvo Cars Portland
Portland, Ore.

Omnia Fowler
Modern Automotive Group
Boone, N.C.

Kathleen Gaddie
Ryan Family Dealerships
Minot, N.D.

Steve Gates
Toyota South
Richmond, Ky.

Chris Hemmersmeier
Jerry Seiner Chevrolet
Salt Lake City, Utah

Todd Hill
Tri-State Ford/Lincoln
Maryville, Mo.

Michael Keppel
Acura of Maui
Kahului, Hawaii

Michael Kopp
North Country Ford
Lancaster, N.H.

Harry Larson
Larson Motors Inc.
Nebraska City, Neb.

Marv McCord
McCord's Vancouver Toyota
Vancouver, Wash.

Mike Molstead
Mike Molstead Motors Inc.
Charles City, Iowa



2020 Winner. Louisiana dealer Susan Moffitt accepting the TIME Dealer of the Year Award in Las Vegas.

TIME Dealer OF THE Year

ANNUAL AWARD OF EXCELLENCE.

BY PETER CRAIG

It's that time of year again, as NADA prepares to celebrate the best of the best among new-car dealers: the winner of the 52nd Annual TIME Dealer of the Year Award, sponsored by Ally. This year, the audience will be online instead of on-site, but when the winning dealer's name is announced, it will be just as impressive.

A panel at the University of Michigan's Tauber Institute of Global Operations first picks finalists from among the 40 extremely talented nominees, then winnows them down to a single honoree. As part of the process, the panel considers such factors as new- and used-vehicle sales success, service performance, market share, customer satisfaction, staff training, ethics, physical plant and facilities, and participation in dealer associations. Another important measure: service to the community, which in this pandemic year has included food drives and hospital fundraising.

Every year, the winner of the award represents all the great dealers who serve their customers and local communities, in both good times and bad. As dealer Kitty Van Bortel, a past winner of the award, puts it, "I get excited about what cars can do for people. Cars affect our lives in so many ways—and no family can function without a dependable car." ❖

Thad Naquin

Tom Naquin Chevrolet/Nissan/Cadillac
Elkhart, Ind.

Lane Nichols Sr.

Gene's Chrysler/Dodge/Jeep/Ram
Fairbanks, Alaska

Don Patnoe

Liberty Chrysler/Jeep/Fiat
Rapid City, S.D.

Jose Pozos

Wichita Falls Ford
Wichita Falls, Texas

Pat Preston

Preston Superstore
Burton, Ohio

Tim Redding

Swainsboro Ford/Lincoln
Swainsboro, Ga.

Jim Stanger

Helena Motors
Helena, Mont.

Mike Sullivan

Lexus Santa Monica
Santa Monica, Calif.

Juliana Terian

Rallye Motors
Roslyn, N.Y.

James Toothman III

Toothman Ford
Grafton, W.Va.

Michael Van Veckhoven

New South Ford
Meridian, Miss.

Jeff Williams

Williams Autoworld
Lansing, Mich.



COVID-19



PANDEMIC

Game Changer for Dealers and Customers

NADA initiatives help dealers—
and customers—survive and thrive.

BY SHERYLL POE

Because of the devastating effects of the COVID-19 pandemic, 2020 was a year of enormous change for the nation's car dealers, their customers and their employees. But dealerships adapted to revised local health guidelines, adjusted to roller coaster markets for new and used cars, and digitized operations to meet buyer needs and maintain customer satisfaction.



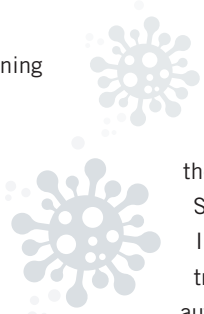
From face masks and hand sanitizers to safer procedures for vehicle prep, dealerships revamped their sales and service operations.

But dealers didn't navigate all this uncertainty alone. At the very beginning of the pandemic NADA sprang into action, quickly putting into place numerous advocacy, education and communications initiatives to ensure dealers could operate their stores as safely and effectively as possible.

ADVOCATING FOR DEALERS

Last spring, NADA coordinated with other auto trade groups to ask the White House to designate dealerships as essential businesses that could operate during the pandemic. Soon after, the Department of Homeland Security declared auto services to be essential.

NADA also began calling on Congress to pass an economic stimulus package to address the impact of the escalating health crisis. Thanks in part to those efforts, the Coronavirus Aid, Relief, and Economic Security (CARES) Act was signed into law. It included the Paycheck Protection Program (PPP), which authorized \$659 billion for an emergency loan program for smaller businesses, including dealerships, to pay up to eight weeks of payroll costs, including benefits, and certain other expenses.



During this time, NADA remained in constant contact with automakers, especially when it came time to conduct the semiannual Dealer Attitude Survey. Members of NADA's Industry Relations team—who traditionally meet with each automaker's top executives in person—instead conducted dozens of virtual meetings. The platform allowed for greater attendance of automaker personnel, which meant that survey results were relayed more quickly through the ranks. In addition, the survey was reconfigured to specifically address COVID-19 concerns, which helped dealers communicate pandemic-related issues or questions directly to their automakers.

NADA and ATD continued their advocacy efforts throughout the summer and fall, even in the face of stay-at-home orders and social-distancing requirements. ATD held its first virtual event—"Suspend the FET"—in June. The full week of events took place to promote the suspension of the 12% federal excise tax on heavy-duty trucks and trailers through 2021.

Then, in September, the NADA Washington Conference went virtual for

the first time. The event featured the usual jam-packed conference schedule, with high-profile speakers, legislative and regulatory updates, and virtual meetings with members of Congress.

FULL COMMUNICATIONS

NADA quickly stepped up its efforts to keep dealers up to speed on all pandemic-related information with rapid-fire communications. These included dozens of press releases and interviews with the media, constant blog posts, Chairman's Columns, 60-Second Emails and *Automotive News* advertorials. Much of last year, NADA sent near-daily coronavirus email updates to keep dealers informed on the latest news and legislative actions.

Most important was the NADA Coronavirus Hub, divided into major sections for easy reference: government advocacy, regulatory compliance, business operations, Lifeline webinars, external resources and latest news. The hub includes complete details on PPP financial relief, federal medical/safety guidelines, updated FAQs, archived webinars and more.

Finally, NADA Chairman Rhett Ricart held two virtual, all-dealer town halls to



provide insights into the state of the auto retail environment and to review NADA tools and resources available for dealers to navigate business operations and regulations during the pandemic.

KEY EDUCATION UPDATES

In addition to the Coronavirus Hub, NADA quickly produced new, comprehensive *Driven* management guides to help dealers safely operate their stores. *A Dealer Guide to Safely Operating Your Dealership During a Pandemic* and *Reopening Your Dealership During a Pandemic* aim to assist dealers in maintaining their essential operations while minimizing unnecessary risks and keeping employees and customers safe from illness.

NADA's webinar programs ramped up significantly in 2020 to address in real time the specific challenges facing dealers. The Dealership Lifeline Webinar Series, an initiative to help local dealerships navigate business and regulations in the coronavirus environment, included in-depth discussions with NADA subject matter experts on issues such as compliance guidance surrounding the PPP and the CARES Act, the federal tax implications of COVID-19, and managing

cash flow. Each of these webinars was recorded and made available on demand for NADA members.

NADA also shifted to virtual learning platforms for many of its educational programs, including the Academy, the NADA Professional Series and 20 Group, where dealers and consultants shared valuable tips and timely information with one another. While some 20 Group dealers began meeting in person again starting in September, others opted to continue the virtual meetings.

The virtual NADA Show 2021 will feature NADA Academy instructors, legislative and regulatory experts, and

other top industry professionals with a full program of class-leading education. But it will also include best practices and new tools to adapt to a changing business landscape. Among the workshops will be *Ready or Not: The Realities of Hiring Post-COVID*, *What We Learned About Technician Proficiency From COVID*, *COVID's Effect on Franchise Value and the Buy/Sell Market*, *Position Your Dealership for the Next Pandemic* and *Building a Brand to Withstand Pandemics, Downturns and More*. ❖

(For more information, go to nada.org/coronavirus.)

OPERATING YOUR DEALERSHIP DURING A PANDEMIC

Dealers had to completely change their business models last year—everything from wearing masks and eliminating handshakes to digitizing showrooms. With vehicle sales and services deemed essential operations early on, dealerships had to revamp their cleaning and sanitizing practices for vehicles and showrooms to make them safer for employees and customers. NADA quickly developed a helpful *Driven* management guide—*Reopening Your Dealership During a Pandemic*—to help dealers understand best practices for social distancing, disinfecting and sanitizing, health screening, and other protocols.

Many dealerships now offer contactless service, picking up and dropping off customers' vehicles for service or repairs. Others began offering fully online sales, including remote test drives, online document signing and final vehicle delivery.

The positive response from customers has been overwhelming. In a recent NADA Dealer Attitude Survey of 11,000 dealers, 82% said the digital sales process is here to stay, while 73% said home test drives and/or home delivery of new vehicles will continue to be part of their business.

Customers also seem to have embraced these new methods, with car sales gradually ticking up by the end of last year. Despite the significant pandemic-related challenges, approximately 14.4 million new vehicles were sold in 2020.

Another plus: When it comes to finding a safe mode of transportation, personal vehicles seem to be beating public transportation and ridesharing services, even as many customers continue working from home.

Looking at the pandemic almost a year after it started, it's clear that dealers and NADA have been resilient—adapting at lightning speed to unpredictable, even volatile business conditions. As for customers, they seem more supportive and satisfied than ever. ❖





Providing assistance. During the pandemic dealerships have been offering help like free food deliveries, servicing first responders' vehicles and supporting local institutions.



Dealership Philanthropy in Overdrive

Dealers support their communities during COVID-19.

BY SHERYLL POE

Throughout the pandemic, dealers across the country have stepped up their community support, especially their philanthropy. Dealers' generous giving has ranged from charitable grants and medical supply donations to complimentary auto maintenance for first responders. "It's times like these that remind us what really matters most: our families at home, the people we see every day at work, our neighbors and our communities," says NADA Chairman Rhett Ricart. "They are our greatest asset."



Helping hands. Dealers have provided free oil changes and car washes to health care workers (far left) as well as lunches for local schools (left).

FRONTLINE WORKERS FIRST

Dealers have looked for ways to pay back essential workers and first responders.

- Four Star Freightliner, based in Alabama, Florida and Georgia, began offering **truck sanitization** to repair customers at no charge and then extended the service to first responders' ambulances and firetrucks.
- Bowman Chevrolet, Clarkston, Mich., partnered with Legacy Service Solutions to provide free mobile **vehicle sterilization and antimicrobial coating** for the personal vehicles of all first responders and health care employees.
- Phil Long Dealerships, Colorado Springs, Colo., began offering essential workers a free **oil change and safety inspection**. Within a month, the company's 15 maintenance locations had serviced over 3,600 vehicles for local heroes.
- Hodges Mazda, Jacksonville, Fla., offered a free **oil change and car wash** to health care workers. "Health care providers are working double shifts," Hodges Mazda CEO David Hodges told his local news affiliate. "We wanted to say thank you."

PROVIDING MASKS, PPE

At various times during the pandemic, vital personal protective equipment (PPE) has been in short supply.

- The Greater New York Automobile Dealers Association has distributed **650,000 face masks and 20,000 face shields** to community groups in need. Sawyer Chevrolet, Catskill, N.Y., held a drive-through event that resulted in more than **15,000 masks** being donated to the community, while Tom Tepe Automotive, Aurora, Ind., donated

\$6,600 to purchase **10,000 masks** for the area.

- At Legacy Toyota of Tallahassee, Fla., **employees sewed face masks at the dealership** during business hours. "We were not as busy as we've been in the past and we've got resources, we've got a facility. What can we do to help this community out?" Legacy Vice President Peter Boulware told the *Tallahassee Democrat* newspaper.
- The Jim Ellis Automotive Group, Atlanta, led a group-wide Labor Day sales event, with a portion of vehicle-sales proceeds going toward "Atlanta Beats COVID," which provides **PPE to teachers and special-needs students**. The event raised \$35,000.

HELPING THOSE MOST AT RISK

Many of the most vulnerable members of the community have found themselves without help, even in everyday tasks.

- Giles Automotive of Louisiana began running **essential errands for senior citizens**, including grocery shopping, picking up prescriptions and dropping off cars for service. Giles Volvo offered the same service in El Paso, Texas. "Our idea is to be a courier service for those people so that they don't have to get out of their house," Bob Giles told local TV station KLFY.
- Koons of Silver Spring (Md.) offered to **pay two months' rent, lease or mortgage payments** up to \$1,500 a month for customers who purchased a new Ford, Lincoln or Mazda.
- In Georgia, Murphy Auto Group **paid off \$1.5 million in medical debt** for more than 500 families through a partnership with RIP Medical Debt Relief, a nonprofit based in New York.

- Many dealerships have helped students and teachers get through the challenges of virtual learning. The Schaller Auto Group, New Britain, Conn., deployed dozens of employees and **vehicles equipped with Wi-Fi hotspots**. The goal: provide digital access to students who lacked an internet connection so they could complete the school year.

FEEDING COMMUNITIES

During the pandemic, many people have lost their jobs and had to turn to local food banks.

- Murphy Auto Group, located in Florida, Georgia and South Carolina, partnered with Feeding Tampa Bay and Golden Harvest Food Bank in Augusta, Ga., to **donate and distribute 11,000 meals** to families in need.
- The Premier Automotive Group, New Orleans, operates a **soup kitchen and the Food Pantry of New Orleans** through its Giving Hope nonprofit. But the demand was so high last year that long lines formed around the block to drive through an old **dealership-turned-food distribution center**.
- Last year, Advantage Truck Group, with locations in Massachusetts, New Hampshire and Vermont, partnered with Food for Frontliners to **donate food and gift cards** from local restaurants to food pantries, health care facilities and first responders. Two months ago, the company doubled its commitment to help fight hunger through its annual Haulin' 4 Hunger program, providing 6,000 meals to support 12 food pantry organizations. ❖

(For more on dealership philanthropy, go to nada.org.)

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Employee Diversity Is Key

Inclusiveness is a dealership business imperative.

BY SHERYLL POE

While the pandemic has changed the ways we live and work, the racial and social justice movement this past summer has caused many Americans to reexamine the practices and structures that have unfairly disadvantaged minorities. “The reality is that racism and injustice are real, they are pervasive, and we absolutely must do more to root them out,” wrote former NADA President and CEO Peter Welch in an NADA blog post last year. “Racism and discrimination have no place in the car business, or America.” In fact, at a time when the country’s demographics and attitudes are rapidly changing, diversity and inclusion are more important to the auto industry than ever.



DEMOGRAPHIC DESTINY

By 2042, the U.S. population will become majority-minority, with African Americans, Asians, Hispanics and Native Americans together representing 51% or more of the population, according to the Census Bureau. And by 2032 nonwhites will likely make up the majority of the workforce—ages 18 to 64.

Currently, only 6% of the some 16,500 U.S. dealerships are minority-owned and just 265—or 1.5% of the dealer count—are owned by African Americans.

With demographics already transforming the face of America, the auto industry and NADA are exploring how best to promote minority and women dealers and dealership managers to



encourage diversity throughout the franchise system.

The business case for diversity in the retail auto industry is strong, says NADA

President and CEO Mike Stanton. With 30% of new-vehicle transactions made by multicultural consumers, it's in a dealership's best interest to adopt strong diversity practices. After all, "dealerships need to reflect the communities they work in and the customers that they are serving," says Stanton.

It's a business lesson Courtesy Chevrolet knows well. "We always try to cater to everybody, but we do focus a lot on our Hispanic customers," says Maribel Neri, who oversees the dealership's internet sales. Located in the heart

of Phoenix, the store taps into its large Hispanic population by advertising in Spanish as well as English, employing bilingual staff and having a mascot—a luchador, or masked wrestler—named Captain Courtesy. "We made this character to build connection with our Hispanic community," says Neri.

NADA'S EFFORTS

As a national trade association that represents every dealer, NADA is committed to helping all dealers succeed, including minority- and women-owned dealerships. In fact, it's one of NADA Chairman Paul Walser's top priorities in 2021.

"Being more inclusive is a real talking point for any industry today," Walser says. "If we can say, 'In retail automotive—women, African Americans, the Asian population, name any group—anyone can thrive and succeed,' that makes us great as an industry and more welcoming for everyone."

"Being more inclusive is a real talking point for any industry today."

—NADA Chairman Paul Walser



NADA has long been an active supporter and partner of the National Association of Minority Auto Dealer (NAMAD). NADA also provides dealerships with targeted diversity-education offerings through the NADA Academy, 20 Group, custom training workshops and various online courses. NADA's management guide *Diversity as a Business Imperative* was distributed to all members last year.

NADA has been empowering women in the auto industry since the 1940s, when dealerships replaced enlisted male mechanics with women. In the 1960s, NADA was involved in an Auto Industries Highway Safety Committee campaign—"Women's Crusade for Seat Belts"—distributing materials to women's clubs and encouraging seat belts to be installed at local dealerships.

In 2005 at the NADA Show, NADA hosted its first annual women dealers' event, which has grown into the NADA's Women Driving Auto Retail initiative and

features a virtual happy hour and video contest at this year's Show. This is the fourth year of the video contest, which celebrates women working in every area of the dealership.

Diversity and inclusion are also front and center at the NADA Show during the Super Session—"Diversity in Auto Retail"—which will focus this year on a group of diverse next-gen auto retailers discussing the latest industry topics.

NEW OPPORTUNITIES

For years, NADA leadership has looked inward at its own organizational structure to help improve diversity. In 1997, the association added four at-large members—two minorities and two women—to its board of directors. Former NAMAD President Desmond Roberts has held one of those at-large seats since 2011 and was recently NADA vice chairman for Region III.

This year, the NADA board expanded its number of at-large seats to six—three

held by women and three by minorities. The board also adopted a policy whereby at least one woman and one minority member must serve on the NADA executive committee.

As NADA Chairman Walser notes, "Diversity and inclusion strengthen the franchise system."

Walser appreciates how in the retail automotive industry, anyone can come in at the entry level, move their way up the ladder and work hard to have their own business. At the same time, there's the opportunity to work with knowledgeable mentors and develop important, long-lasting business partnerships. On top of all that, NADA is there to help with training and coaching.

"That's an exciting path for anybody," Walser says. "I want to focus on where and how I can help people with diverse backgrounds develop and succeed." ❖

(For more on diversity and inclusion in the auto industry, go to nada.org.)

"Dealerships need to reflect the communities they work in and the customers that they are serving."

—NADA President and CEO Mike Stanton





Inside Knowledge

Mike Stanton brings years of experience as a NADA staffer and executive to his new role as president and CEO.

BY SHERYLL POE

Michael J. Stanton has played many roles at NADA since joining the association in 2000, including national sales manager for the former *NADA Used Car Guide*, executive director of industry affairs and chief operating officer.

Last month, Stanton took on an even greater role at the organization: president and CEO.

“I am a huge believer in the franchise model and the benefits it brings to consumers,” says Stanton, who was selected as the new chief executive after an exhaustive five-month search. A relentless advocate for dealers over the years, Stanton has a straightforward approach: listen, learn and collaborate to come up with the best strategies, “with the goal of selling more cars and making people happy.”

One of Stanton’s goals is to ensure the NADA vision is “100% aligned with our chief stakeholders—franchised dealers and Automotive Trade Association Executives (ATAE).”

But first up, Stanton is committed to helping dealers continue to navigate the coronavirus pandemic and a quickly changing landscape for the auto industry.

“NADA has to support dealers every way we can, be it training and advocacy,” Stanton says. “As an

organization, you just have to rise to the

occasion, and part of that is having a foundation and history of trust with our dealer membership.”

A SMOOTH TRANSITION

Born in Newport, R.I., Stanton has spent most of his life in the Washington, D.C., area, where his father was CEO of the Association of Global Automakers.

Stanton majored in political science at James Madison University, then received his MBA from Virginia Tech. His first industry job was with Isuzu North America. As a district manager, he assisted 16 Pennsylvania dealers with their sales and service operations. “It was the only job I could find,” he

2000

YEAR STANTON
FIRST JOINED NADA
AS NATIONAL SALES
MANAGER FOR
NADA USED CAR
GUIDE



2018
 YEAR STANTON
 RETURNED TO NADA
 FROM J.D. POWER
 TO BECOME COO



Stanton believes in a strong emphasis on collaboration, team building and inclusion—at NADA and in the industry as a whole.

says. “I was on the Hill doing an unpaid internship, delivering pizzas, working as a bartender. Then I found the job at Isuzu and fell in love with the car business.”

After a decade working with Isuzu and then Nissan dealers, Stanton came to NADA. He was COO of the *NADA Used Car Guide* until 2015, when J.D. Power bought the *Guide*. Stanton became general manager of J.D. Power’s Vehicle


Valuation Practice, but then returned to NADA in 2018. Until last month, he was executive vice president and chief operating officer, overseeing strategy and operations, as well as new-business development.

As leader of NADA’s day-to-day operations, Stanton says he is ready to tackle a “long list of dealer priorities,” such as engaging with the new Biden

administration and new Congress, building mutually beneficial relationships with vehicle manufacturers, and promoting more diversity and inclusion into NADA and the industry overall. Stanton is already very proud of the team at NADA. But speaking as someone who always strives for peak performance, Stanton is quick to add, “We can always be better.” ♦



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Past NADA Staff Chiefs

Overseeing changes in the industry for more than 50 years.

BY SHERYLL POE

Each year, NADA chairmen set the tone, while dedicated staff chiefs keep the organization running on a day-to-day basis. The longest-serving staff chief was Frank E. McCarthy (33 years). Then came Phillip D. Brady (11 years) and, for the past eight years, Peter K. Welch.

Welch retired at the end of 2020, leaving an impressive legacy. His first order of business eight years ago was to “update and modernize” the association, which included selling the *NADA Used Car Guide* to J.D. Power and moving NADA into a new headquarters to help better serve dealer members.

Welch also had to jump headfirst into a five-year struggle with the Consumer Financial Protection Bureau (CFPB), which was working hard to eliminate dealers’ ability to offer consumers discounted auto loans. “From a policy

perspective, that battle was the toughest of my term,” Welch says. “I spent close to 40% of my waking days for a two-year period working on nothing but that issue.”

Last year, Welch helped guide the retail auto industry through the challenges of a pandemic. “It certainly wasn’t the way I thought I was going to end my career,” he says.

But NADA and dealers quickly adapted, as they always do. Here’s a look at the three NADA staff chiefs who have guided the association this past half century. ❖

NADA



★ **PETER K. WELCH** ★
SERVED: 2013-2020

- Engaged the CFPB for years after it pressured auto-finance sources in 2013 to change how they compensated dealers for arranging financing.
- Oversaw NADA 100th anniversary celebration in 2017.
- Moved NADA into new, state-of-the-art headquarters in 2018.
- Shepherded numerous operational changes to better position NADA's focus on its core mission: advocacy, education and communication.
- Marshalled NADA resources during COVID-19 pandemic in 2020 to help dealerships.



★ **PHILLIP D. BRADY** ★
SERVED: 2001-2012

- Helped establish Survivors Relief Fund—a scholarship and assistance program for families of 9/11 victims—with dealers from across the country contributing more than \$1.6 million.
- Oversaw last-minute rescheduling of 2002 NADA Show in New Orleans to accommodate 9/11-related rebooking of Super Bowl.
- Led NADA during two seminal triumphs: passage of 2002 legislation prohibiting mandatory binding arbitration in franchised new-car dealer contracts, and passage of 2010 Dodd-Frank Wall Street Reform and Consumer Protection Act, which excluded dealers from the new CFPB.



★ **FRANK E. MCCARTHY** ★
SERVED: 1968-2001

- Greatly elevated NADA's profile, especially with respect to dealers' advocacy efforts within the auto industry and on Capitol Hill.
- Spearheaded numerous key initiatives, including an industry relations department, semiannual Dealer Attitude Survey of manufacturers, management training for dealers and political action efforts.
- Oversaw launch of the American Truck Dealers division in 1970, NADA Foundation and NADA Legal Defense Fund in 1975, and NADA Academy in 1979.
- Led NADA's move to build a new, larger headquarters office building in 1975 and open a new Capitol Hill office for its legislative staff in 1979.



The Road Ahead

2021 NADA Chairman Paul Walser outlines his vision for dealers and the industry.

BY SHERYLL POE

With more than 45 years in the auto industry, incoming 2021 NADA Chairman Paul Walser has lived through a number of challenges.

“There’s never been a year where there wasn’t a lot going on,” Walser says.

But while the pandemic has made this an especially demanding time—a “crazy year,” he says—Walser is eager to use his experience to help guide dealers to a fresh start. “It’s what makes the industry exciting,” he says. Walser’s roots in the auto business run deep: His grandfather worked for General Motors, and his father, Jack, started Walser Automotive Group in South St. Paul, Minn., in 1955. Walser joined the dealership the day after graduating from Drake University with a business degree.

Walser has grown his father’s original Oldsmobile dealership into a network of 25 distinct franchises across 29 rooftops in California, Illinois, Kansas and

Minnesota. Those franchises include Acura, AMG, Audi, BMW, Buick, Chevrolet, Chrysler, Dodge, GMC, Honda, Hyundai, Jaguar, Jeep, Kia, Land Rover, Lexus, Mazda, Mercedes, Mini, Nissan, Porsche, Ram, Sprinter, Subaru and Toyota.

Walser has served as president of both the Minnesota Automobile Dealers Association and the Greater Metro Automobile Dealers Association of Minnesota.

Along with work at his company and on the board of the Walser Foundation, which supports community organizations focused on families, women and children, Walser balances a busy home life with his wife, Becky. Three of their five children—Tucker, Campbell and Sawyer—are in the family business. The next to join may be daughter Ruby, who has been selling cars in the summer when she’s home from college. Another son, Charlie, is a partner in a new business venture in Denver.

1955

YEAR THE WALSER
AUTOMOTIVE
GROUP WAS
LAUNCHED

4

NUMBER OF STATES
WITH WALSER
DEALERSHIPS:
CALIFORNIA, ILLINOIS,
KANSAS AND
MINNESOTA



Paul Walser in his Honda showroom (above) and at home with wife Becki.

WORKING WITH NADA

Walser joined the NADA Board of Directors back in 2014 and since then has served on almost every NADA committee, including the Executive Committee, Finance, Industry Relations, Legislative Affairs and Public Relations.

As NADA vice chairman in 2020, Walser has been front and center for many important recent initiatives, including the push for dealerships to be declared essential businesses during lockdowns and strongly advocating for the Paycheck Protection Program (PPP).

“There would not have been the help on the PPP loans if it had not been for NADA,” Walser says. “In many cases, PPP loans allowed dealers to survive.”

Walser also headed the committee to find a successor for outgoing NADA President and CEO Peter Welch and



Walser is a strong proponent of diversity and inclusiveness in the industry, creating opportunities through training and mentoring.

ensure a seamless transition. Welch has been “a very exceptional person to run NADA all these years,” Walser says. Mike Stanton, who had been chief operating officer, became NADA president and CEO last month. “My experience with Mike has been extraordinary,” says Walser. “He has all the right credentials for this transition. Dealers are in good hands.”

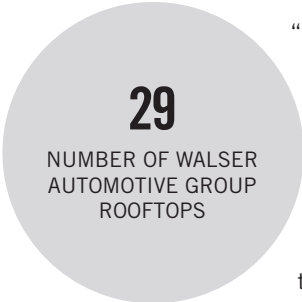
NEXT UP

Walser’s first order of business as NADA chairman: making sure dealers know just how helpful NADA can be. “Before joining NADA as a director, I had no idea what this association does,” he says. “It’s an impressive amount of things that are incredibly valuable to dealers.”

Part of NADA’s communication efforts

also will involve the current positive relationship between dealers and OEMs—especially when it comes to protecting the franchise system. “In the last 90 days, I’ve talked to the North American leadership of most of the manufacturers that sell cars in this country,” Walser says. “And there’s an appetite on their part—as well as dealers’—to work together and see if we can’t strengthen the system and improve the customer experience.”

At the same time, Walser is focused on having a retail auto industry that is much more diverse and inclusive, which also helps bolster the franchise system.



“I want to bring success to different members of our community in this exciting industry,” Walser says. This means creating a path, which includes tools and resources, business training, coaching and mentoring, access to capital,

and even partnerships. Next, he adds, it’s important to build awareness that this path exists.

“In retail automotive, any group can thrive,” says Walser. “That’s what makes it a great industry—there’s a path to success for everyone.” ❖

(For more on NADA Chairman Paul Walser, go to nada.org.)



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2021 NADA Officers & Board of Directors

WHO'S WHO

REGION III

- Illinois
- Metro Chicago
- Indiana
- Iowa
- Kansas
- Michigan
- Metro Detroit
- Minnesota
- Missouri
- Nebraska
- North Dakota
- Ohio
- Metro Cleveland
- South Dakota
- Wisconsin

15

REGION IV

- Alaska
- Arizona
- California (Northern)
- California (Southern)
- Colorado
- Hawaii
- Idaho
- Montana
- Nevada
- New Mexico
- Oregon
- Utah
- Washington
- Wyoming

14

6

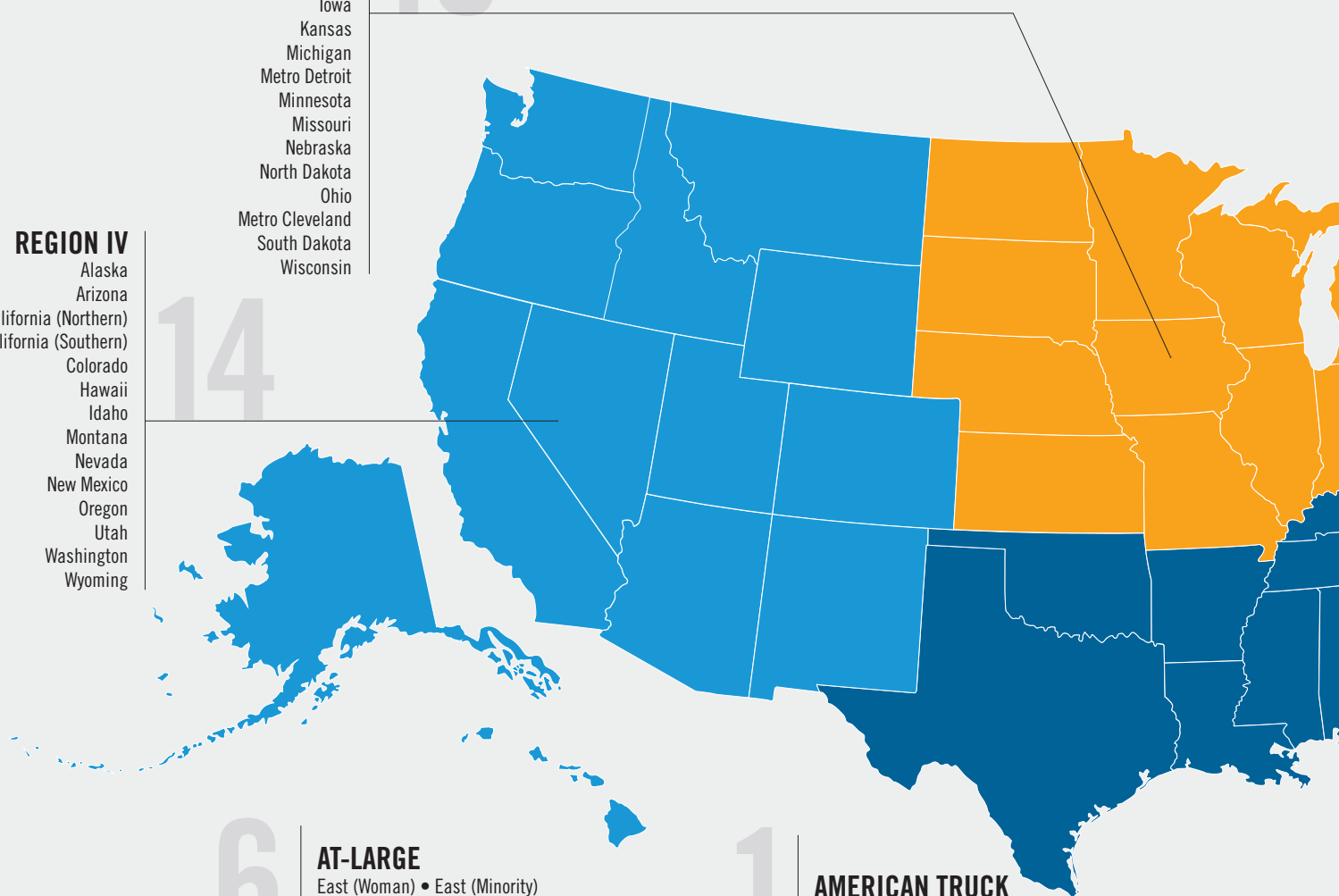
AT-LARGE

- East (Woman) • East (Minority)
- West (Woman) • West (Minority)
- Central (Woman) • Central (Minority)

1

AMERICAN TRUCK DEALERS

Chairman



OFFICERS



Paul Walsler
Chairman



Michael Alford
Vice Chairman



Gary Gilchrist
Treasurer



Thomas Castriota
Secretary



Rhett Ricart
Immediate Past Chairman



Michael Stanton
President and CEO

12

REGION I
Connecticut
Delaware
Maine
Massachusetts
New Hampshire
New Jersey
New York State
Metro New York
Pennsylvania (Eastern)
Pennsylvania (Western)
Rhode Island
Vermont

17

REGION II
Alabama
Arkansas
Florida
Georgia
Kentucky
Louisiana
Maryland
Mississippi
North Carolina
Oklahoma
South Carolina
Tennessee
Texas (Northern)
Texas (Southern)
Virginia
Metro Washington, D.C.
West Virginia

REGION I



Jeff Aiosa
Mercedes-Benz of
New London
New London, Conn.
(Connecticut)



Rob Cochran
#1 Cochran
Monroeville, Pa.
(Western Pennsylvania)



Andy Crews
AutoFair Automotive Group
Manchester, N.H.
(New Hampshire)



Richard DeSilva Sr.
Liberty Subaru
Emerson, N.J.
(New Jersey)



C. Scott Dube
Bill Dube Hyundai
Wilmington, Mass.
(Massachusetts)



John Emerson
Emerson Chevrolet Buick Inc.
Auburn, Maine
(Maine)



Mitchell H. Jay
Midstate Dodge
Barre, Vt.
(Vermont)



John McClurg
McClurg Chrysler
Dodge Jeep Ram
Perry, N.Y.
(New York)



John S. Oyler
Faulkner Nissan of Jenkintown
Jenkintown, Pa.
(Eastern Pennsylvania)



Robert F. Tasca Jr.
Tasca Automotive Group
Cranston, R.I.
(Rhode Island)



Robert J. Vail
Vail Buick GMC
Bedford Hills, N.Y.
(New York Metro)



William H. Willis Jr.
Willis Automotive Group
Smyrna, Del.
(Delaware)

Election pending for vice chairman

REGION II



**Vice Chairman
Danny Renshaw**
Renshaw Automotive Group
Bowling Green, Ky.
(Kentucky)



Michael K. Alford
Marine Chevrolet Cadillac
Jacksonville, N.C.
(North Carolina)



Tom Bloomfield
Don Thornton Automotive Group
Tulsa, Okla.
(Oklahoma)



Valerie Bowen
ValMark Chevrolet
New Braunfels, Texas
(At-Large West)



Michael Joe Cannon
Cannon Motors of Mississippi
Oxford, Miss.
(Mississippi)



Thomas Castriota
Castriota Chevrolet Inc.
Hudson, Fla.
(Florida)



Roger Elswick
Community Toyota Honda Kia
Baytown, Texas
(Southern Texas)



Charles Gilchrist
Gilchrist Automotive
Weatherford, Texas
(Northern Texas)



Mark Hebert
Hebert's Town and Country
Dodge Chrysler
Shreveport, La.
(Louisiana)



A. Foster McKissick III
Fairway Ford Inc.
Greenville, S.C.
(South Carolina)



Stan McNabb
Stan McNabb Chevrolet
Buick GMC Cadillac
Tullahoma, Tenn.
(Tennessee)



Steve Middlebrooks
Heyward Allen Toyota
Athens, Ga.
(Georgia)



John Mitchell Jr.
Mitchell Nissan
Enterprise, Ala.
(Alabama)



Geoffrey Pohanka
Pohanka Honda
Capitol Heights, Md.
(Metro Washington, D.C.)



Samuel T. Smith
Smith Ford Inc.
Conway, Ark.
(Arkansas)



Richard Stephens
Stephens Auto Center
Danville, W.Va.
(West Virginia)



Michael Suttle
Suttle Motor Corp.
Newport News, Va.
(Virginia)

Election pending for Maryland director

REGION III



**Vice Chairman
Chris W. Coyle**
Coyle Chevrolet Buick
GMC Nissan
Clarksville, Ind.
(Indiana)



James A. Auffenberg Jr.
Auffenberg St. Clair Auto Mall
O'Fallon, Ill.
(Illinois)



Trace Beck
Beck Motors Inc.
Pierre, S.D.
(South Dakota)



Kirt Frye
Sunnyside Automotive Group
Middleburg Heights, Ohio
(Metro Cleveland)



Brian Hamilton
Midway Chevrolet Cadillac
Buick Chrysler Dodge
Jeep Hyundai
Kearney, Neb.
(Nebraska)



Tom Holcombe
Little Apple Toyota Honda
Manhattan, Kan.
(Kansas)



Joshua Johnson
Don Johnson Motors
Rice Lake, Wis.
(Wisconsin)



Wesley L. Lutz
Extreme Dodge Chrysler
Jeep Inc.
Jackson, Mich.
(Michigan)



Joseph Massarelli
Liberty Auto City
Libertyville, Ill.
(Metro Chicago)



Colleen McDonald
Livonia Chrysler Jeep
Livonia, Mich.
(Metro Detroit)



Michelle Primm
Cascade Auto Group
Cuyahoga Falls, Ohio
(At-Large East)



Rhett Ricart
Ricart Automotive Group
Columbus, Ohio
(Ohio)



Desmond A. Roberts
Advantage Dealer Group
Hodgkins, Ill.
(At-Large East)



Kent Scism
Sam Scism Ford Lincoln
Farmington, Mo.
(Missouri)



Paul Walser
Walser Automotive Group
Edina, Minn.
(Minnesota)



Jeffrey M. Weber
Anderson-Weber Inc.
Dubuque, Iowa
(Iowa)



Daniel M. Wilson
Corwin Automotive Group
Fargo, N.D.
(North Dakota)

REGION IV



Vice Chairman
Richard Hammer
Ed Hammer Inc.
Sheridan, Wyo.
(Wyoming)



Steven J. Allwine
Mendenhall Auto Center
Juneau, Alaska
(Alaska)



Annette DiLorenzo Thayer
Quality Dealerships
Albuquerque, N.M.
(New Mexico)



Gary Gilchrist
Gilchrist Chevrolet Buick
GMC Inc.
Tacoma, Wash.
(Washington)



Donald P. Hicks
Shortline Auto Group
Aurora, Colo.
(Colorado)



Don Kaltschmidt
Don K Chevrolet
Subaru Chrysler
Whitefish, Mont.
(Montana)



James R. Marsh
Jim Marsh Automotive
Las Vegas, Nev.
(Nevada)



Stan Masamitsu
Tony Group
Waipahu, Hawaii
(Hawaii)



Christopher Meier
Herzog-Meier Auto Center
Beaverton, Ore.
(Oregon)



Dave Moeller
City Toyota
Daly City, Calif.
(Northern California)



Richard M. Phelps
Oracle Ford Inc.
Oracle, Ariz.
(Arizona)



Kirk Schneider
Nate Wade Subaru
Salt Lake City, Utah
(Utah)



Timothy Smith
Bob Smith BMW Mini
Calabasas, Calif.
(Southern California)



David Taylor
Taylor Chevrolet Co.
Rexburg, Idaho
(Idaho)

AT-LARGE



Michelle Primm
Cascade Auto Group
Cuyahoga Falls, Ohio
(At-Large East)



Desmond A. Roberts
Advantage Dealer Group
Hodgkins, Ill.
(At-Large East)



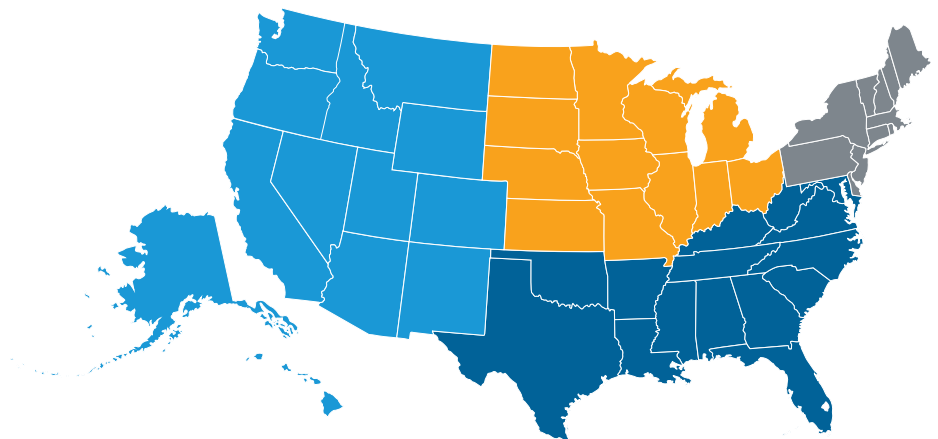
Valerie Bowen
ValMark Chevrolet
New Braunfels, Texas
(At-Large West)

Election pending for At-Large West Minority, At-Large Central Women and At-Large Central Minority directors

AMERICAN TRUCK DEALERS



ATD Chairman
Steve Bassett
General Truck Sales
Pendleton, Ind.



NADA Data 2020

mid-year update

A mid-year report on vehicle sales.

BY JOE PHILLIPS

NADA's regular, comprehensive financial profiles of new-car dealerships—*NADA Data: Full-Year Report* and *NADA Data: Mid-Year Report*—are two of the association's most popular publications. Despite disruptions from COVID-19, vehicle sales and service have been keeping dealers and their employees busy, and bolstering local economies. Here are some highlights, with all *NADA Data* numbers from mid-year 2020 unless otherwise noted. (For a complete copy of the latest *NADA Data*, visit nada.org/nadadata.)

Total New-Car
Dealerships

16,646

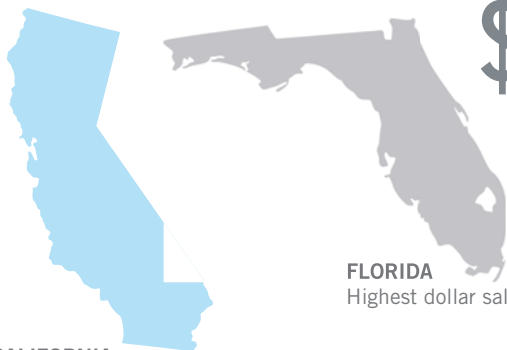


TOTAL DEALERSHIP SALES

\$437,796,364,581

...per dealership

\$26,300,394



CALIFORNIA

Highest dollar sales for all dealerships \$48,631,071,221

FLORIDA

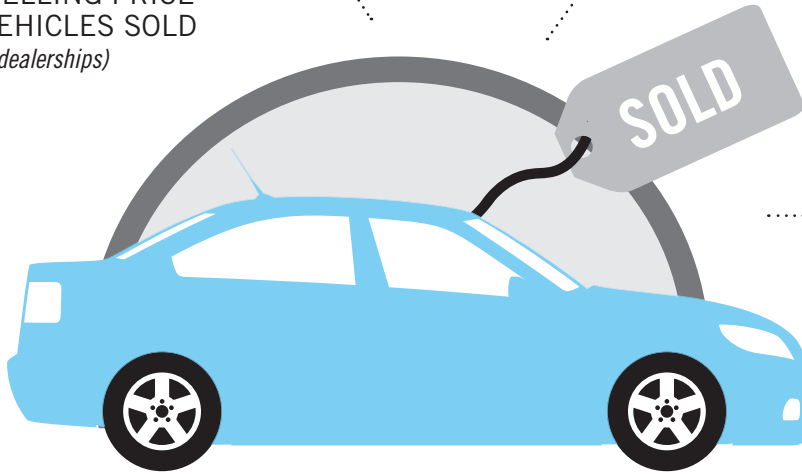
Highest dollar sales per dealership \$42,820,067

\$21,206

AVERAGE SELLING PRICE
OF USED VEHICLES SOLD
(by new-vehicle dealerships)

\$38,043

AVERAGE SELLING PRICE
OF NEW VEHICLES SOLD



338

AVERAGE NEW
VEHICLES
SOLD PER
DEALERSHIP



October

Month with most
new-vehicle sales

1,351,092
units

domestic
1,949,400
+ import
661,553

NEW-CAR INVENTORY

2,610,953



NEW-VEHICLE
DAYS' SUPPLY

57
domestic

60
import

Change
in number
of new
vehicles
sold

-20.4%

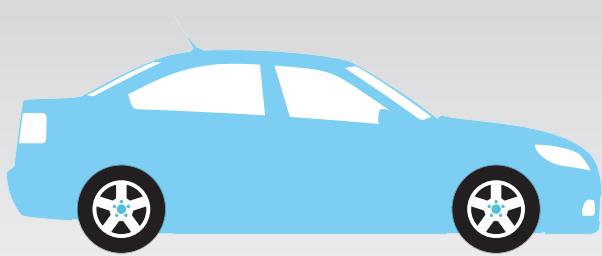
from June 2019 to June 2020

**TOTAL NEW VEHICLES SOLD
THROUGH JUNE 2020**

6.4 million units

VEHICLES IN OPERATION, Q2 2020

280.6 million



1YR

3YRS

5YRS

7YRS

9YRS

11YRS

13YRS

15YRS

Average age of vehicles on the road
(Q1 2020, cars and light trucks)

11.9
YEARS

DEALERSHIP EMPLOYEES

1,018,500

64

Average per dealership



\$1,180

Average weekly earnings
per dealership employee
(year-end 2019)

\$4.0 million

Average annual payroll
per dealership
(year-end 2019)

\$69.6 billion

Total payroll of all
dealerships
(year-end 2019)

Source: Bureau of Labor Statistics





\$51.9 billion
SERVICE AND PARTS SALES
(for all new-vehicle dealerships)



\$3.1 million
SERVICE AND PARTS SALES
(per new-vehicle dealership)



251,037
TECHNICIANS
(including body shop)



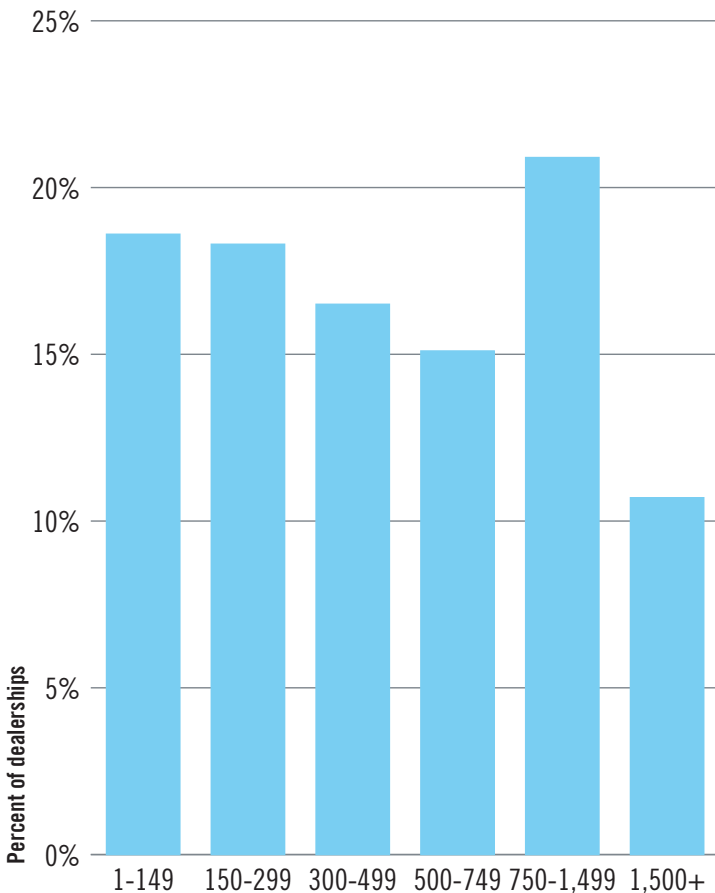
125.6 million
REPAIR ORDERS WRITTEN

Percentage of dealerships operating on-site body shops

37.2%

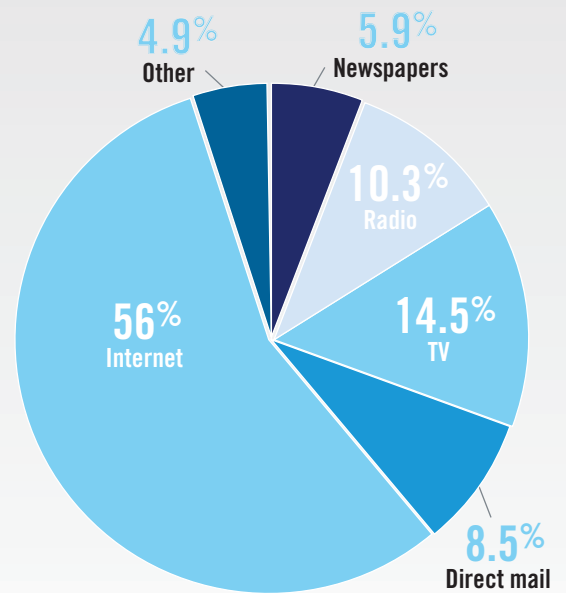
SHARE OF DEALERSHIPS BY VOLUME

(of new-unit sales, June YTD 2020)



ADVERTISING EXPENDITURES

(by medium, data from year-end 2019)



(All NADA Data numbers are from mid-year 2020 unless otherwise noted.)

COVID-19

Since the COVID-19 crisis began, NADA has been extensively engaged in navigating crucial legal issues and mandates to help dealers protect their employees and customers.



■ Families First Coronavirus Response Act (FFCRA):

FFCRA addresses the impact of the COVID-19 outbreak by, among other things, providing emergency paid sick leave for six different potential reasons and emergency child care leave for parents who cannot work due to having to care for children whose schools or day care providers are closed. FFCRA's emergency leave mandates generally apply to employers with fewer than 500 employees. Covered employers are generally entitled to receive 100% reimbursement for the costs of the paid emergency paid leave they provide in the form of tax credits.

■ Coronavirus Aid, Relief, and Economic Security Act (CARES Act):

The CARES Act, originally signed into law on March 27, 2020, addresses the economic impact of the COVID-19 pandemic by establishing significant federal loan programs (e.g., the Paycheck Protection Program, Main Street Lending Program and Economic Injury Disaster Loan program), tax incentives including credits, and enhanced unemployment benefits.

■ CARES Act—Paycheck Protection Program (PPP):

The PPP enabled businesses with 500 employees or less to apply for forgivable loans to cover payroll and other costs during the COVID-19 outbreak. PPP loans generally are forgivable when loan proceeds are spent on qualified expenses within certain time frames. For example, full forgiveness requires that a certain percentage of loan proceeds be spent on labor costs and that workers be kept on payroll without significant reductions in pay.

■ CARES Act—Employee Retention Tax Credit:

Businesses with a significant decline in revenue due to the COVID-19 outbreak may receive a tax credit for 50% of employee wages, up to \$10,000 of wages and \$5,000 in credits. Businesses with PPP loans may not also use these credits.

■ CARES Act—Economic Injury Disaster Loan (EIDL):

The CARES Act expanded the SBA's existing EIDL program by relaxing the eligibility requirements and increasing funding through December 2020. Unlike for PPP loans, these favorable loans are

not forgivable and must be repaid. Prior to funding being exhausted, businesses also could receive a \$10,000 EIDL grant that did not need to be repaid.

■ COVID-19 Workplace Health and Safety Guidelines:

Exposure to COVID-19 may occur in workplace settings. There are several resources that can serve as guidance and help employers establish good-faith efforts in workplace health and safety. The Centers for Disease Control (CDC) developed online resources for businesses to plan, prepare and respond to COVID-19. The Occupational Safety and Health Administration (OSHA) offers *Guidance on Preparing Workplaces for COVID-19* and *Guidance on Returning to Work*. The Equal Employment Opportunity Commission (EEOC) provides technical assistance questions and answers on workplace anti-discrimination laws. Lastly, the Environmental Protection Agency (EPA) regularly updates the guidance on disinfectants for use against COVID-19. ♦



REGULATORY MAZE

Service and Parts Department

- Clean Air Act
- Clean Water Act
- DOT hazardous-materials-handling procedures
- FTC Used Parts Guide
- IRS Core Inventory Valuation
- LIFO/FIFO inventory accounting method
- NHTSA tampering rules
- NHTSA tire rules
- OSHA asbestos standards
- OSHA Hazard Communication Standard
- OSHA lock-out/tag-out procedures
- OSHA workplace health and safety standards
- RCRA
- Safe Drinking Water Act
- Superfund
- UNICAP

Body Shop

- Clean Air Act
- EPA hazardous-waste rules
- OSHA Hazard Communication Standard
- OSHA Respiratory Protection Standard
- OSHA workplace health and safety standards
- UNICAP
- VIN and parts marking



All Departments (Customer)

- Americans with Disabilities Act
- CAN-SPAM Act
- Consumer Review Fairness Act
- Driver's Privacy Protection Act
- Electronic Funds Transfer Act
- FTC Privacy Rule
- FTC prohibition against deceptive and unfair trade practices
- FTC Safeguards Rule
- FTC Telemarketing Sales Rule
- FTC warranty rules
- IRS Cash-Reporting Rule
- Magnuson-Moss Act
- OFAC restrictions
- Telephone Consumer Protection Act
- USA PATRIOT Act

Our annual list of major federal regulations; state and local laws also apply and sometimes include additional requirements.

F&I Department

- Dodd-Frank Financial Reform Law
- Equal Credit Opportunity Act
- FACT Act of 2003
- Fair Credit Reporting Act
- FTC Credit Practices Rule
- FTC Holder-in-Due-Course Rule
- Gramm-Leach-Bliley Act
- Military Lending Act
- Producer-Owned Reinsurance Companies
- Truth in Lending and Consumer Leasing acts

All Departments (General Management/Personnel)

- Affordable Care Act
- Age Discrimination in Employment Act
- Americans with Disabilities Act
- COBRA
- Electronic deposit of taxes
- Electronic records retention
- Emergency-response planning
- Employee drug testing
- Employee Polygraph Protection Act
- ERISA
- Employee verification rules
- Equal Pay Act
- Estate tax
- Family and Medical Leave Act
- Federal child-support enforcement regulations
- Federal Civil Rights Act
- FTC Repossession Rule
- Federal wage-hour and child labor laws
- Genetic Information Nondiscrimination Act
- Health Insurance Portability and Accountability Act
- IRS/DOL worker classification
- IRS treatment of demo vehicles
- IRS treatment of tool plans
- Mandatory workplace posters
- Mental Health Parity Act
- Miscellaneous recordkeeping requirements
- NLRB unionization rules
- Newborns' and Mothers' Health Protection Act
- OSHA Blood-Borne Pathogens Rule
- OSHA injury and illness recording and reporting requirements
- Section 179 expensing and bonus depreciation
- USERRA
- Walking-working surfaces and fall protection rule
- WARN

New- and Used-Vehicle Sales Departments

- American Automobile Labeling Act
- CAFE and GHGs rules
- Diplomat vehicle purchases
- DOE/EPA gas-mileage guide
- Federal bankruptcy law
- FTC Door-to-Door Sales Rule
- FTC guidelines for fuel-mileage advertising and alternative-fueled-vehicle advertising and labeling
- FTC Used Car Rule
- Gray-market vehicles
- Heavy-highway-vehicle excise tax
- IRS treatment of salesperson incentives
- LIFO inventory accounting method
- Monroney sticker (Price Labeling Law)
- Motor vehicle tax credits
- NHTSA alteration and tire-placarding rules
- NHTSA odometer rule
- NHTSA recall regulations
- NHTSA safety belt/airbag deactivation
- NHTSA tire regulations
- School van sales
- UNICAP



In addition to this list of federal laws and regulations, be sure to consult nada.org/regulatoryaffairs for more details.

All Departments (General Management/Personnel)

- **Affordable Care Act (ACA):** Extensive health care reforms enacted in 2010 affect dealerships and their health care plans. For example, most dealerships with more than 50 full-time employees had to decide by January 1, 2015, whether to offer health coverage that meets the federal requirements or pay a penalty. Many additional reporting, recordkeeping and other duties apply to dealerships and other businesses. For more information, visit healthcare.gov. The Tax Cuts and Jobs Act of 2017 (TCJA) eliminated the individual responsibility mandate after December 31, 2018.
- **Age Discrimination in Employment Act:** Protects older individuals against age-based employment discrimination.
- **Americans with Disabilities Act (ADA):** Prohibits discrimination against the physically handicapped in areas of public accommodation. Must make reasonable accommodations to facilities, such as by installing ramps, and accessible parking spaces, drinking fountains, public toilets and doors. While not clearly mandated by the ADA, businesses should consider developing and managing their websites to ensure they are accessible to those with disabilities.
- **Consolidated Omnibus Budget Reconciliation Act (COBRA):** Dealerships with 20 or more employees must continue health care coverage for ex-employees and their families for 18 to 36 months, depending on circumstances.
- **Electronic deposit of taxes:** Dealerships generally must use the Electronic Federal Tax Payment System.
- **Electronic records retention:** Revenue Procedure 98-25 explains IRS requirements for retaining computerized accounting records.
- **Emergency-response planning:** Federal, state and local laws require dealers to have emergency-response plans.
- **Employee drug testing:** Unionized dealerships must bargain with unions before implementing employer drug policies (not necessary for pre-employment drug testing). The ADA prohibits employers from discriminating against employees or applicants who have completed or are currently undergoing drug treatment, as long as they aren't currently abusing drugs.

- **Employee Polygraph Protection Act:** Prohibits dealerships from using polygraphs in pre-employment screening; allows use in limited cases where an employee is reasonably suspected of a workplace incident involving economic loss to the employer.
- **Employee Retirement Income Security Act (ERISA):** Dealers offering retirement or health plans must, among other things, provide employees with plan information, keep records and abide by fiduciary responsibilities.
- **Employment verification rules:** Dealerships must verify the employment eligibility of prospective new employees using I-9 forms and proper support documentation. Use of E-verify is optional.
- **Equal Pay Act:** Prohibits wage discrimination on the basis of sex.
- **Estate tax:** The estate tax limit for 2020 is \$11.58 million. The annual gift exclusion remains at \$15,000, with lifetime gifts beyond the annual exclusion counting toward the \$11.58 million combined estate/gift tax exemption.
- **Family and Medical Leave Act (FMLA):** Dealerships must post a notice informing employees of their right to take unpaid personal and family medical leave and must comply with appropriate requests for such leave. Special provisions apply to leave related to military service.
- **Federal child-support enforcement regulations:** Requires states to govern liens put on personal property—including vehicles—for overdue child support. Dealerships should check that child-support liens don't exist on used cars, and must place liens on wages of employees who are delinquent on child-support payments.
- **Federal Civil Rights Act:** Bars employment discrimination on the basis of race, sex, color, religion or national origin. Prevents employers from asking job applicants certain questions (such as age, marital status or childbearing plans). Prohibits workplace sexual harassment, including behavior that creates a hostile work environment.
- **FTC Repossession Rule:** Requires formal accounting of money collected for repossessed vehicles.
- **Federal wage-hour and child labor laws:** Address minimum-wage and overtime pay mandates and exemptions as well as standards for employing minors, including teen driving restrictions. Federal minimum wage is \$7.25 per hour; state and local minimum wage rates may be higher.

- **Genetic Information Nondiscrimination Act:** Prohibits discrimination based on health-related employee DNA information.
- **Health Insurance Portability and Accountability Act:** Generally prohibits health insurers from denying coverage to workers who lose or change jobs and bars insurers from excluding coverage for pre-existing conditions for more than a year.
- **IRS/DOL worker classification:** Dealers must determine whether their workers are employees or independent contractors. The IRS and the Department of Labor use multi-factor legal standards and tests to evaluate this question. When making worker-classification decisions, dealerships should be conservative and prepared to document their decisions. Of greatest importance: the level of control employers exercise over workers as measured by the means and manner of the work performed. The IRS Voluntary Classification Settlement Program encourages employers to admit past worker misclassifications.
- **IRS treatment of demo vehicles:** Revenue Procedure 2001-56 offers dealers alternative methods for determining the value of demo use by qualified salespeople and other dealership employees. It defines what constitutes limited personal use and streamlines recordkeeping requirements.
- **IRS treatment of tool plans:** Tool and equipment plans for service technicians and other employees must comply with the IRS requirements for business connection, substantiation and return of excess payment.
- **Mandatory workplace posters:** Notices, such as "Your Rights Under the FMLA," "Equal Employment Opportunity Is the Law," "Federal Minimum Wage" and "Notice: Employee Polygraph Protection Act," must be conspicuously displayed.
- **Mental Health Parity Act:** Requires insurers and large health plans to offer mental illness coverage comparable to that for physical illness and to set dollar limits on mental health care comparable to that for general medical and surgical services. The ACA generally mandates minimum mental health coverages.
- **Miscellaneous recordkeeping requirements:** A multitude of requirements govern the length of time records must be maintained. Examples: Notification forms for underground storage tanks must be kept indefinitely; and copies of Form 8300 cash reports must be kept for five years.
- **National Labor Relations Board (NLRB) unionization rules:** Govern unionization

activities, including employee rights, election rules, postings and unfair labor practices.

■ **Newborns' and Mothers' Health Protection Act:** Employers and insurers must provide minimum hospital-stay benefits.

■ **OSHA Blood-Borne Pathogens Rule:** Dealerships more than four minutes from an emergency health facility must have a program to respond to employees who suffer cuts. All dealerships must have adequate first-aid kits.

■ **OSHA injury and illness recording and reporting requirements:** Dealers with 10 or more employees are required to maintain a yearly log of work-related injuries and illnesses on OSHA Form 300. Dealers must also complete a report on each workplace injury or illness that occurs using OSHA Form 301. Even if no injuries or illnesses have occurred in a calendar year, all dealers with more than 10 employees must fill out and post an annual summary of work-related injuries and illnesses on OSHA Form 300A. Dealers also must report the following events to OSHA: all work-related fatalities; all work-related inpatient hospitalization of one or more employees; all work-related amputations; and all work-related losses of an eye. Heavy-duty truck dealerships with 20 to 249 employees per establishment also must electronically submit OSHA Form 300A. Both heavy-duty truck and light-duty car dealerships with more than 250 employees per establishment must electronically submit OSHA Form 300A.

■ **Section 179 expensing and bonus depreciation:** Generally, businesses can expense qualified Section 179 property, subject to phaseout. With the passage of the 2017 TCJA, the total Section 179 deduction limitation is \$1 million for 2018 and beyond. Bonus depreciation is expanded by the TCJA to 100% for certain property acquired after September 27, 2017, and is good through 2022. This now also includes used equipment.

■ **Uniformed Services Employment and Reemployment Rights Act (USERRA):**

Governs the employment and reemployment rights of members of the U.S. uniformed services.

■ **Walking-working surfaces and fall protection rule:** Must implement practices to prevent slips and falls, including personnel training and facility inspections.

■ **Worker Adjustment and Retraining Notification Act (WARN):** Dealerships must give 60 days' notice to workers before termination or store closings under certain circumstances.

All Departments (Customer)

■ **Americans with Disabilities Act (ADA):** Prohibits discrimination against the physically handicapped in areas of public accommodation. Must make reasonable accommodations to facilities, such as by installing ramps, and accessible parking spaces, drinking fountains, public toilets and doors.

■ **CAN-SPAM (Controlling the Assault of Non-Solicited Pornography and Marketing) Act:** Emailers must identify a commercial message as an advertisement or solicitation and provide their physical postal addresses and a mechanism to opt out of future commercial emails. If recipients opt out, senders must stop sending them commercial email within 10 business days. The disclosure requirements don't apply to emails that relate to transactions or relationships, such as those containing exclusively warranty information or recall-repair messages, or messages related to the completion of transactions requested by the consumer. No one may send commercial emails to wireless devices without recipients' express prior authorization. So that senders can recognize wireless addresses, the FCC maintains a list of wireless domain names at fcc.gov/cgb/policy/DomainNameDownload.html. Commercial emailers must check the list monthly. (Additional provisions prohibit deceptive headers, misleading subject lines and other spam tactics.) A text message may also be considered an email and therefore subject to the CAN-SPAM Act if it is sent to an email address—that is, if it has an internet domain name after the "@" symbol (whether the email address is displayed or not). This means that no commercial text message (deemed to be an email) may be sent to a wireless device without "express prior authorization." Merely having an "established business relationship" with the recipient is not enough.

■ **Consumer Review Fairness Act (CRFA):** Effective March 2017, the CRFA voids any "Form Contract" that seeks to impede consumer reviews and makes it unlawful for a person to offer such a form contract to consumers. In particular, it prohibits provisions in form contracts that (1) restrict a consumer's ability to communicate reviews or performance assessments about a seller's goods, services or conduct; (2) impose a penalty or fee on a consumer who engages in communications of that nature; or (3) require people to give up their intellectual property rights in the content of their reviews.

■ **Driver's Privacy Protection Act:** Prohibits access to personal information in state motor vehicle records except for limited purposes, such as driver safety, theft and recalls. Also restricts the release or use of personal info for marketing.

■ **Electronic Funds Transfer Act (EFTA):** EFTA and its implementing "Regulation E" govern a variety of electronic transactions. Certain provisions of Regulation E apply directly to any "person" that engages in certain activities or transactions, regardless of whether the person is a financial institution. Examples of such transactions include: issuing access devices (such as debit cards, personal identification numbers [PINs] or payroll cards); issuing or selling gift cards; initiating electronic check conversions; preauthorizing electronic fund transfers; or operating ATMs.

■ **FTC Privacy Rule:** Dealers must issue notices of their privacy policies to their finance and lease customers and, in some cases, to consumers when the dealer discloses nonpublic information about consumers to third parties. The rule also restricts disclosure of nonpublic personal information and requires dealers to contractually limit their service providers' access to and use of that information. Dealers who correctly use an FTC model privacy notice receive safe harbor protection for the language used to describe their privacy policy.

■ **FTC prohibition against deceptive and unfair trade practices:** Section 5 of the FTC Act prohibits unfair and deceptive trade practices. For example, the FTC has found certain advertising practices to be deceptive, such as offering "50% OFF" the purchase prices of vehicles, but the discounted prices are only available to a very limited number of customers and the qualifications for receiving the discounted price are not prominently disclosed in the ad.

■ **FTC Safeguards Rule:** Dealers must develop, implement and maintain—and regularly audit—a comprehensive, written security program to protect customer information and must ensure that their service providers provide similar safeguards.

■ **FTC Telemarketing Sales Rule (TSR):** Imposes many of the Telephone Consumer Protection Act (TCPA) restrictions (below) on dealers who telemarket across state lines. Requires dealers who sell or obtain payment authorization for goods or services during interstate phone calls to abide by the prohibition against numerous deceptive and abusive acts and to maintain certain

records. Prohibits prerecorded telemarketing calls without a consumer's express written agreement, requires such calls to provide a key-press or voice-activated opt-out mechanism at the outset of the calls, and requires the calls to ring for 15 seconds or four rings before disconnecting.

■ **FTC warranty rules:** The Disclosure Rule mandates disclosure requirements for written warranties and requires simple language in a single document. The Pre-Sale Availability Rule details the methods by which warrantors and sellers must provide warranty terms before a sale. The E-Warranty Act allows warrantors to comply by posting warranty terms to a website, as long as the warrantor also provides consumers with a non-internet-based method to obtain warranty terms, and allows sellers to use electronic methods to provide consumers with warranty terms pre-sale.

■ **IRS Cash-Reporting Rule:** Dealers receiving more than \$10,000 in cash in one transaction or in two or more related transactions must file IRS/FinCEN Form 8300 with the IRS within 15 calendar days and must provide written notice that the report was filed to the person named in the report by January 31 of the following year. "Cash" includes certain cashier's checks, traveler's checks, money orders and bank drafts. The IRS permits dealers to file Form 8300 electronically.

■ **Magnuson-Moss Act:** Dealers must give consumers certain information on warranties and service constraints. Warrantors are generally prohibited from requiring customer-pay service to be performed at a dealership as a condition of a vehicle warranty.

■ **Office of Foreign Assets Control (OFAC) restrictions:** Dealerships may not enter into transactions with certain sanctioned countries, governments, or specially designated organizations and individuals. Dealers should check the electronic list maintained by OFAC to ensure compliance.

■ **Telephone Consumer Protection Act (TCPA):** Requires express written consent prior to any text message or prerecorded or autodialed telemarketing call to a cell phone. There is currently a great deal of uncertainty as to what is an "autodialed" call. Dealers are encouraged to use caution when engaging in text messaging or calling a cell phone and should consult their attorney before doing so. You cannot send any text message whatsoever to a cellular telephone number—solicitation or not, whether the number is on a DNC list or not—using an "autodialer" unless you

have the called consumer's "prior express consent." The act imposes national and company-specific do-not-call (DNC) rules, calling-time restrictions, caller ID requirements, fax advertising rules, and restrictions on the use of autodialers and prerecorded messages. Fax ads may be sent only to authorized recipients and must include a phone number, fax number and toll-free opt-out mechanism (each available 24/7) on the first page of the fax ad. The FCC considers text messages to be "phone calls" under the TCPA. Do not send text-message "solicitations" to phone numbers on the national DNC list (subject to the "established business relationship" and "prior express permission" exemptions to the national DNC rules) or your company-specific DNC list (to which there are no exemptions). See additional text-message restrictions under "CAN-SPAM Act."

■ **USA PATRIOT Act:** Dealers must search their records and provide information about individuals or entities with whom they conducted transactions or created accounts if requested by the federal Financial Crimes Enforcement Network. Dealers are currently temporarily exempt from the law's anti-money-laundering program requirements.

New- and Used-Vehicle Sales Departments

■ **American Automobile Labeling Act (AALA):** New cars and light trucks must have a domestic-parts content label showing percentage of U.S. or Canadian parts; countries contributing more than 15% of the parts; origin of engine and transmission; and location of vehicle assembly. Dealers must ensure that labels remain on vehicles until sold.

■ **Corporate Average Fuel Economy (CAFE) and Greenhouse Gases (GHGs) rules:** NHTSA CAFE and EPA GHGs rules govern the fuel-economy performance of all light-, medium- and heavy-duty vehicles, which affects their design, performance and cost. EPA also governs the use of alternative technologies and fuels.

■ **Diplomat vehicle purchases:** The State Department's Office of Foreign Missions must approve a diplomat's vehicle purchase before a tax exemption request may be honored.

■ **DOE/EPA gas-mileage guide:** Dealers must make this guide available to prospective new-vehicle buyers upon request. Download the guide from fuelconomy.gov.

■ **Federal bankruptcy law:** Dealerships should perfect security interests within 30

days after a customer takes possession of a vehicle, regardless of state law. Otherwise, if the customer files for bankruptcy within 90 days of when the financing agreement is signed, the bankruptcy trustee may avoid the lien. Dealerships failing to perfect liens in a timely manner may be liable for losses.

■ **FTC Door-to-Door Sales Rule:** Gives consumers a three-day "cooling off" period only for sales not consummated at a dealership. Does not apply to auctions, tent sales or other temporary locations if the seller has a permanent place of business.

■ **FTC guidelines for fuel-mileage advertising and alternative-fueled-vehicle advertising and labeling:** Dealer and manufacturer fuel-economy advertisements must state that the numbers are estimates and where they come from. Alternative-fueled vehicles must be properly labeled.

■ **FTC Used Car Rule:** "Buyers Guides" are required on all used vehicles offered for sale, disclosing whether the vehicle is offered "as is" or with a dealer warranty, other non-dealer warranty disclosures and service contract availability. Dealers must use the FTC-required Buyers Guide form.

■ **Gray-market vehicles:** EPA, NHTSA and U.S. Customs restrict the importation/sale of new and used vehicles.

■ **Heavy-highway-vehicle excise tax:** A 12% excise tax generally applies to the first retail sale of (1) truck chassis and bodies with a gross vehicle weight rating (GVWR) in excess of 33,000 pounds (Class 8); (2) truck trailer and semitrailer bodies with a GVWR in excess of 26,000 pounds (Classes 7 and 8); and (3) "highway tractors," unless they have a GVWR of 19,500 pounds or less (Class 5 and under) and a gross combined weight rating of 33,000 pounds or less. Dealers selling Class 5 vehicles with more than 33,000-pound gross combined weight rating or Classes 6 or 7 vehicles should apply the "primary design" test to determine if a vehicle is a taxable tractor or a nontaxable truck.

■ **IRS treatment of salesperson incentives:** Factory incentives paid directly to salespeople by the factory are not required to be treated as wages for tax purposes. However, factories must report these incentives as taxable amounts to salespeople if \$600 or more.

■ **LIFO (last-in/first-out) inventory accounting method:** The use of the LIFO inventory methods must comply with the conformity requirement.



■ **Monroney sticker (Price Labeling Law):**

Dealerships must keep stickers on new passenger cars showing the manufacturer's suggested retail price, plus other costs, such as options, federal taxes, and handling and freight charges. Stickers also include EPA's revised fuel-economy information and NHTSA's NCAP revised crash-test star ratings. Dealerships that alter covered vehicles must attach a second label adjacent to the Monroney label, stating, "This vehicle has been altered. The stated star ratings on the safety label may no longer be applicable." No size or form of this label is specified, but it must be placed as close as possible to Monroney labels on automobiles that (1) have been altered by the dealership and (2) have test results posted.

■ **Motor vehicle tax credits:** Customers may be eligible for up to a \$7,500 personal federal tax credit when they buy new qualifying plug-in electric or dedicated electric vehicles. Eligibility for this "EV Tax Credit" is based on a taxpayer's income and tax status. The EV Tax Credit begins to phase out when a manufacturer's overall EV sales reach 200,000 qualified vehicles in the United States. Note that several manufacturers have now exceeded, or soon will exceed, this 200,000 threshold. Dealers should use caution when discussing the availability of this credit, and should ensure they do not provide legal or tax advice.

■ **NHTSA alteration and tire-placarding rules:** Significantly altered new vehicles must have labels affixed identifying the alterations and stating that they meet federal safety and theft standards. Tire-placarding and -relabeling rules require a new tire-information placard/label whenever parts or equipment are added that may reduce a vehicle's cargo-carrying capacity, or when replacement tires differ in size or inflation pressure from those referred to on the original.

■ **NHTSA odometer rule:** Prohibits odometer removal or tampering and misrepresentation of odometer readings. Requires recordkeeping to create a proof of disclosure to the customer and odometer disclosures on titles. Required disclosures may now be made electronically, consistent with state law. Vehicles with a greater than 16,000-pound gross vehicle weight rating and those 20 model years old or older are exempt, starting in 2021 for model years 2011 and later. Model years prior to 2011 are exempt from the 20-year disclosure requirement.

■ **NHTSA recall regulations:** New vehicles and parts subject to any safety recall, and used vehicles subject to "do-not-drive" safety recalls, should be brought into compliance before delivery.

■ **NHTSA safety belt/airbag deactivation:** Dealerships may install airbag switches for consumers with NHTSA authorization. Dealerships also must be responsive to consumer requests for rear-seat lap/shoulder safety belt retrofits in older vehicles.

■ **NHTSA tire regulations:** Rule requires proper replacement or modification of the tire-information labels when replacing tires or adding weight before first sale or lease. Also, customers must be given registration cards when buying new tires or the tires may be registered electronically. Other rules govern the handling and disposal of recalled new and used tires.

■ **School van sales:** Dealers may not sell, lease or give away large, new passenger vans with more than 10 seating positions if they know the vehicle will be used to transport students to or from school or school activities. Schools must purchase or lease a school bus or multifunction school activity bus for such purposes.

■ **Uniform capitalization (UNICAP):** Dealers who (1) "produce" property or

(2) acquire it for resale if their average annual gross receipts over the three preceding tax years exceed \$25 million must comply with the UNICAP requirements contained in Section 263A of the Internal Revenue Code. Revenue Procedure 2010-44 creates two safe harbor methods of accounting, which dealers may elect by filing Form 3115 with the IRS, that generally permit dealers to expense, instead of capitalize, all handling and storage costs at certain dealership facilities.

F&I Department

■ **Dodd-Frank Financial Reform Law:** Dealers engaged in three-party financing are excluded from the authority of the Consumer Financial Protection Bureau and remain subject to regulation by the Federal Reserve Board, the FTC (which has been given streamlined authority to declare dealer practices as unfair or deceptive) and state consumer protection agencies. Finance sources, including dealers who engage in BHPH financing, are subject to the bureau's jurisdiction. The Dodd-Frank law also created several new obligations for creditors, including additional disclosure requirements for risk-based pricing and adverse-action notices under the Fair Credit Reporting Act (Section-1100F). Plus, it contains a requirement to collect, report to the federal government, retain and make available to the public upon request certain data collected in credit applications from small, women-owned and minority-owned businesses. Dealers are temporarily exempt from this requirement pending promulgation of specific regulations.

■ **Equal Credit Opportunity Act (ECOA):** Regulation B prohibits discrimination in credit transactions based on race, sex, color, marital status, religion, national ori-

gin, age and public-assistance status. The government interprets this prohibition as applying not just to intentional discrimination, but also to credit practices that result in a negative “disparate impact” on consumers based on one of these prohibited factors. In addition, the dealer/creditor is required both to notify applicants in a timely fashion of actions taken on—and reasons for denying—applications, and to retain certain records. (See also “Dodd-Frank Financial Reform Law,” above, for a description of small-business loan data collection requirements.) An optional ECOA compliance program template is available to dealers at nada.org/faircredit.

■ **Fair and Accurate Credit Transactions (FACT) Act of 2003:** Amends the Fair Credit Reporting Act (FCRA) and provides consumers with tools to help prevent identity theft and enhance the accuracy, security and reliability of their financial information. Dealer duties include: responding to requests for records from victims of ID theft and to fraud and active-duty alerts on credit reports; disposal requirements for credit report information; opt-out disclosure formatting requirements for prescreened credit solicitations; truncating the expiration date and all but the last five digits on electronically printed credit and debit card receipts provided to purchasers at the point of sale; the Federal Reserve’s Regulation FF restrictions on obtaining, using and sharing “medical information” in credit transactions; the FTC Red Flags Rule, which requires creditors and financial institutions to develop and implement a written Identity Theft Prevention Program that contains procedures to identify, detect and respond to “red flags” indicating the possibility of identity theft; the FTC Address Discrepancy Rule, which requires users of credit reports to develop and implement procedures to verify a customer’s identity when receiving a “Notice of Address Discrepancy” from a consumer reporting agency; the FTC Affiliate Marketing Rule, which generally requires a business to offer customers the opportunity to opt out of receiving solicitations from the business’s affiliates before affiliates may market to the customers; and the Risk-Based Pricing Rule, which generally requires initial creditors to issue either risk-based pricing notices to consumers to whom credit is granted but on relatively unfavorable terms, or credit score disclosure exception notices to all consumer credit applicants. Additional requirements

apply to businesses that furnish negative information about consumers to consumer reporting agencies.

■ **Fair Credit Reporting Act (FCRA):** Dealers are restricted in their use of credit reports for consumers, job applicants and employees. Credit reports generally may be obtained only pursuant to consumers’ written instructions or if consumers initiate a business transaction (not if they merely talk with salespeople). Dealers must give job applicants and employees a separate document informing them that a credit report may be obtained and must obtain prior, written authorization to access the report. Dealers generally may not share credit information with affiliates unless they give consumers notice and the opportunity to opt out. If dealers take adverse action based on the report, they must notify consumers and follow additional procedures with job applicants and employees.

■ **FTC Credit Practices Rule:** Dealers are required to provide a written disclosure statement to a cosigner before the cosigner signs an installment sale contract. Dealers cannot “pyramid” late charges (that is, add a late charge onto a payment made in full and on time when the only delinquency was a late charge on a previous installment).

■ **FTC Holder-in-Due-Course Rule:** Preserves the consumer’s right to raise claims and defenses against purchasers of consumer credit contracts (with automobile sales, it protects consumers who buy vehicles from dealerships on credit). When dealerships sell credit contracts to lenders, consumers are obligated to pay the lenders instead of the dealerships. Under the rule, if a dealership engaged in fraud or made misrepresentations in selling a car on credit, a consumer could raise the dealership’s conduct as a defense against the lender’s demand for payments. Dealerships must ensure that their credit contracts contain the precise disclosure required by the rule.

■ **Gramm-Leach-Bliley Act:** See “FTC Privacy Rule” and “FTC Safeguards Rule” under “All Departments (Customer).”

■ **Military Lending Act (MLA):** The MLA imposes duties and restrictions on certain types of consumer credit extended to active-duty service members and their dependents that is not covered by the motor vehicle financing exclusion, such as a motor vehicle financing transaction with an active-duty service member that includes a cash advance (i.e., “cashout” financing).

■ **Producer-Owned Reinsurance Companies (PORCs):** IRS Notice 2016-66 identifies certain reinsurance arrangements as “transactions of interest” requiring taxpayer disclosure by the filing of Form 8886. While this requirement does not involve all reinsurance arrangements, the IRS may continue to scrutinize any transaction that shifts income from taxpayers to related companies resulting in tax benefits. The Tax Cut and Jobs Act of 2017 reduces the tax rate to 21% for domestic finance and insurance reinsurance companies, including small companies, those electing to be taxed only on investment income and U.S.-taxed “controlled foreign corporations.” The new law makes significant changes involving non-controlled foreign corporations by expanding the definition of a U.S. shareholder and, most importantly, by changing the definition of a passive foreign investment company. These changes may decrease the ability of U.S. shareholders to defer the taxable income from these companies.

■ **Truth in Lending and Consumer Leasing acts:** Regulations Z and M cover consumer credit and consumer leasing transactions, respectively, specifying information to be disclosed to a consumer before completing the transaction, and information to be disclosed when advertising consumer credit transactions or leases. For example, dealers who advertise a lease down payment or monthly payment amount must disclose in lease ads that the advertised deal is a lease; the total amount due at lease signing; number, amount and period (for example, monthly) of payments; and whether a security deposit is required.

Service and Parts Department

■ **Clean Air Act:** Dealerships may not tamper with, replace or remove emissions-control equipment, such as catalytic converters. CFC recycling regs require dealership air-conditioning techs to obtain certification and to use certified recycling and recovery equipment to capture spent refrigerant, including HFC-134a and other non-ozone-depleting refrigerants. The act also regulates any fuels dealers store and dispense, and the alternative fuels motorists use, including gasohol. It restricts emissions from solvents and chemicals.

■ **Clean Water Act:** Sets standards for regulation of wastewater and stormwater at dealerships and comprehensive rules governing aboveground oil storage tanks.



■ **Department of Transportation (DOT) hazardous-materials-handling procedures:**

Require parts employees who load, unload and package hazardous products, such as airbags, batteries and brake fluid, to be trained in safe handling practices.

■ **FTC Used Parts Guide:** Prohibits misrepresentations that a part is new or about the condition, extent of previous use, reconstruction or repair of a part. Previously used parts must be clearly and conspicuously identified as such in advertising and packaging, and, if the part appears new, on the part itself.

■ **IRS Core Inventory Valuation:** Revenue Procedure 2003-20 creates an optional method for valuing core inventories for those using the Lower of Cost or Market Valuation Method.

■ **LIFO/FIFO inventory accounting method:** Revenue Procedure 2002-17 provides a safe harbor method of accounting that authorizes the use of replacement cost to value year-end parts inventory.

■ **NHTSA tampering rules:** Prohibit dealerships from rendering inoperative safety equipment installed on vehicles in compliance with federal law.

■ **NHTSA tire rules:** Dealerships must report sales of defective tires when they are sold separately from vehicles, and must properly manage recalled tires.

■ **OSHA asbestos standards:** Dealerships must use certain procedures during brake and clutch inspections and repairs to minimize workplace exposures. Water, aerosol cleaners or brake washers may be used to comply with the standard.

■ **OSHA Hazard Communication (HAZCOM) Standard (right-to-know laws):** Dealers must inform employees about chemical hazards they may be exposed to in the workplace, keep chemical product information sheets on-site and accessible, and train staffers to properly handle the hazardous materials. Also, EPA's community

right-to-know rules require dealers to list annually with state and local authorities tanks of more than 1,600 gallons.

■ **OSHA lock-out/tag-out procedures:**

Explain what service departments must do to ensure machines, including vehicles, are safely disengaged before being serviced.

■ **OSHA workplace health and safety standards:** Extensive regulations cover a multitude of workplace issues and practices, from chemical labeling requirements to the number of toilets required. Example: Dealerships must determine if workplace hazards warrant personal protective equipment and, if so, to train employees on its use. Verbal or online reports must be made within eight hours of any incident involving the hospitalization or death of any worker.

■ **Resource Conservation and Recovery Act (RCRA):** Comprehensive environmental law regulating many dealership functions, including underground storage tanks and the storage, management and disposal of used oil, antifreeze, mercury products and hazardous wastes, including some airbags. Underground tanks must be monitored, tested and insured against leaks; leaks and spills must be reported to federal and local authorities and cleaned up. The law also regulates new-tank installations. Dealers must obtain EPA ID numbers if they generate more than 220 pounds per month (about half of a 55-gallon drum) of certain substances; must use EPA-certified haulers to remove the waste from the site; and must keep records of those shipments. Used oil should be burned in space heaters or hauled off-site for recycling. Used oil filters must be punctured and drained for 24 hours before disposal.

■ **Safe Drinking Water Act:** To protect underground drinking water from contamination, dealerships should avoid discharging waste liquids (such as used oil, antifreeze and brake fluid) into septic system drain fields, dry wells, cesspools or pits.

■ **Superfund (Comprehensive Environmental Response, Compensation, and Liability Act):**

As waste generators, dealerships may be subject to Superfund liability. Carefully select companies to haul waste off-site. Dealers can deduct the cost of cleaning up contaminated soil and water in the year it's done. Dealers may qualify for an exemption from liability for sites involving used oil managed after 1993. The service station dealer exemption application (SSDE) requires dealers to properly manage their oil and to accept oil from do-it-yourselfers.

■ **UNICAP:** See "New- and Used-Vehicle Sales Departments."

Body Shop

■ **Clean Air Act (CAA):** National paint and hazardous air-pollution rules require reformulated, environmentally safer paints and finishes, special handling procedures, and recordkeeping.

■ **EPA hazardous-waste rules:** See "RCRA" under "Service and Parts Department."

■ **OSHA Hazard Communication (HAZCOM) Standard:** See "Service and Parts Department."

■ **OSHA Respiratory Protection Standard:** Requires written programs describing how to select, fit and maintain respirators to protect body shop workers from hazardous chemicals.

■ **OSHA workplace health and safety standards:** Extensive regulations affect body shops in many ways, including mandating the use and care of protective equipment such as face masks, gloves and respirators. Hex chrome standards limit air emissions during sanding and painting. (See also "Service and Parts Department.")

■ **UNICAP:** See "New- and Used-Vehicle Sales Departments."

■ **VIN and parts marking:** Dealers may not alter, destroy or tamper with vehicle identification numbers or anti-theft parts-marking ID numbers and should use only properly marked replacement parts. ❖

Doug Greenhaus, Paul Metrey and Brad Miller of the NADA Legal and Regulatory Affairs Department contributed to this guide. For more info, visit nada.org/regulatoryaffairs.

Legal Disclaimer: The information provided in this document does not, and is not intended to, constitute legal advice; instead, all information, content and materials are for general informational purposes only. Information in this document may not constitute the most up-to-date legal or other information. Furthermore, each dealership should consult an attorney who is familiar with federal and state law applicable and the dealership's operations to obtain advice with respect to any particular legal matter.

Century Award Dealers

Honoring longtime dealerships.

BY JOE PHILLIPS

Many dealerships were originally blacksmiths or wagon makers before selling automobiles. The NADA Century Award celebrates those dedicated dealerships that have been in the transportation business for 100 years or more (to apply for the award, visit nada.org/centuryaward). Below is a timeline of the current NADA Century Award winners:



1847

W. Hare & Son Inc.
Noblesville, Ind.

1852

Schaefer & Bierlein Inc.
Frankmuth, Mich.

1859

Reynolds' Garage
& Marine Inc.
Lyme, Conn.

1875

Kemmann Chevrolet Inc.
Lowden, Iowa
Normandin
Chrysler/Jeep
San Jose, Calif.

1885

Moser Motor Sales Inc.
Berne, Ind.



1890

Tenvoorde Ford Inc.
St. Cloud, Minn.

1895

Ferman Motor Car Co., Inc.
Tampa, Fla.

1897

Hill International Trucks LLC
East Liverpool, Ohio

1898

Eich Motor Co.
St. Cloud, Minn.

1900

Diehl Ford Inc.
Bellingham, Wash.
Hulsizer Chevrolet
Montgomery, Pa.

1901

King BMW
Freehold, N.J.

1902

Suttle Motor Corp.
Newport News, Va.

1903

Wentworth Chevrolet Inc.
Portland, Ore.

1904

Martens Cars
Washington, D.C.

1905

Claude Nolan Cadillac
Jacksonville, Fla.

1906

Smart Chevrolet Co.
Pine Bluff, Ark.



1911

Barry Motor Co.
Danbury, Iowa
Chuck Colvin Auto
McMinnville, Ore.
Dahl Automotive
Onalaska, Wis.

Hight Auto Group
Skowhegan, Maine
Kelleher Motor Co.
Ellensburg, Wash.
Schallau Motor Co.
Van Horne, Iowa

1912

C. Speck Motors
Sunnyside, Wash.
Harper Motors
Eureka, Calif.
J.C. Lewis Ford
Savannah, Ga.
Witt Buick
Muskegon, Mich.

1913

Baker Garage Inc.
Baker City, Ore.

1914

Oliver C. Joseph Inc.
Belleville, Ill.

1907

Butts Motors Inc.
Seaside, Calif.

Garber Buick
Saginaw, Mich.

Luck Chevrolet
Ashland, Va.

Wegner Auto Co.
Pierre, S.D.

1908

Don Drennen Motor Co.
Hoover, Ala.

Goodwin Bros. Auto
New Castle, Ind.

**I.G. Burton
and Co., Inc.**
Milford, Del.

Smart Motors Inc.
Madison, Wis.

1910

Grovert Motor Co.
Newhall, Iowa

The Hersrud Co.
Sturgis, S.D.

Sames Motor Co.
Laredo, Texas

Tiffany Motor Co.
Hollister, Calif.



1915

**Brasher Motor Co. of
Weimar Inc.**
Weimar, Texas

Broadway Automotive
Green Bay, Wis.

McClinton Chevrolet Co.
Parkersburg, W.Va.

1916

Edwards Chevrolet Co.
Birmingham, Ala.

1917

**Brown's Automotive
Group**
Patchogue, N.Y.

**Soerens Ford of
Brookfield**
Brookfield, Wis.

1918

Colussy Chevrolet
Bridgeville, Pa.

Sandman Brothers Inc.
Shelbyville, Ind.

1919

Mohawk Honda
Glenville, N.Y.

Walker Automotive
Alexandria, La.

To apply for a Century Award for your dealership, go to nada.org/century.

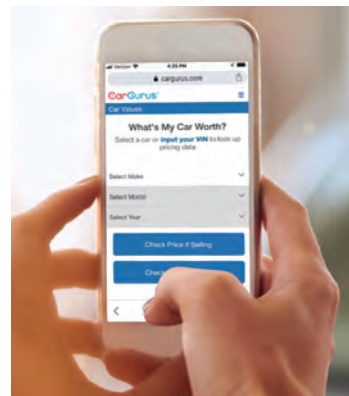
BUYER'S GUIDE

NEW PRODUCTS & SERVICES

BY PETER CRAIG

CAR-SHOPPING SERVICE

CarGurus, Cambridge, Mass., uses data analytics to rate deals on each unit. Its algorithms sort through over 5 million vehicle listings a day, factoring in considerations like price, mileage, trim and options, and dealer reputation. Consumers search—and dealers list—vehicles for free. More info at cargurus.com or 800.227.4878.

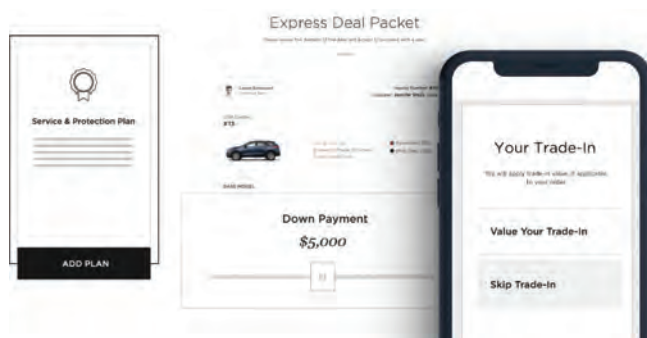


UPDATED DESKING SOLUTION

DealerSocket Inc., Irving, Texas, offers its next-generation desking solution. The new software integrates with the company's PrecisePrice digital retail solution and operates as a CRM in-app program, letting dealers seamlessly update a customer's potential purchase opportunities, schedule follow-up appointments or send out communications. More info at dealersocket.com or 888.655.1435.

LEAD-ENGAGEMENT SOFTWARE

Roadster, Palo Alto, Calif., offers Express Response to boost customer engagement by sending quick responses to online leads with Express Storefront pricing and VIN information to match inquiries. Salespeople can link customers directly to the Express Store, where they can view vehicles and start building their deal online. More info at roadster.com or 833.568.5968.

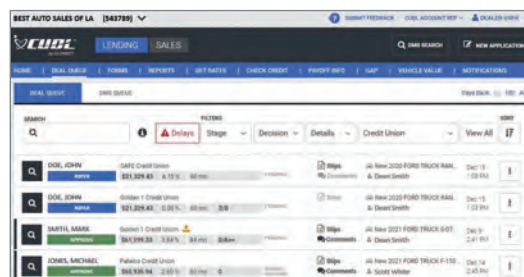


CLOUD-BASED P2P

Yooz, Coppell, Texas, provides an easy-to-use cloud-based purchase-to-pay (P2P) automation solution with no-risk subscriptions to thousands of customers and users worldwide. The AI and RPA technologies deliver top-level automation with simplicity, traceability and customizable features. More info at getyooz.com or 832.384.9669.

LOAN INFO TOOL

CUDL (CU Direct), Ontario, Calif., offers the redesigned Deal Queue to access all key loan information in one location, such as applicant name, application status, credit union lender, loan terms and type of vehicle. Deals can be reviewed at a glance or via advanced search filters. More info at cudirect.com or 877.744.2835.



SALES APP

Market Scan Information Systems Inc., Camarillo, Calif., now has the mDrive app., which helps put the vehicle-shopping experience in the hands of dealership sales staff. The result: a more transparent and less time-consuming sales transaction. More info at marketscan.com or 866.658.7226.



SALES PLATFORM

New York City-based automotiveMastermind offers Market EyeQ, a sales platform that uses behavior prediction technology to target prospects categorized as the most likely to buy new vehicles. The algorithms instantly identify why these prospects are most likely to buy. More info at automotivemastermind.com or 800.801.0018.



POLISHING SYSTEM

Auto Butler, Minneapolis, offers Auto Butler Polisher, featuring a two-step application process. A synthetic polish gently removes minor contaminants, preparing the surface for the sealant. A commercial-grade polymer sealant then bonds to the freshly polished surface. More info at autobutler.com or 612.529.1960.



Recognizing the Leaders and Best

The business and engineering faculty at the University of Michigan Tauber Institute for Global Operations are proud to help select the 51st annual TIME Dealer of the Year finalists.

Along with partners TIME, Ally, and NADA, The Tauber Institute applauds the nominees who have demonstrated exceptional performance in their dealerships and a commitment to improving their communities.



Learn more at: tauber.umich.edu

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866.826.2933

DEALER SERVICES

automotiveMastermind
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ADESA/CCI Auction
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NADA Grassroots
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NADA Show Speakers
(page 69)
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Tauber Institute for Global Operations
(page 67)
tauber.umich.edu

THESE LEADERS WILL BE MAKING IMPORTANT DECISIONS THAT IMPACT YOUR DEALERSHIP, YOUR EMPLOYEES AND YOUR BOTTOM LINE



With the possibility of substantial tax increases and burdensome new dealership regulations, there's never been a more important time to engage with your elected officials.

NADA—THE VOICE OF THE DEALER ON CAPITOL HILL

Learn how you can help protect dealer interests in Washington, at nada.org/grassroots or at the virtual NADA Show (Legislative Affairs at the NADA Pavilion).



2021 **NADASHOW**

VIRTUAL

TUESDAY-THURSDAY
FEBRUARY 9-11 >>>

Dynamic Keynote Speakers

(includes announcement of 2021 TIME Dealer of the Year)



Jim Farley
President & CEO,
Ford Motor Company
The Future of the Auto Industry



Bob Woodward
Legendary Investigative Reporter
*What to Expect in Today's
Political Environment*



Rhett Ricart
2020 NADA Chairman
Opening General Session



Paul Walser
2021 NADA Chairman
General Session

Distinguished Speakers Series

(on Leadership, Dealership Culture, Team Building and Personal Success)



Alex Banayan
*How to Dream Bigger,
Achieve Your Goals and
Take the Third Door*



Eric Boles
*Leading and Building
Legacy Teams*



Mark Eaton
*The Four Commitments
of a Winning Team*



Meridith Elliott Powell
*Change Redefined:
Turn Uncertainty to
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NADA

SHOW | 2022

LAS VEGAS • MARCH 10-13

BY JOE PHILLIPS

In 2022, the NADA Show returns to Las Vegas, the top convention destination in North America for the past 26 years. NADA attendees will be among the first to experience the Las Vegas Convention Center's new West Hall expansion and its innovative underground transportation system, the Convention Center Loop. The West Hall exhibit hall has 600,000 square feet—enough to fit eight football fields—and is 1,314 feet long, which is greater than the height of the Empire State Building. And the Main Lobby is 116 feet high, high enough for King Kong to stand in.



1906

YEAR
FIRST LAS VEGAS
HOTEL OPENED



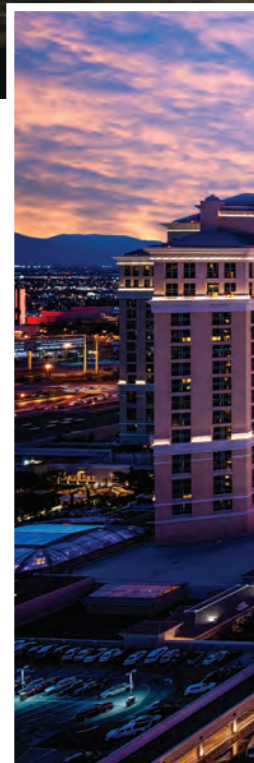
320

DAYS OF SUNSHINE
PER YEAR



Betting on Vegas.

NADA Show attendees' favorite Show site includes the convention center's new West Hall (above) and the famed Las Vegas Strip (right).





150,000

APPROXIMATE NUMBER OF
HOTEL ROOMS



4.2 miles

LENGTH OF
LAS VEGAS STRIP



15,000

MILES OF NEON TUBING
ON THE STRIP IN
DOWNTOWN VEGAS



NADASHOW

FUTURE DATES



2022

March 10-13

THURSDAY-SUNDAY

LAS VEGAS

2023

January 26-29

THURSDAY-SUNDAY

DALLAS



2024

February 2-5

FRIDAY-MONDAY

LAS VEGAS



2025

January 23-26

THURSDAY-SUNDAY

NEW ORLEANS





discover full-service F&I from Allstate®

Allstate Dealer Services has everything you need in a 360° F&I solution. We offer a full product suite with expert claims support and streamlined digital solutions. Plus, our personalized dealership training and profit sharing programs are designed to maximize your profit potential.



Competitive F&I Product Suite

Get all the F&I products you need with trusted Allstate protection and expert claims support.



Profit Sharing Programs

Maximize returns with reinsurance and retro programs, as well as profit improvement plans customized for each dealership.



Personalized Dealership Training

Your team receives training when and how they need it — onsite, online and on-demand.



Digital Solutions

Integrate the latest technology and marketing tools to streamline your systems and help increase sales.



Maximize Your F&I Profit Potential
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OPEN YOUR DEALERSHIP to credit union car buyers

AutoSMART by CUDL is a digital retail solution that puts your inventory in front of thousands of credit union members. With AutoSMART, you'll have the exposure to quickly and effortlessly connect with local in-market buyers. Plus, by connecting to consumers that are actively searching for a car, you won't have to chase down serious car shoppers—they'll come straight to you.

LEARN MORE AT [CUDLAUTOSMART.COM](https://www.cudlautosmart.com)

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