



100



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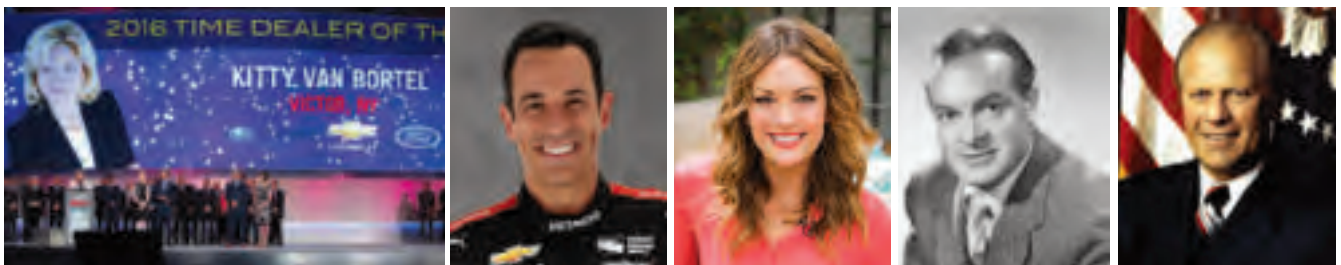
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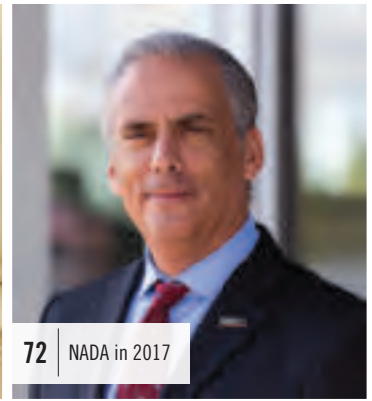
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JANUARY 2017

NADA Convention Magazine



Timeline of milestones



Logos past and present



nada.org/nada100

Click on nada.org/nada100 to find more articles, as well as slideshows and videos. And be sure to share your own stories, photos and videos about dealerships during the past 100 years. Follow NADA on Facebook, LinkedIn, Snapchat and Twitter.

Timeline

NADA, auto industry and world events, with fun facts and photos.

Publications

NADA magazine, newsletters and other communications to dealers.

Video

NADA documentary highlights dealers and the association.

Logos past and present

A look at NADA, ATD, NADA Foundation and NADA PAC branding through the years.

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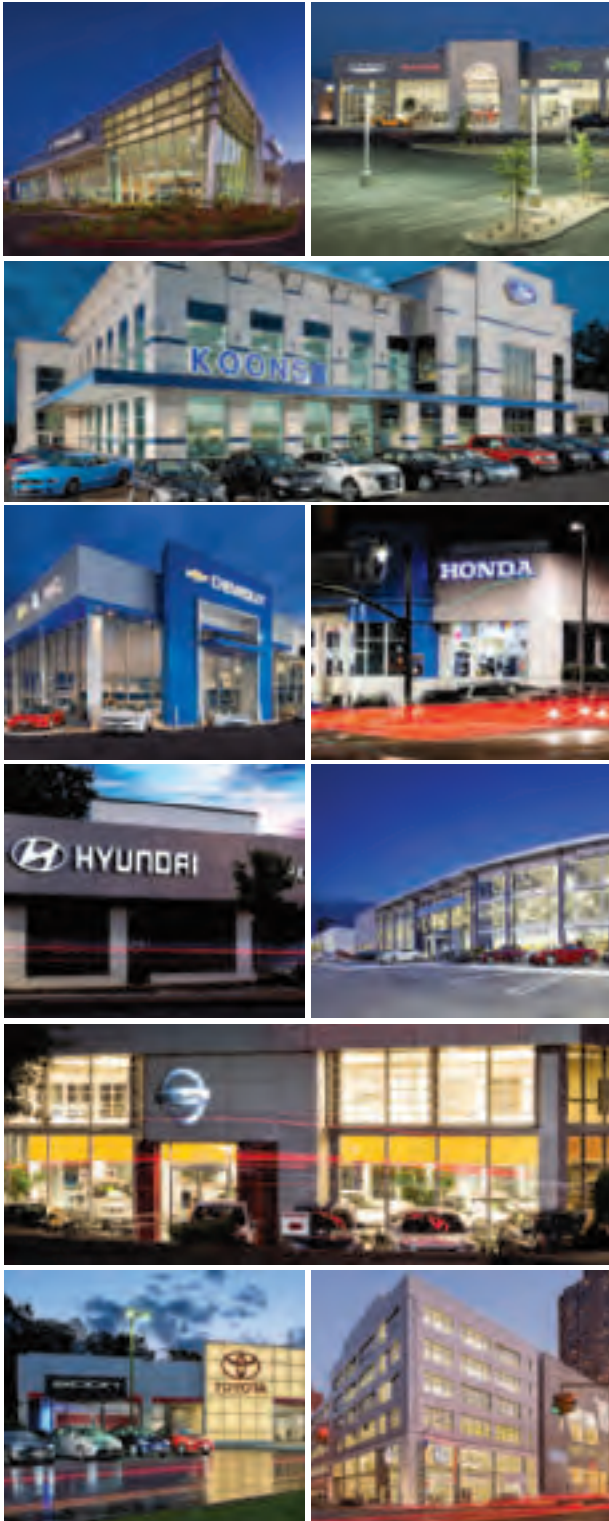
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Welcome

JANUARY 2017

NADA Convention Magazine



100 YEARS: DEALERS AND NADA

The 2017 convention in New Orleans marks a historic anniversary—100 years of NADA working on behalf of all its dealer members. Throughout this issue of *NADA Convention Magazine*, you'll find important milestones for dealers, consumers, automakers and others who affect the auto industry.

The first half of the magazine focuses on the NADA show—with fun facts about convention cities, speakers and the *Time* dealer award—before taking an engaging look at NADA past, present and future.

Along with the convention and this magazine—which was completely redesigned for the special occasion—NADA will be celebrating its centennial all year long with a documentary video, social media outreach, and high-profile speeches at auto shows, conferences and other events.

It's not every day that an organization hits its centennial, yet is still as young and vital as the day it was founded. The proof: For the past 15 years in a row, more than 90 percent of all dealers have been NADA members. Few, if any, other associations can boast such stats.

That's a testament to the strength and endurance of every dealer who makes up the franchised dealer system. And it's a testament to the dedicated NADA leadership and staff working on dealer issues every day.

Cheers to the nation's dealers, and cheers to NADA.

PRESIDENT & CEO

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SENIOR VICE PRESIDENT,

PUBLIC AFFAIRS
Jonathan Collegio

PUBLISHER AND EDITOR IN CHIEF

Joe Phillips

WRITERS AND EDITORS

Matt Aukofer, Peter Craig,
Charles Cyrill

ART DIRECTOR

Terry Gallagher

PRODUCTION MANAGER

Lisa Jusino

DESIGNERS

Tim Collins, Caitlin Lee,
Bruce Tobin

ADVERTISING

Joe Phillips, 703.821.7155,
jphillips@nada.org,
Michele Schaner, 703.821.7146,
mschaner@nada.org

NATIONAL AUTOMOBILE DEALERS ASSOCIATION
CONVENTION MAGAZINE
JANUARY 2017

NADA Convention Magazine is published by the NADA Services Corp., a wholly owned subsidiary of the National Automobile Dealers Association, for the association's annual convention. Copyright 2017, 8400 Westpark Drive, Tysons, VA 22102.

24,000

Attendees



700,000

Total square feet
of exhibit space

68

Workshops



NEW ORLEANS ERNEST N. MORIAL CONVENTIO





Conventional Wisdom

NADA in New Orleans

From its origins in 1917, NADA has nearly always held an annual membership meeting, which evolved into a convention and ultimately added an equipment exposition in 1948.

BY JOE PHILLIPS AND PETER CRAIG

At first, the get-togethers were set in Midwestern cities such as Chicago (site of NADA's founding) or Detroit, then spread to Atlantic City, Dallas, Los Angeles, Miami Beach, New York City, Orlando and Washington, D.C. The convention, usually scheduled for January or February, is now held in three cities that can accommodate its ballooning number of attendees: Las Vegas, New Orleans and San Francisco.

NADA has always had a strong connection with New Orleans. The first NADA convention held there was in 1936, set in the iconic Roosevelt

Hotel and focusing on slim new-car profits. Then 66 years later, NADA had to switch its New Orleans convention dates with the Super Bowl after the September 11, 2001, terrorist attacks threw off the NFL schedule by a week. (Somehow, NADA rearranged in four months what had been planned for years.) And after Hurricane Katrina's devastation in 2005, NADA helped raise \$400,000 to rebuild athletic fields at the city's Lusher Charter School and brought in Katrina fundraisers George H.W. Bush and Bill Clinton to speak at its next New Orleans convention.

The show's goal is to refresh and inspire NADA members through speeches, workshops, franchise meetings, networking events and, of course, the expo. Over its 100 years, NADA has had to cancel only three conventions (blame World War II) but has always adapted to changing trends and technologies—just like dealers do every day in their stores. ♦

For more on the NADA convention, go to nada.org/convention.





1980 Expo hall at the NADA Convention in the New Orleans Superdome, the first time the equipment expo was fully carpeted. Workshops were held on the second level. In 1977, NADA was the first trade show ever at the Superdome.



1936

Year the NADA convention was first held in New Orleans, at the Roosevelt Hotel. The focus: low new-car profits and big losses from "wild trading."



1960

Promoting the *N.A.D.A. Official Used Car Guide* at the convention in Washington, D.C.



36,000

Number of square feet for NADA's first equipment expo in 1948 (with 85 exhibitors in 120 booths).

1977

Year the gullwing DeLorean was displayed at the NADA convention (eight years before its starring role in *Back to the Future*).



Fun Facts

NADA CONVENTIONS

THROUGH THE YEARS

\$25

Registration fee for NADA's first annual National Truck Conference at New Orleans' Sheraton-Charles Hotel in October 1964.



2002

Year NADA rescheduled its convention to accommodate the Super Bowl, after it was delayed a week because of the 9/11 terrorist attacks.



400+ NADA Convention speakers
over the years

Dynamic speakers

For nearly a century, influential speakers have graced the stage at NADA conventions.

BY JOE PHILLIPS AND PETER CRAIG

Early NADA speaker lineups were mainly limited to industry analysts and successful dealers, like 1923's Guy S. Garber of Saginaw, Mich. (whose dealership would become a NADA Century Award winner; page 56). But soon came automaker honchos, such as Charles W. Nash of Nash Motors Co. and GM Chairman Alfred P. Sloan Jr. All told, CEOs from nearly every major automaker has taken its turn at the NADA podium.

By the mid-1930s, politicians were joining in—including Rep. John D. Dingell Sr. (D-Mich.), who championed the auto industry for decades. Later came governors, a future Supreme Court justice, vice presidents and then presidents—even two former presidents at the same time when George H.W. Bush and Bill Clinton took the stage in New Orleans in 2009.

By the 1940s, NADA had begun adding actors, comedians and media types, including Milton Berle, Bob Hope and *Time* magazine founder Henry Luce. Suzanne Somers, Jay Leno and Tom Brokaw would show up later. And though it may be a stretch to say NADA gave certain celebs their big break, Dan Rowan and Dick Martin performed at the convention in 1959, long before they launched the popular variety show *Laugh-In* on TV the next decade.

NADA's timing has been key at other times as well. Norman Vincent Peale—Mr. Self-Help himself—spoke in 1951, right



Helio Castroneves

before his game-changing *The Power of Positive Thinking* hit the presses. And scientist Wernher von Braun addressed dealers just months after his Saturn rocket helped put a man on the moon in 1969.

Two notable high-flying speakers were World War I fighter ace Eddie Rickenbacker—who went on to work for GM, flying around the country signing up dealers—and Chesley B. “Sully” Sullenberger, the “Hero on the Hudson.” Other heavy hitters included astronauts like John Glenn and sports figures, such as Dallas Cowboys coach Tom Landry and NFL quarterbacks Roger Staubach and Peyton Manning.

Yet despite their varied and impressive backgrounds, NADA speakers have one thing in common: a long history of offering encouraging words to dealers to help tee them up for another year of business success. ❖

For a complete list of speakers and entertainers, see convention.nada.org/speakers.



JIM GAFFIGAN
Comedian

Gaffigan is a Grammy-nominated comedian and author. His semi-fictional television show—*The Jim Gaffigan Show*—revolves around one man's struggle to balance fatherhood, stand-up comedy and an insatiable appetite.



MARK FIELDS
*President and CEO
Ford Motor Co.*

Fields is expanding Ford to be both an automotive and mobility company, with an increased focus on connectivity, autonomous vehicles, the customer experience, and data and analytics.



AMY PURDY
*World-Class Adaptive
Snowboarder*

Purdy, who lost her legs to bacterial meningitis when she was 19, is the top-ranked adaptive snowboarder in the U.S. as well as a powerful inspirational speaker who has shared her story with millions of people around the world.



HELIO CASTRONEVES
*Three-Time Indianapolis
500 Winner*

Castroneves—Team Penske's elder statesman—is the only active driver to have earned the distinction of being a three-time winner of the Indianapolis 500 and the only race car driver to become a *Dancing with the Stars* champion.



ROGER PENSKE
*Chairman
Penske Corp.*

Penske is chairman of Penske Corp., with auto- and truck-related subsidiaries that generate more than \$26 billion, and 3,300-plus locations with more than 50,000 employees worldwide.



KEITH E. CRAIN
*Editor in Chief
Automotive News*

Crain's accomplishments include managing and launching business publications, as well as developing the Automotive News World Congress and helping to develop the annual North American International Auto Show in Detroit.





2009 Former U.S. presidents George H.W. Bush and Bill Clinton commanded the attention of NADA attendees in New Orleans.

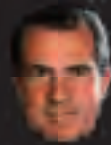
ON STAGE AT NADA

By the numbers: NADA has had some **400-plus** speakers and entertainers over the years.

7 FORMER OR FUTURE U.S. PRESIDENTS



RONALD REAGAN
1968 (when governor of California)



RICHARD NIXON
1960 (when vice president)



LYNDON JOHNSON
1962 (when vice president)



GERALD FORD
(1988)



GEORGE H.W. BUSH
1986, 2000, 2009

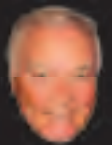


BILL CLINTON
2009

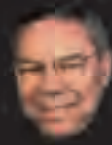


GEORGE W. BUSH
2012

4 FORMER U.S. SECRETARIES OF STATE



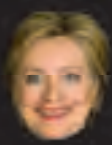
ALEXANDER HAIG
1987



GEN. COLIN POWELL
1996, 2006



CONDOLEEZZA RICE
2011



HILLARY CLINTON
2014

2 FORMER BRITISH PRIME MINISTERS



MARGARET THATCHER
1993



JOHN MAJOR
2002

1 FUTURE U.S. SUPREME COURT CHIEF JUSTICE



EARL WARREN
1949 and 1953 (when governor of California)

1 DESCENDANTS OF DANIEL BOONE



SINGER PAT BOONE
1959, 1980

3 ASTRONAUTS



1 MEMBER OF ROYALTY

QUEEN NOOR OF JORDAN
2005



7 TOP COMEDIANS



MILTON BERLE
1947



TENNESSEE ERNIE FORD
1958, 1960



ROWAN AND MARTIN
1959, 1967, 1977



BOB HOPE
1961, 1976



JAY LENO
2008, 2015



JEFF FOXWORTHY
2016

MOST APPEARANCES

6



TV STAR ART LINKLETTER
1949, 1965, 1967, 1971, 1976, 1984

4



CHRYSLER'S LEE IACOCCA
1980, 1983, 1987, 1990

OTHER NOTABLE SPEAKERS & ENTERTAINERS

1938 Alfred P. Sloan Jr., GM chairman



◀1941 Henry R. Luce, *Time* publisher

1944 Henry Ford II, Ford president 1949 Hedda Hopper, Hollywood columnist

1951 Dr. Norman Vincent Peale, author of *The Power of Positive Thinking*

1952 Pierce Knox, xylophone player 1953 Gordon MacRae, actor



◀1955 Margaret Bourke-White, photographer

1957 Adm. Chester W. Nimitz, WWII Pacific fleet commander

1958 Eddie Rickenbacker, WWI ace and Eastern Airlines chairman

1959 Dinah Shore, singer and actress; Leo Durocher, baseball player and manager

1963 Victor Borge, humorist and musician 1964 George Romney, Michigan governor

1965 Mike Monroney, Oklahoma senator; David Ogilvy, advertising exec

1967 John Davidson, actor/singer 1968 Bob Barker, TV host



◀1970 Dr. Wernher von Braun, rocket scientist 1974 Archbishop Fulton J. Sheen ▶



◀1977 Ray Bolger, *The Wizard of Oz* scarecrow

1978 John B. Connally, former Texas governor; David Frost, TV host



1981 Tom Landry, Dallas Cowboys head coach 1982 Paul Harvey, radio broadcaster

◀1983 Ted Koppel, TV anchor 1985 H. Ross Perot, businessman; George Will, columnist

1989 Roger Staubach, former Dallas Cowboys quarterback

1990 Capt. Gerald Coffee, Vietnam vet and POW

1991 Peter Ueberroth, former baseball commissioner

1992 Gen. H. Norman Schwarzkopf, leader of Gulf War coalition

1993 Lou Holtz, Notre Dame football coach 1994 Tom Brokaw, TV anchor

1995 Terry Bradshaw, four-time Super Bowl champ

1996 Marilyn McCoo, singer; Barbara Bush, former first lady ▶



1997 Naomi Judd, singer; Larry King, TV journalist

1998 Tom Peters, author of *In Search of Excellence*; Neville Brothers



◀1999 Maya Angelou, poet 2000 Suzanne Somers, actress

2001 Melissa Manchester, singer

2003 William Clay Ford Jr., Ford chairman; Rudolph Giuliani, former New York City mayor

2006 Frank Abagnale, author of *Catch Me If You Can*;



Nathan Conyers, longest serving African-American dealer

◀2007 Sugar Ray Leonard, boxer; Jack Welch, former GE chairman and CEO

2008 Bob Woodruff, TV reporter injured in Iraq

2010 T. Boone Pickens, oil industry magnate



2011 Chesley B. "Sully" Sullenberger III, pilot ▶



◀2014 J.R. Martinez, Iraq war vet and *Dancing With the Stars* winner

2015 Jeb Bush, former Florida governor

2016 Peyton Manning, former Indianapolis Colts, Denver Broncos quarterback ▶



◀Eric Maddox (ATD speaker), member of special ops team that tracked down Saddam Hussein

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1977 *Time* award winners line up on stage at the convention in New Orleans.



TIME

Dealer OF THE Year

HOW THE DEALER AWARD BECAME
A REALLY BIG DEAL.

BY PETER CRAIG

If the *Saturday Evening Post* hadn't folded in 1969, there may never have been a *Time* Dealer of the Year award. That's because the *Post* had been sponsoring the quality dealer award since 1960. Upon that magazine's demise, *Time* stepped in to do the honors.

37 Winners since *Time* began presenting the award in 1970.



1970 The first *Time* award winner: Ford dealer O. Willard Noller of Topeka, Kan. (right) with *Time*'s George W. McClellan.

In the *Time* award's first year—1970—there were 50 “winners” (now called nominees), twice the 27 maximum that the *Post* had named in any given year. (The next year, the *Time* figure would jump to 71.)

Out of the 50, a winner among winners—“Dealer of the Year” O. Willard Noller of Topeka, Kan.—was named; there were 10 runners-up. All honorees were chosen by a committee of University of Michigan Business School faculty members based on the qualities of being a good dealer as well as a good citizen. A similar selection process is in place today.

By 1972, *Time* was referring to the winners as “representatives of the thousands of quality dealers across the country” and the Dealer of the Year had become the “National Representative” (before reverting to its original name in 1982). Each year, one dealer has received the top honor—except in 1977 and 1998, when two dealers were named.

The first female Dealer of the Year was Sheilah Garcia of Albuquerque, N.M., in 1992. In addition, five NADA chairmen or presidents have received the *Time* top dealer honor, either before or after their terms. ❖

For more on the award, go to nada.org/time.

1960 First year a major publication presented a dealer award.



1984 In the entrance hall to the 1984 NADA Convention, nominees' faces appear on *Time* cover mock-ups.



1990 *Time* Dealer of the Year Jim Lupient (right), with wife Barbara and son Rick (also a dealer).



2016 Kitty Van Bortel, the second woman dealer to win the award and her husband, Roger Garrett. (Sheilah Garcia from New Mexico was the first in 1992.)



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Kahu. A smarter add-on.
www.spireon.com/NADA2017

kahu
by Spireon

A photograph of two men in business attire talking outdoors. The man on the right is smiling and looking towards the man on the left. The background is a blurred green outdoor setting.

My Dealership

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is diverse.

is local.

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That's why NADA is launching MyDealership.org as part of our 100th anniversary. Our website is a destination with videos of our customers, staff and community leaders telling in their own words why local dealerships not only provide customer satisfaction, but also are deeply beneficial to the communities they serve.



Join our efforts at
MyDealership.org

IN THE BEGINNING

THE ROOTS OF THE AUTO INDUSTRY

BY JOE PHILLIPS AND PETER CRAIG



Mother Shipton (center), 15th century English witch.

Before there was NADA. Before there were dealers. Long before there were even cars, there was an English witch named Mother Shipton.

In 1560, Shipton said, “Carriages without horses shall go.” And she was right...more than three centuries later.

It took a host of tinkers, inventors and entrepreneurs to bring about the horseless carriage. It's been an amazing ride on the road to today's retail auto industry.



THE ROOTS OF THE
AUTO INDUSTRY

1710
— TO —
1916



1710 ▲
Antoine del la Mothe Sieur de Cadillac founds Detroit.

1792
First U.S. toll roads open, in Pennsylvania and Connecticut.

1797
Oil from Oil Creek, Pa., sold as medicine in Pittsburgh.

1876
Nicholas Otto patents four-stroke engine, in Germany.

1864
First car buyer, ▶
Russian Czar Alexander II, places order for 1.5-hp French Lenoir.



1878
First auto race, from Green Bay to Madison, Wis., won by Oshkosh steam car averaging six mph.

1893
Duryea brothers build America's first horseless carriage.

1889
John Dunlop patents first pneumatic tire, in Ireland.

1895
First pneumatic tires run by Michelin brother in Paris-Bordeaux race.
First U.S. auto advertising, a Benz ad in *The Motorcycle*.



First U.S. auto ▶
patent, to George Baldwin Selden.

1901
John and Horace Dodge open machine shop in Detroit.

First mass-produced ▶
car in U.S. built, the Curved Dash Oldsmobile Runabout.



First Mercedes built by Daimler.
Connecticut becomes first state to enact motor vehicle law.



First speedometer, in an Olds.

David Buick, maker of bathroom appliances, builds first car.

◀ New York becomes first state to license cars.

1896
First four-cylinder engine, by Panhard et Levasser, in France.

Henry Ford builds his first car in Detroit; it fails.

Barnum & Bailey features automobile in circus for first time.

1786
Pennsylvania legislature considers inventor Oliver Evans' proposal to build steam wagon as insane.



1801
▲ First steam coach built by Richard Trevithick, in England.

1805
First U.S. self-propelled vehicle, a steam dredge, built by Oliver Evans.

1844
Charles Goodyear patents rubber vulcanization process.



1859
E.L. Drake drills world's first oil well, in Titusville, Pa. ▼



1860
First practical internal combustion engine built by Jean Lenoir, in France.



1886
▲ First practical motor car patented by Carl Benz, in Germany.

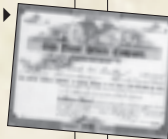
1855
◀ First self-propelled steam fire engine in U.S. patented by A.B. Latta.



1897
First independant auto dealer in U.S., William E. Metzger in Detroit, sells his first car, a Waverly electric.

Japan imports its first motor vehicles, steam cars from U.S.

Olds Motor ▶
Vehicle Co. organized, builds first Oldsmobile.



The Stanley twins form Stanley Steam Car Co.

1898
Renault introduces first shaft drive, replaces chains.

1899
First U.S. auto factory opened by Ransom E. Olds.
First auto garage opens, in New York.

◀ First car to go faster than a mile per minute, 65.79 mph, the *Jamais Contente* "Never Satisfied," in France.

William McKinley becomes first president to ride in an auto, a Stanley.

1900
First National Automobile Show held, in Madison Square Garden. ▼



The Ohio, built by Packard, uses steering wheel in place of tiller.

First driver's license issued, to Harold J. Birnie, in New York City.

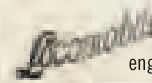
1902
First eight-cylinder engine, built by Charron, Girardot and Voight, in France.

Cadillac Automobile Co. organized.

First Rambler, later to become Nash, built.

American Automobile Association formed.

◀ First front-mounted engine in U.S. car, Locomobile.



1903

Ford Motor Co. ▶ formed, capitalized with \$22,000.

First six-cylinder engine, by Spyker, Amsterdam.

Britain's Vauxhall makes composite wood- and steel-bodied car.

Buick Motor Co. organized.

1904

Chauffeur Paul Miller arrested in New York City for speeding... at 16 mph.



1907

National Automobile Dealers Association of America organized briefly.

Tokyo's Jidosha Seisakusho Co. builds Japan's first gas-fueled car.

◀Oakland Motor Car Co. (later Pontiac) organized.

First parkway, Vanderbilt Motor Parkway, opens in New York.

President William Howard Taft orders first official White House car, a White Steamer. ▼



1906

First American concrete road laid, in Detroit.

Michelin's first removable tire rim.

Buick introduces storage battery as standard equipment.

1909

Suzuki Loom works formed.

1912

First standard starter and ▶ independent electrical system, in Cadillac.

First white lines dividing street lanes, Redlands, Calif.



1913

First moving production line installed, at Ford Highland Park, Mich., plant. ▼



First all-steel body developed, by Budd.

First car to break 100 mph, at Brooklands, England.



Installment financing first used to sell cars.

◀First drive-in gas station opened, by Gulf, in Pittsburgh.

Automatic Bendix drive for starters introduced.

1905

Two dealer groups formed: National Association of Automobile Dealers and Associated Garages of America. Neither takes hold.

First front-wheel-drive car, the Spyker, in Holland. ▼



Society of Automotive Engineers founded.

First stolen car reported, in St. Louis.

Society of Automobile Engineers formed.

1908

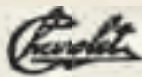
Cadillac Model K, first car to use interchangeable parts.

William Crappo Durant organizes General Motors holding company, absorbing Buick, Oakland and Olds.

Cadillac wins Dewar trophy for pioneering interchangeable parts.

Walter Chrysler disassembles, rebuilds his first car—a Locomobile—some 40 times to see how it works.

First Ford Model T built, sells for \$850. ▶



1911

◀Chevrolet Motor Co. organized.

Charles "Boss" Kettering installs first self-starter, in a Cadillac.

Auto stocks first listed on New York Stock Exchange.

First Indy 500 winner, Ray Harroun. ▼



1914

Lincoln Highway started, first transcontinental road, from New York to San Francisco. ▼



Kwaishinsha Co. makes first Datcar (changed to Datsun in 1931).

First stop sign goes up, in Detroit.

First traffic lights, in Cleveland.

First mass-produced V8, by Cadillac.

First Dodge comes off assembly line. ▼



1916

Federal Aid Road Act, first federal funds for road building, passed.

Tokyo Ishikawajima Shipbuilding (later Isuzu) builds first car.

Hand-operated windshield wipers introduced.

The **NADA** Story

Dealers and their association.

BY JOE PHILLIPS AND PETER CRAIG

NADA was born in 1917 when a group of dealers set out to change the way Congress viewed automobiles. Thirty dealers from state and local associations went to Washington and set up base at the Willard Hotel. By convincing Congress that cars weren't luxuries as they had been classified, but were vital to the economy, the group prevented total factory conversion to wartime work and succeeded in reducing a proposed 5 percent luxury tax to 3 percent.

These businessmen realized that the nation's 15,000 dealers needed continuing representation in Washington.

30 Dealers who traveled to Washington, D.C., in May 1917

Two months later—on July 17 and 18—130 dealers met in Chicago to elect officers. Milwaukee dealer George W. Browne was the first NADA president. To launch the association cost exactly \$102.71, which covered mostly telegrams, telephone calls and postage.

The early years

The annual convention was an NADA fixture from the beginning. The association wanted its meetings to coincide with auto shows because of all the dealers attending. So, before it was six months old, NADA held its first annual meeting, with 138 delegates,



George W. Browne, NADA's first president (1917).

during the Chicago Auto Show. St. Louis was chosen as the city for NADA headquarters.

The first important national legislation sponsored by NADA was the National Motor Vehicle Theft Law (the Dyer Act) in 1919, which made it a federal offense to steal a vehicle and take it across

state lines. NADA also promoted uniform accounting methods among dealers and was active in seeking auto financing reforms.

By 1920, NADA office staff had grown to six people, with seven field secretaries. The annual budget was \$54,850.

\$102.71 Cost to launch NADA in 1917



1917 NADA's founding fathers, July 18, in Chicago.

1917 — TO — 1919

1917

NADA launches with \$102.71 to cover telegrams, phone calls and postage; George W. Browne is first president.



◀ First NADA logo.



◀ Woodrow Wilson is U.S. president.



▲ Ford's River Rouge plant, largest industrial complex on Earth, opens.

Mitsubishi Model A introduced, first volume Japanese car. ▶



▲ Russian Revolution begins.

Sigmund Freud publishes *Introduction to Psychoanalysis*.



▲ U.S. declares war on Germany.



▲ Ella Fitzgerald, Henry Ford II, Katharine Graham, John F. Kennedy, Dean Martin born.

International Red Cross wins Nobel Peace Prize. ▶



1918

NADA's first annual meeting with 138 attendees in Chicago; NADA headquarters established in St. Louis.



▲ Chevy becomes GM division.

Influenza epidemic kills some 20 million worldwide (548,000 in U.S.)

First Pulitzer prizes awarded. ▶



WWI ends. ▶



18th Amendment (Prohibition) ratified.



1919

NADA sponsors first major legislation, National Motor Vehicle Theft Law, prohibiting stealing and moving vehicles across state lines.



"HISPANO-SUIZA"

▲ First power brakes introduced, by Hispano-Suiza.

First state gasoline tax, in Oregon. ▶



First trans-Atlantic nonstop flight, by U.S. Navy seaplane.

Paris peace conference: Versailles Treaty outlines League of Nations. ▶



Member services were expanded to include insurance protection and bank credit. The 1924 convention in Chicago had 2,000 attendees.

In 1922, NADA began to study used-car values as a service to members. A decade later those studies became the *N.A.D.A. Official Used Car Guide*, carrying the U.S. government's endorsement as the nation's authority on used-car prices. About 40,000 copies were printed and mailed to subscribers in December 1933. The first issue was 388 pages, published for 21 regions.

Interest in used-car values was high for two reasons. One, after debating for years how to handle trade-ins, dealers finally began applying trade-in values toward new-car down payments. Two, used cars

outsold new cars. At the end of World War I, sales of used cars were about half as numerous as new-car sales. But from the 1920s through the 1950s, used-car sales consistently exceeded franchised new-car sales.

1930s: The Depression years

NADA almost didn't survive the Great Depression. The first four months of 1932 left the association—after expenses of \$20,879—with a net income of \$837. In May, NADA's general manager told the board that, based on the renewal record and members' difficulty in paying dues, it would be "impossible to carry the association beyond the first six months of the year without drastic changes."

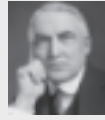
The secretary was to find new quarters for the association at a cost not to exceed \$50 per month. The board reduced activity to a minimum and for the rest of 1932 employed only a secretary-manager and a stenographer, who also handled bookkeeping. The general counsel, field staff and mailroom clerk were let go.

But a year later, things were different. In February 1933, NADA had 2,200 members, most of whom were behind in their dues. But by early 1934, NADA had an active, paid-up membership of more than 20,000. By the end of the year, there were 30,000. A motor magazine editor speaking at the 1934 convention said, "It is incredible that so infinite an improvement could have been recorded in so short a space. For the average

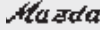
WORLD TIMELINE
1920
TO
1929

1920

NADA staff grows (six in office, seven field secretaries), \$54,850 budget.



◀ Warren G. Harding elected president.

Toyoko Cork Kogyo (later Toyo Kogyo, then Mazda) founded. ▶ 

◀ Duesenberg offers first Straight 8 and four-wheel brakes.



Senate refuses to ratify League of Nations.

19th Amendment, women can vote; League of Women Voters founded. ▼



◀ Sinclair Lewis publishes *Main Street*; F. Scott Fitzgerald, *This Side of Paradise*.

First regular licensed radio broadcasting begins.

First Agatha Christie mystery.

1921

NADA advocates amendment for 3 percent manufacturer sales tax.

First adjustable front seat, by Hudson.

First drive-in restaurant opens, Royce Hailey's Pig Stand, in Dallas.

First auto sales recession.

Miss America Pageant begins. ▶

Congress sharply curbs immigration with quotas.

Teapot Dome scandal.



▶ First Lincoln introduced.

Unknown Soldier buried at Arlington National Cemetery.

1922

NADA begins used-car value study at government's request.



◀ Rebecca Felton, first female U.S. senator.

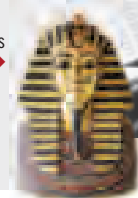
Mussolini forms Fascist government in Italy.

First suburban shopping mall opens, near St. Louis.

Air cleaners introduced.

Reader's Digest founded.

King Tut's sarcophagus discovered. ▶



Irish Free State officially proclaimed. ▶

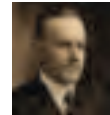


1923

NADA services include insurance, theft protection and bank credit.

Ford's Model T reaches peak annual production of 1,817,891 units.

Morris Garages, Oxford, England, builds first MG. ▶



◀ Calvin Coolidge takes office after Harding dies.

First sound-on-film motion picture, *Phonofilm*.

Widespread Ku Klux Klan violence.

George Gershwin composes *Rhapsody in Blue*. ▼



dealer who had lived so close to the gates of hell that he could smell the sulphur, the swiftly changing scene has brought a glimpse of a business paradise to which he may aspire....Our grandchildren, reading their histories, will have a clearer conception than we of the swift sequence of portentous events which have crowded the past 11 months."

The turnaround was the result of the New Deal's National Recovery Administration and the new Code of Fair Competition for the Motor Vehicle Retailing Trade. When the mandate of industry-specific codes was announced, the nearly dissolved association went into a flurry of activity, developing a proposed code and visiting dealers around the country for suggestions and support.

Factory relations and dealer profitability were pressing topics throughout the 1930s. And until Prohibition ended in 1933, NADA lobbied on behalf of dealers who suffered losses when cars on which they held unpaid liens were confiscated by the Revenue Department because the owners had violated liquor laws. NADA also launched a publicity campaign urging customers to buy new cars.

In 1935, NADA announced a Speakers' Bureau Service to help state and local dealer associations obtain lists of speakers who could address dealer groups for free. NADA also began regular, confidential studies—sales of new cars and equipment, used cars, reconditioning, parts and equipment,

54,354 New-car dealers in pre-Depression 1929

service, income tax, advertising—to define and quantify dealers' problems. A survey of 359 dealers at the time showed an average gross profit per new-car sale of \$171.87 (20 percent); direct expense of \$89.09 per sale; indirect expense of \$34.45; and an operating profit of \$48.33 on a unit sales average of \$853.17. These surveys continue in various forms today.

When NADA moved to Detroit in December 1936, it formed a new legislative department, prepared a Standard Used Car Appraisal Form, and began a dealer education program to demonstrate how to sell the used-car

1924

NADA annual convention (Chicago): 2,000 attendees, a record.

Ford Motor Co. stock valued at \$1 billion.

Calvin Coolidge elected president.

All Native Americans become American citizens.

Leopold and Loeb convicted in "thrill killing."



Vladimir Lenin dies.

Ethyl gas additive debuts, leads to high-compression engines.

Dodge produces its first all-steel-bodied car.



First Chrysler introduced.

First Macy's Thanksgiving Day Parade.

1925

NADA helps develop uniform accounting methods/reforms in auto financing.

Lincoln Highway completed.

25 millionth U.S. car built.



John Scopes found guilty of teaching evolution in Tennessee high school; fined \$100 and costs.

First female governor, Nelly Taylor Ross (Wyoming).

Hitler publishes *Mein Kampf*.

1926

NADA business management experts tour U.S., work with members.

First use of shatter-resistant glass, by Cadillac.

GM opens first auto styling studio, under Harley Earl.



Pontiac nameplate introduced by Oakland.



Dr. Robert Goddard's first liquid-fuel rocket travels 184 feet in 2.5 seconds.



Gertrude Ederle, first woman to swim English Channel.

1927

NADA has 3,500 members; moves to larger offices; cosponsors 167 educational sales campaigns in 115 cities.

Last of 15 million Model Ts built.

Lockheed develops internal hydraulic brakes.



Charles Lindbergh flies solo nonstop from New York to Paris (33.5 hours).

Sacco and Vanzetti executed for killing two men (vindicated 1977).

First talking picture (a "part-talkie") opens: *The Jazz Singer*, with Al Jolson.



Show Boat opens.

1928

NADA dues now based on dealer gross sales during previous year.

Automobile radios appear.

Synchromesh transmission introduced by Cadillac.

Chrysler takes over Dodge, introduces Plymouth and DeSoto.



Herbert Hoover elected president.



Sakichi Toyoda sells loom patent rights to finance car research.

Penicillin discovered.



1929

NADA asks automakers to help with factory dealer relations committee.

Core and Ruxton intro first production front-wheel-drive cars in U.S.

Chicago's St. Valentine's Day Massacre; seven gangsters killed.

Stock market crashes October 29.



Thomas Wolfe publishes *Look Homeward Angel*, William Faulkner, *The Sound and the Fury*.



1923 NADA members gather for a Federal Trade Commission conference.

1930 TO 1939



1930

NADA says no to auto-mechanic salesmanship course; *NADA Bulletin* goes from \$2 to \$5 a copy.



◀ Cadillac introduces first V16 engine.

Pluto located as ninth planet.

Cyclotron-charged particle accelerator developed.

1931

NADA develops first factory-dealer contracts.

50 millionth U.S. vehicle produced.

Knute Rockne dies in plane crash.

◀ Empire State Building opens.



Pearl Buck publishes *The Good Earth*.

Al Capone sentenced for tax evasion.

1932

NADA struggles through year, cuts services and staff; membership drops to 2,000. Depression's effects on dealers discussed at convention.

Pontiac Motor Division replaces Oakland.



◀ Franklin D. Roosevelt elected president.

12 million unemployed; Reconstruction Finance Corp. formed to help economy.



◀ Charles Lindbergh Jr. kidnapped and killed.

1933

NADA urges new-car purchases; publishes first 40,000 copies of *Official Used Car Guide* (\$31 per member).

Individual front-wheel suspension, called Knee-Action, introduced by GM.

Prohibition ends.

King Kong kidnaps Faye Ray. ▼



First drive-in movie opens, in Camden, N.J.



◀ Frances Perkins, first female Cabinet member (secretary of labor).

Roosevelt closes banks; launches New Deal.

Gold standard dropped by U.S.



1934

NADA starts dealer analysis department (2,500-plus used-car statements analyzed for members); *Guide* price drops to \$12.



Sakichi Toyoda

▲ Toyoda Automatic Loom Works starts car production.

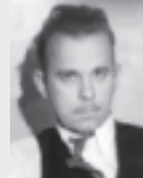
First Datsun exported. ▶

Toyo Kogyo sells first Mazda vehicles, three-wheel trucks.



It Happened One Night sweeps Oscars.

First quintuplets to survive beyond infancy.



◀ Arch-criminal John Dillinger killed.

allowance to prospects and how to use the *Guide*. Dealer count, which had dropped to a low of 35,265 in 1933, was up to 41,992 in 1938. A 1939 article headline decried, "Too Many Dealers; What Can Be Done About It?"

For the 22nd convention in April



NADA Guide Key Punching Department. Average operator's speed in 1937: 350 cards per hour.

1939 (planned around the World's Fair and Golden Gate Exposition), a special train was arranged to take dealers from Chicago to San Francisco. And for the 1940 convention in Pittsburgh, NADA invited Eastern dealers to travel to Pittsburgh via "The Dream Highway," the new Pennsylvania Turnpike.

1940s: NADA and WWII

In 1941, NADA moved from Detroit to Washington, D.C., to work more closely with government agencies and keep tabs on legislative events. NADA also worked with automakers to obtain many changes in factory policy favorable to dealers.

In those early war years, NADA bulletins urged members to be more profit-conscious, to work on improving

gross profit, and to adopt "saner selling methods" to prepare for higher taxes and higher costs of doing business. And through prepared newspaper articles, NADA tried to show the public the importance of cars to the economy.

The 1942 convention marked NADA's 25th anniversary, and 2,300 dealers attended. With America's entry into WWII, the talk was of survival, the threat of gas rationing and the government freeze on vehicle delivery. A March 1942 Census Bureau report of 23 common types of businesses showed that dealers were by far the hardest hit by the war program. NADA lobbied Congress to minimize the effects of rationing and other war-related restrictions.

It was a tough year for dealers. The

1935

NADA offers first auto-retail survey.



▲ Toyota A1 prototype, its first car.



◀ First parking meter, in Oklahoma City.

Comedian Will Rogers killed in Alaska plane crash.

Huey Long assassinated. ▶

Social Security Act passed.

First Jaguar, SS 2.5 Saloon. ▼



◀ Boulder Dam completed.

George Gershwin's opera *Porgy and Bess* opens.

1936

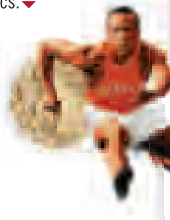
NADA moves from St. Louis to Detroit's Hotel Statler; creates legislative department; membership is 30,000.

First production diesel car offered by Mercedes.

Edward Windsor abdicates British crown for Mrs. Wallis Simpson.

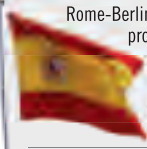
Roosevelt re-elected.

Jesse Owens wins four gold medals in Berlin Olympics. ▼



Doug "Wrong Way" Corrigan flies from Brooklyn to Dublin.

Rome-Berlin axis proclaimed.



◀ Spanish Civil War begins.

Margaret Mitchell publishes *Gone With the Wind*.

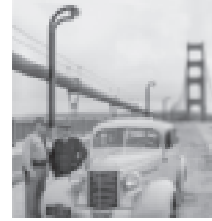
1937

NADA advocates "Quality Dealer Program" to stem growth of new outlets; supports FTC study of auto industry and dealer-factory relations.



▲ Oldsmobile offers first automatic transmission.

Amelia Earhart lost in Pacific. ▼



▲ Golden Gate Bridge completed.

Roosevelt's request for six more Supreme Court justices defeated.

Auto, steel labor unions win first big contracts.

Hindenburg explodes over Lakehurst, N.J.

1938

NADA bylaws rewritten; members get voice in management.

Chrysler offers fluid-drive automatic transmission.

First Mercury cars introduced.

National minimum wage enacted.

Orson Welles radio drama *War of the Worlds* scares nation. ▶

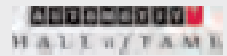


1939

NADA moves to United Artist Building in Detroit; *Guide* costs \$8.

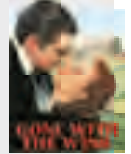
Nash offers first air conditioner as option.

First electric turn signals introduced by Buick.



▲ Automotive Hall of Fame begins.

Gone With the Wind sweeps 1939 Oscars. ▶



U.S. declares neutrality in European war.



◀ Einstein writes Roosevelt about A-bomb feasibility.

The Grapes of Wrath published.

New York World's Fair opens. ▶



NADA in 1936. Moves from St. Louis to Detroit's Hotel Statler.

public wasn't buying used cars for fear that the government would appropriate them; dealers were reluctant to acquire used cars because of rumors that their inventories would be frozen. Uncle Sam had already prohibited the sale and delivery of new cars and trucks; only customers who had placed orders before Jan. 1, 1942, could take delivery of new cars. Business was further eroded by nationwide gas rationing.

President Franklin D. Roosevelt brought relief to struggling dealers, signing into law a measure allowing them to sell to the government new cars and trucks that had been subject to rationing.

NADA's January 1942 newsletter warned that "the war with Japan may eliminate the American automobile

forever from that country." The article noted that business had been on the "downgrade" for several years and that the last foreign manufacturer was considering moving its plant out when the war broke out. And, it said prophetically, Japan already produces beyond its own "small" requirements.

Dealer service business took a hit when the Army asked NADA to help recruit mechanics in 1942-1943 in so-called NADA Battalions overseas. The 950 officers and 26,000 enlisted men saw action in Tunisia, Italy and Germany, and in the D-Day landing on the Normandy beachhead. Their mechanical skills were credited with keeping the wheels of war rolling, and NADA was honored for its part in recruitment.





1939 The NADA Convention in San Francisco, back when all attendees could fit in a ballroom.

WORLD TIMELINE
1940
 TO
1949

1940

NADA rejects federal auto-industry regulation; supports labor revision act after eight-week Chrysler plant strike.

Sealed-beam headlights introduced.

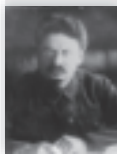
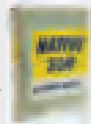
First long-distance turnpike (Pennsylvania's). ▼



Roosevelt re-elected.

First peacetime draft approved.

Richard Wright publishes *Native Son*. ▶



◀ Leon Trotsky assassinated in Mexico.

1941

NADA moves from Detroit to 1026 17th St., NW, Washington, DC; *Guide* stays in Detroit.

Willys begins Jeep deliveries to U.S. Army. ▶



▲ Japan attacks Pearl Harbor.

Roosevelt speech: "freedom of speech, religion; freedom from want, fear."

Lend-Lease Act signed; military credits for Britain, USSR.

Roosevelt and Winston Churchill issue Atlantic Charter.

Lou Gehrig dies. ▶



1942

NADA *Guide* (with seven employees) separates from association activities and incorporates.

War forces national speed limit: 35 mph.

Murray-Patman Act gives dealers wartime financial assistance.



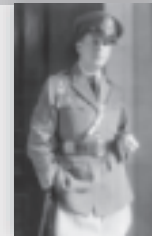
▲ First nuclear chain reaction, at University of Chicago.

110,000 Japanese-Americans moved to detention camps for three years.

Battle of Midway, Japan's first major defeat.

U.S. auto factories converted to war production; most auto items rationed.

Marines land on Guadalcanal.



U.S. invents new synthetic rubber.

◀ Gen. Douglas MacArthur vows, "I shall return."

1943

Convention canceled due to federal moratorium on large gatherings; NADA honored for wartime recruitment efforts.

Edsel Ford dies. ▶



U.S. troops invade Italy.

All war contractors barred from racial discrimination.

Income tax withholding introduced.

Race riots in Detroit and Harlem leave many dead, injured.

1944

NADA *Bulletin* gets facelift, becomes *NADA Magazine*. NADA Battalions involved in D-Day landing on Normandy beachhead.

Roosevelt re-elected.

GI Bill of Rights signed, provides veterans benefits.

With dealership service departments experiencing a crippling personnel drain, dealers turned to women. One NADA dealer reported that 45 women responded to his newspaper ad for one service technician. "They ranged from high school girls to gray-haired grandmothers. They came in fur coats and in sweaters and slacks. Some even came with infants in arms," he wrote.

The Office of Price Administration (OPA) advised civilians to put off unnecessary repairs such as bent fenders and crumpled radiators and encouraged them to keep cars longer. And it took increasing resourcefulness for dealers to stay in business. One Indiana dealer bought radios, refrigerators, freezers and furnaces to sell in his showroom, and

then sold toys at Christmas. Amazingly, a postwar NADA survey showed that 85 percent of dealers managed to stay afloat.

The 1943 convention was canceled because of a government ban on assemblies larger than 50 people. A scaled-back convention was held in 1944, but because of wartime "congestion" in Detroit, dealers had to share hotel rooms. Henry Ford II addressed conventioners that year, the first Ford family member to do so. As the war continued, the next two conventions were canceled.

But Roosevelt's proposed \$15 billion highway project provided impetus for NADA, which actively supported the measure, along with numerous safety



1940s "NADA Battalions." Key to keeping the U.S. Army moving during WWII.





◀ International Monetary Fund and World Bank created.

U.S. forces land in Philippines.

1945

NADA occupies eighth floor of Defense Building.

“The Lone Ranger” buys first 1946 Pontiac. ▶

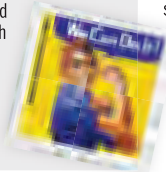


Henry Ford II is Ford president.

Marines land on Iwo Jima.

Yalta Conference.

Dealerships replace enlisted mechanics with women. ▶



Germany and Japan surrender.



◀ Roosevelt dies; Harry Truman takes office.

MacArthur takes over Japan supervision.

United Nations established. ▶

1946

NADA Magazine reports on first dealer and factory TV ad experiments.

Detroit has automotive golden jubilee.

First fiberglass-bodied car, the Stout 46.

First automobile radio telephone appears.

Civilian industry and new-car production resume.

400,000 mine workers strike; other industries follow.

Philippines given independence by U.S. on July 4.



1947

NADA has new emblem, first field reps; promotes “Give a Day to NADA.”

The first Ferrari, the Type 125 Corsa V12. ▶



First MG TC arrives in America.

Kaiser-Frazer launched.

Henry Ford, William Durant die.



◀ Brooklyn Dodger Jackie Robinson first black major league baseball player.

Taft-Hartley Labor Act curbs strikes.



Truman Doctrine: aid to Greece, Turkey.

◀ Marshall Plan gives aid to European countries.

Congress proposes 22nd Amendment, limits presidential terms.

1948

NADA starts industry relations committee, convention equipment exhibition.

Goodrich introduces tubeless tires. ▶



Daimler introduces electric windows.

Honda Motor Co. begins with \$3,300 in capital.

U.S. auto industry passes 100-million-car mark.

Harry Truman elected president; starts Berlin air lift.

Organization of American States founded.



▶ Mahatma Gandhi assassinated.

Nation of Israel proclaimed.

Kinsey Report, *Sexuality in the Human Male*, published.

1949

NADA's first president, George W. Browne, dies.

First tailfins appear, on a Cadillac. ▶



First key-turn starter introduced, by Chrysler.

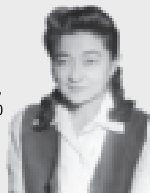
Auto shows return.

NATO established by U.S., Canada and 10 Western European countries. ▶



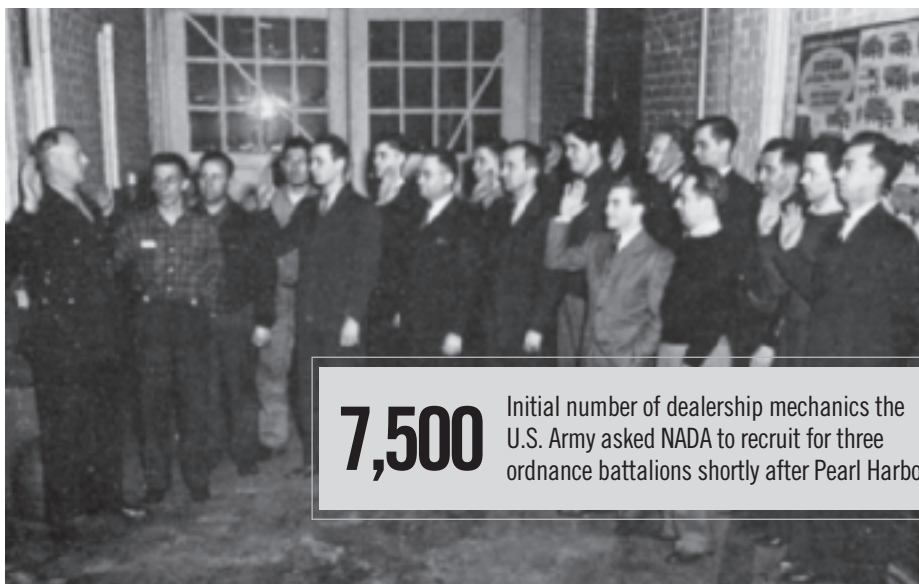
11 U.S. Communists guilty of advocating violent overthrow of government.

Tokyo Rose, Japanese wartime broadcaster, sentenced to 10 years. ▶



campaigns to combat rising highway deaths over the next two decades.

By 1944, civilians had to apply to the federal government to buy one of the nation's remaining 60,000 new cars. Washington announced that no new cars could be built until the war was over and turned its attention to used cars. NADA lobbied vigorously against rationing and price ceilings for used vehicles, warning that they were creating a black market and destroying dealers' one remaining source of business. The *Guide* adapted its format to include both average prices and OPA ceilings. With used vehicles assuming more importance during and immediately after the war, *Guide* subscriptions



7,500

Initial number of dealership mechanics the U.S. Army asked NADA to recruit for three ordnance battalions shortly after Pearl Harbor.

1940s During WWII, the Army asks NADA to help recruit mechanics for so-called NADA Battalions.

WORLD TIMELINE
1950
 TO
1959

1950

NADA forms industry analysis department; produces *Truck Reference Book*; calls for dealer-elected councils.

Ford comeback: replaces Chrysler as No. 2 U.S. carmaker.



George Bernard Shaw dies.



Bandits rob Boston Brink's office of some \$3 million.

UN asks for U.S. troops to restore Korean peace.

U.S. sends 35 military advisers to South Vietnam.



Army seizes railroads to avert general strike.

Census first asks U.S. households if they own a TV.

1951

NADA wins Silver Anvil, highest PR award.

Because of Korean War, price controls imposed on autos again.

Civilian vehicle production restricted.



Rosenbergs sentenced to death for espionage.

Truman relieves MacArthur of Far East command.

Color TV introduced in U.S.

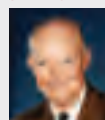


J.D. Salinger publishes *Catcher in the Rye*.

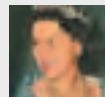


1952

NADA membership is 35,394 (9 out of 10 dealers); Automobile Manufacturers Association study shows \$650 of \$2,000 new-car price goes to taxes.



Dwight D. Eisenhower elected president.



Elizabeth II is Queen of England.

First power steering offered by Buick, Cadillac, Olds.



First hydrogen bomb explosion, at Enewetak Atoll in Pacific.

Immigration and Naturalization Act of 1952 removes racial/ethnic barriers.

Steel mills seized to avert strike; Supreme Court rules the move illegal.

Puerto Rico becomes "associated free state" (U.S. commonwealth).



1953

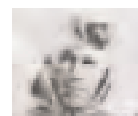
NADA gets IRS to allow depreciation, capital gains of company-owned cars.

First practical disc brakes, on Jaguar C-Type race car.



Corvette is first plastic-bodied car made in quantity.

Michelin markets first radial-ply tire.



Edmund Hillary reaches top of Mt. Everest.



Joseph Stalin dies.

All federal price, wage and credit controls lifted.

Studies show occupants protected from A-blasts if they lie on car floor.

leaped from 28,000 in 1945 to 50,000 one year later.

NADA membership, which had taken a big hit during the war, also skyrocketed, thanks to a massive membership drive. By 1949, membership would be 35,000.

After the war, automobile production resumed. But waiting lists of two years for a new car were not uncommon, and NADA expanded its public relations staff to help counter the public perception that dealers were getting rich off the shortage. NADA urged its members to be responsible, distributing a pamphlet, *The Truth About the Current Automobile Situation*, to diffuse public ill will.

The first postwar convention in 1947 was also NADA's 30th, and a record 6,500 attendees traveled to



In Washington, D.C. NADA moves to its in own building at 2000 K St., NW, in 1956.

Atlantic City, N.J. The resumption of local auto shows in 1949 signaled that life was back to normal.

1950s: Dealer-automaker relations

After the war, the auto industry discovered television. NADA predicted that, based on initial experiments with dealer and factory TV ads, the medium would become "a permanent sales tool of the automotive industry." Radio also became increasingly important during this decade. NADA provided dealers with free five-minute public interest scripts for local radio broadcasts.

As the nation remobilized for the Korean War, dealers braced for another halt in car production. Price controls were again slapped on the auto industry.



1954

NADA asks for dealer exemptions to Taft-Hartley Act; lobbies to eliminate automaker “phantom freight” charges.

Studebaker, Packard, Nash, Hudson merge.

First production fuel injection, in Mercedes-Benz 300SL.



▲ Sen. Joe McCarthy leads TV hearings alleging Communist influence in Army.

USS *Nautilus*, first atomic-powered submarine, launched.

Supreme Court bans racial segregation in public schools.

Jonas Salk begins polio vaccinations. ▼



Southeast Asia Treaty Organization (SEATO) formed.

Condemnation of McCarthy voted by Senate.

1955

NADA has 72 employees; gets anti-“bootlegging” bills introduced; Congress investigates dealer-factory inequities.

Safety door latches become standard equipment.

Rosa Parks refuses to give her bus seat to a white man. ▶



◀ AFL, CIO merge, with estimated 15 million members.

U.S. agrees to help train South Vietnamese army.



▲ Supreme Court orders “all deliberate speed” to integrate public schools.

Warsaw Pact signed.

1956

NADA moves to its own building, 2000 K St., NW, Washington, DC; begins insurance plan; helps “Good Faith Act” become law.

Ford stock goes on market; sole family ownership relinquished.

First trans-Atlantic telephone cable. ▶

Federal Aid Highway Act passed; fund established for interstate highways.

Eisenhower re-elected.

Andrea Dorea, Stockholm collide off Nantucket.

Best Picture Oscar: *Around the World in 80 Days*.

Grace Kelly marries Prince Ranier III of Monaco. ▶



1957

NADA’s new retirement plan; 1,000-plus dealers join.



◀ USSR launches *Sputnik*, first Earth-orbiting satellite; Space Age begins.

Edsel introduced, becomes metaphor for failure.

The six main auto-producing countries: U.S., U.K., France, Germany, Sweden, Italy.

Jack Kerouac publishes *On the Road*.

Congress OKs first civil rights (voting) bill for blacks since Reconstruction.

Eisenhower sends troops to Arkansas to quell mob, protect school integration.

1958

NADA designs new emblem.

“Monroney” Act passed, mandates price stickers on new cars.



▲ First CVT (continuously variable transmission), on DAF Daffodil.

First domestic jet airline passenger service opens.

First U.S. Earth satellite, *Explorer I*, discovers Van Allen radiation belt.

1959

NADA testifies against bills banning automakers from owning finance arms; offers first workshop how to sell imports.

Earle MacPherson invents eponymous struts, first used by British Ford.

Edsel discontinued.

Soviet Premier Nikita Khrushchev visits U.S. ▶



Alaska and Hawaii become states.

First U.S. ballistic-missile submarine launched.

First atomic-powered merchant ship launched.

◀ Fidel Castro overthrows Cuban regime.

To help pay for rearmament, Congress imposed a 7 percent excise tax on new cars, which NADA criticized for pushing the average price of a car to \$2,200. Although the association fought for its repeal after the war, the tax was not lifted and was later raised to 10 percent. As it had done in 1917, NADA countered with a public relations campaign stressing the “essentiality” of the car to the American way of life and the inconsistency of taxing cars but not luxury items such as yachts.

Washington also restricted automakers’ steel supply, causing them to close

plants and lay off workers. When the government set 1952 production levels for individual automakers, there were still 11 players in the field—GM, Chrysler, Ford, Studebaker, Nash, Hudson, Packard, Kaiser-Frazer, Willys, Crosley and Checker.

Meanwhile, NADA started a campaign urging dealers to adopt a code of ethics. An NADA survey showed the public didn’t trust dealers, thought their profits were too high and took their cars elsewhere for service. NADA countered with studies showing that dealers made less profit than plumbers and bakers.

Dealer-manufacturer relations suffered during the deep recession of the early 1950s. Manufacturers tried to buoy auto sales with drastic

measures, which drove many dealers out of business. With NADA’s full support, dealers finally appealed to Congress to mandate fair play, and Congress recognized the manufacturers’ abuse of the disparate bargaining ability of dealers. The Dealer’s Day in Court Law of 1956 allowed dealers to bring suit against an automobile manufacturer and recover damages for the manufacturer’s failure to “act in good faith in performing or complying with any of the terms or provisions of the franchise.”

After the Korean War, employment in the United States was at an all-time high. Detroit set production records, and for the first time, dealers worried about too much of a good thing. One NADA official called the specter of

52% Share of car trips in 1951 related to making a living.

WORLD TIMELINE
1960
 TO
1969

1960

NADA sponsors sons/daughters exchange with European dealers; first quality dealer award, from *Saturday Evening Post*.

First Toyota exported to U.S.

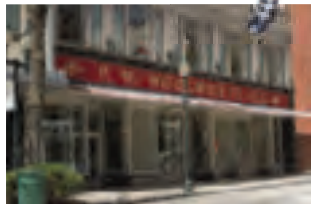


◀ John F. Kennedy elected president.

U.S. launches first weather satellite.

U.S. reconnaissance plane shot down in USSR.

U.S. backs rightist group in Laos, which takes power the next day.



▲ Four black college students launch sit-ins by refusing to leave North Carolina Woolworth lunch counter when denied service.

1961

NADA *Guide* costs \$9, starts *True Market Value Guide*, with wholesale and loan values only; NADA protests 10 percent auto excise tax.

First U.S. V6 offered by Buick. ▼



During price wars, gas costs 13.9 cents per gallon.

U.S. severs relations with Cuba.

◀ Cmdr. Alan Shepard Jr., first U.S. manned suborbital space flight.

Bay of Pigs invasion thwarted.

East Germans erect Berlin Wall. ▼

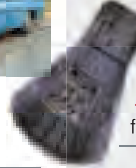


1962

NADA receives Chamber of Commerce award.

Chrysler extends some warranties to five years/50,000 miles.

Amber turn signals adopted as industry standard.



Cuban Missile Crisis: Soviet missiles in Cuba.

◀ Lt. Col. John Glenn Jr., first American in orbit.

Kennedy says U.S. advisers in Vietnam will fire if fired on.

Federal marshals escort James Meredith, first black student at University of Mississippi. ▶



◀ Rachel Carson's *Silent Spring* launches environmental movement.



1963

NADA retirement fund doubles (from 1962), hits \$3.3 million.

Studebaker ceases production.

Automakers make seat belts standard. ▶



Kennedy assassinated in Dallas; Lyndon B. Johnson takes office. ▼



Supreme Court rules criminal defendants must have counsel; no illegally acquired evidence; no reciting the Lord's Prayer or Bible in public schools.

◀ March on Washington; Martin Luther King Jr.'s "I Have a Dream" speech.

Washington-to-Moscow "hot line" established to reduce risk of accidental war.

15,000 U.S. troops in Vietnam by year-end. ▼



Safety campaign. NADA was heavily involved in the Auto Industries Highway Safety Committee's "Women's Crusade for Seat Belts," distributing materials to women's clubs that encouraged having seat belts installed at local dealerships.

overcapacity "an automotive hydrogen bomb that hangs poised over all dealerships." In a prophetic statement, 1952 NADA President J. Saxton Lloyd said it was unfair to dealers "to be forced to absorb or dispose of so many more cars than the public will buy that we all have to give them away at practically no profit or perhaps at a loss."

NADA helped draft the Price Labeling Law in 1958, which mandated window

stickers listing manufacturer suggested retail prices for cars and all options, accessories, handling, freight and federal taxes. The Monroney sticker, named for Sen. Mike Monroney (D-Okla.), father of

the law, helped restore consumer faith in the auto industry and transformed the car-buying process.

NADA sought improvements in dealer-automaker relations, and lobbied Congress for repeal of the 10 percent excise tax on new cars, and reinstatement of depreciation and capital gains tax treatment of company vehicles, which had been disallowed by the IRS in 1948. NADA formalized ties with local and state dealer associations, built an eight-story building in the nation's capital, and started a nationwide workshop program, a truck advisory committee, and a retirement plan for dealers and their families. NADA was also active in various public service programs, including a national, nonpartisan get-out-the-vote

1964

NADA's first truck conference; Northwood Institute starts auto-retail program.



◀ Lyndon B. Johnson elected president.

Park-Reverse-Neutral-Drive-Low becomes automatic shift pattern. First Wankel rotary engine car, NSU Spider. ▼



U.S. reports it's sending military planes to Laos.

Congress approves War on Poverty bill.

Japan is fifth-largest auto producer.

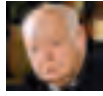
Warren Commission says Lee Harvey Oswald acted alone.

Omnibus civil rights bill passes; three civil rights workers slain in Mississippi. ▶



1965

NADA produces *True Market Value Guide* for salespeople.



◀ Churchill dies.

Motor Vehicle

Air Pollution Act passed; Highway Beautification Act becomes law.

Water Quality Act passed; new Voting Rights Act signed.

Watts riots in Los Angeles; Malcolm X killed in Harlem.

Medicare and Medicaid begin.

1966

NADA's new import council discusses franchise agreements.

National Traffic and Motor Vehicle Safety Act becomes law.

U.S. forces in Cambodia begin bombing Hanoi.

First artificial heart implant in a human.



▲ Toyota sells 500 Crown M Series cars in U.S.

1967

NADA is 50 years old; *Guide* circulation is 178,000.



◀ Department of Transportation (DOT) established.

First volume production rotary engine, in Mazda 110S. ▶



◀ Thurgood Marshall first black Supreme Court justice.

Rolling Stone magazine begins. ▶

Carl Stokes (Cleveland), Richard Hatcher (Gary, Ind.), first black mayors.

Riots in Alabama, Connecticut, New Jersey, New York, Detroit.

First human heart transplant.

1968

NADA 20 Groups start.

U.S. auto registrations hit 100 million.



◀ Subaru begins selling cars in U.S.



◀ Richard Nixon elected president.

Martin Luther King Jr. and Sen. Robert F. Kennedy assassinated.

Truth-in-Lending bill becomes law.

USS Pueblo seized by North Koreans.

Democratic National Convention riots in Chicago.

Tet offensive, Johnson curbs bombing, peace talks begin; bombing stops.

Rep. Shirley Chisholm, first black woman elected to Congress. ▼

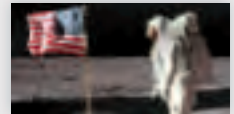


1969

NADA testifies on dealers' insufficient compensation for warranty work; *NADA Magazine* renamed *Cars & Trucks*.

In New York, neither driver nor passenger may drink while car is moving.

DOT requires head restraints; GM invents vapor-recovery canister.



▲ Neil Armstrong first man on moon.

Eisenhower dies.

Ted Kennedy's car goes off bridge; Mary Jo Kopechne drowns.

1968 massacre of civilians at My Lai, South Vietnam, reported.

Stonewall riot in New York starts gay rights movement. ▶



◀ Woodstock rock concert.



campaign, highway safety programs and the loaning of cars to high schools' newly created driver education classes.

1960s: The imports

At the end of the 1950s, there were six main car-producing countries in the world: the United States, England, France, Germany, Sweden and Italy. The top 10 import lines were VW, Renault, Opel, English Ford, Fiat, Triumph, Simca, Austin Healey, Mercedes and Volvo.

By the early 1960s, Japan entered the competition and swiftly grew to the world's fifth-largest auto producer. Toyota introduced its first model—the Toyopet—to the U.S. market, while Honda initially



Frank E. McCarthy, longest serving staff chief, 1968-2001.

sold only scooters and then built the Civic. Mazda and Datsun (later Nissan) also joined in. At the same time, U.S. automakers saw sales slip, while other OEMs folded, including Studebaker in 1963.

Sweeping national safety laws affected everything from car design to showroom floor sales tactics, and the first federal bills to set limits on vehicle emissions were introduced in 1965. California was the first locality to require "anti-smog equipment" on cars, and the nation eventually followed suit.

In 1968, NADA started its 20 Group program, and Frank McCarthy began

what would be a 33-year stint at NADA, first as executive vice president, then as president. McCarthy would spearhead key programs, such as retirement and insurance for dealers and their employees, as well as management training for dealers and political action efforts.

NADA also spent a good deal of time in the late 1960s and 1970s testifying before Congress or federal agencies about various proposals. When proposals became law—such as the Truth in Lending law of 1968—or regulations, the NADA staff worked to explain the new laws and regulatory actions to dealers.

Other legislation that NADA favorably influenced during the 1960s included a bill for licensing mechanics, which NADA

1970 TO 1979

1970

NADA forms American Truck Division.

Honda, Porsche in U.S. market; AMC acquires Jeep.

Japan becomes world's second-leading car producer.

American International Auto Dealers Association, Highway Users Foundation founded.



◀ Four students killed at Kent State antiwar protest.

Clean Air Act passed; the EPA and OSHA formed.

◀ First Earth Day.



◀ Chicago Seven innocent of conspiring to incite Democratic convention riots.

Two female generals, first in U.S. history, named.

U.S. and South Vietnamese forces cross Cambodian border.

Independent postal service; government relinquishes mail after almost two centuries. ▼



1971

NADA has 130 employees.

Chrysler imports Mitsubishi Colt. ▶



California asks to establish stricter clear-air standards than federal ones.



◀ *New York Times* publishes Pentagon papers from Daniel Ellsberg.

Charles Manson and three others guilty of slaying Sharon Tate, six others. ▶



Fair Credit Reporting Act takes effect.

Nixon imposes wage-price freeze.

26th Amendment ratified, lowers voting age to 18.



◀ Lt. William Calley Jr. convicted of premeditated murder at My Lai.

U.S. bombs North Vietnam for alleged violations of pre-1968 agreements.

1972

NADA opens Western office (Monterey, Calif.); NADA begins Blazer Program.

University of Missouri studies right-turn-on-red feasibility.

DOT endorses mandatory seat belt legislation.



▶ Alabama Gov. George Wallace shot while campaigning for president.

◀ Self-service gas stations tried on experimental basis.



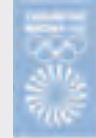
North Vietnam launches biggest attacks in four years; U.S. resumes bombing.

Five men break into Democratic committee offices in Watergate complex.

Nixon re-elected, visits China, Moscow.

Equal Rights Amendment sent to states for ratification.

Britain takes over Northern Ireland in bid for peace.



◀ 11 Israeli athletes killed at Munich Olympics.

1973

NADA holds import dealer conference; AUTOCAP begins; ATAE now at NADA.

VW Beetle production ends in Germany (25 years, 16.2 million cars). ▶



First Arab oil embargo.

Cadillac offers airbag as option.

Vice President Spiro Agnew resigns; Gerald Ford is VP.

fended off with a proposal to set up its own licensing program instead, and a bill that protected dealers against federal tax liens on vehicles taken in trade or purchased outright.

And in a foreshadowing of recall difficulties that would plague the industry in coming decades, NADA testified before the Senate Subcommittee on Antitrust and Monopoly, encouraging clarity in manufacturer warranties, which helped alleviate dealer-customer friction over manufacturer defects.

1970s: New NADA initiatives

With the increase in imports, trade became an issue in Congress and elsewhere. In 1970, NADA went on record opposing a trade bill that would

have imposed quotas if imports reached a certain percentage of the market.

But the 1970 Clean Air Act and the 1973 energy crisis had the greatest effects on car sales. By 1974, sales of midsized cars were so poor that NADA ran ads to promote them. NADA supported voluntary energy conservation measures, rather than mandatory ones such as gas taxes and rationing. Nonetheless, CAFE (corporate average fuel economy) standards were first set in 1977, and a gas-guzzler tax was passed the next year.

One piece of NADA-backed legislation that benefited consumers and dealers alike was the anti-odometer tampering amendment of 1972, which prohibited the sale of devices that could change the odometer mileage and operation of



ATD begins. NADA's American Truck Dealers division was officially launched in 1970.

vehicles with disconnected odometers. In 1986, NADA worked for the passage of another odometer law requiring a record of a vehicle's mileage when it changed owners.

While it may seem quaint now, the association promoted a dealership image campaign with the NADA Blazer Program in 1972. Many automakers were



▲ Supreme Court's *Roe v. Wade* overturns state abortion laws.

Federal Energy Administration formed.

Vietnam peace pacts in Paris; last U.S. troops leave.



◀ Nixon refuses to release relevant White House tapes.

Military draft ends.

War powers bill enacted.

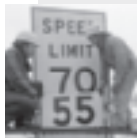
1974

NADA opposes gas rationing; first Radio Ad Bureau awards for dealer ads.



◀ Nixon resigns; Gerald Ford pardons Nixon.

OPEC ends embargo; energy restrictions eased.



◀ 55-mph national speed limit decreed to conserve fuel.



◀ FBI captures Patty Hearst.

Center for Auto Safety's first petition (Pinto, Vega).

John Ehrlichman and three White House "plumbers" found guilty of breaking into office of Daniel Ellsberg's psychiatrist.

Supreme Court rules Nixon must submit tapes to Watergate prosecutor.

1975

NADA moves to McLean (now Tysons), Va.; begins DEAC, charitable foundation.

Electronic fuel injection introduced.



▲ U.S. civilians evacuate Saigon; 140,000 Vietnamese refugees flown to U.S.

Panel headed by Vice President Nelson Rockefeller reports illegal CIA operations.



Apollo and Soyuz spacecraft take off for U.S.-Soviet linkup.

1976

NADA does on-site dealership energy audits; convention attendance: 12K.

Fuel-economy info must be on MY 1977 autos.



◀ Jimmy Carter elected president.

◀ U.S. celebrates bicentennial.

Supreme Court rules death penalty constitutional.

Legionnaire's disease kills 29 at American Legion convention.

Viking I and II on Mars.

1977

NADA estate planning for dealers.

DOT sets first CAFE standard (MY 1981-1984).

Revised Clean Air Act becomes law.

Energy Department Cabinet position created.

Elvis dies. ▶

Carter pardons most Vietnam War draft evaders.

1978

NADA's insurance trust (NADIT) splits from retirement (NADART); management education department begins; TV Ad Bureau has first dealer ad awards.

VW begins production in U.S.; Ford fires (Chrysler hires) Lee Iacocca.

Automakers indemnify dealers for product liability.

Gas-guzzler tax adopted for 1980 and later models.

Sen. Hubert H. Humphrey dies.

Canal to be turned over to Panama in 1999.

California's Proposition 13 cuts property taxes by 57 percent.



▲ Anwar Sadat and Menachem Begin win Nobel Peace Prize.

Supreme Court bars quota systems in college admissions.

House claims conspiracies in Kennedy and King assassinations.

1979

NADA purchases Capitol Hill office; begins Dealer Academy; urges synthetic fuels program; *Cars & Trucks* renamed *Automotive Executive*.

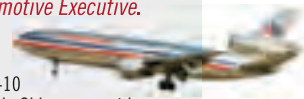
275 killed in DC-10 crash in Chicago; worst in U.S. history. ▲

Second oil crisis forces drivers into gas lines.

Shah leaves Iran; 63 Americans taken hostage at U.S. embassy in Tehran.

Three Mile Island nuclear accident.

Pope John Paul II visits U.S. ▶



encouraging dealers to buy blazers for their employees. Through NADA, dealers could buy hopsack blazers for \$26 or double-knit polyester for \$30.

By 1975, NADA had outgrown its building in downtown Washington, D.C., and moved to its current headquarters in suburban Virginia. That same year, the Dealers Election Action Committee (DEAC) began. In 1976, the group's first full year, dealers contributed more than \$1 million. (DEAC was renamed NADA PAC last year.)

Also in 1975, the National Automobile Dealers Charitable Foundation (NADCF) was formed, with an outreach campaign to dealers in 1977. Two years later, the foundation delivered more than 50 grants under its Emergency Medical Services

program, which provides Resusci Anne CPR training units to organizations in 50 states. An Ambassadors Program and various memorial funds were added

later. (NADCF was renamed the NADA Foundation last year.)

In 1978, NADA launched a national campaign to build public support



A new chapter. Design for NADA's current headquarters in Tysons, Va., which was built in 1975.

WORLD TIMELINE
1980
TO
1989

1980

NADA starts national consumer affairs department; Milestone Awards to Indy racers.

Chrysler gets federal loan bailout.

GM, Ford, Chrysler, AMC lose a total of \$4.2 billion.

Import-car sales set record, 2.4 million units.

Eight killed, five wounded in attempt to rescue hostages in Tehran.



◀ Ronald Reagan elected president.



◀ After Soviets invade Afghanistan, U.S. withdraws from Moscow Olympics.



◀ Former Beatle John Lennon killed outside his New York City apartment building.

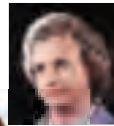


▲ Mt. St. Helens erupts; 500 times as powerful as Hiroshima A-bomb.

1981

NADA sues FTC over Used Car Rule; NADA Services Corp. begins.

Voluntary Restraint Agreement—Japan limits auto exports to U.S. to 1.68 million units per year.



◀ Sandra Day O'Connor, first woman Supreme Court justice.

Reagan shot by John Hinckley.

◀ Space shuttle *Columbia* sent into space.

American hostages in Iran released after 444 days.

Reagan dismisses air-traffic controllers after strike.



◀ Egypt's Sadat assassinated.

1982

NADA opposes legislation requiring increasing domestic content in cars.

Honda builds first U.S.-produced car.

John Z. DeLorean arrested for drug trafficking, folds car company.

Former Polish Solidarity leader Lech Walesa freed after 11 months. ▶

Senate votes to eliminate racial-integration busing.

◀ Equal Rights Amendment defeated.

Highest unemployment since 1940 (10.8 percent, more than 11 million).

British overcome Argentina in Falklands war.

Space shuttle *Columbia* completes first flight.

Barney Clark receives first Jarvik permanent artificial heart. ▶

1983

NADA backs bill to eliminate fleet subsidies.

Fiat withdraws from U.S. market.



▲ Chrysler repays federal loan, announces record profits; intros minivans.

Nissan begins car and truck production in Smyrna, Tenn.



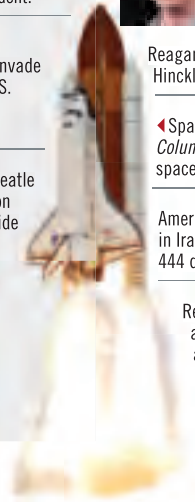
◀ Sally Ride, first American woman in space.

For first time in 23-year history, OPEC cuts oil prices.

Supreme Court denies tax breaks to private schools that racially discriminate.

USSR shoots down South Korean airliner, killing all 269 on board.

Beirut barracks bombing kills 220 U.S. Marines, 21 other U.S. military.



Mileage markers. NADA has worked for anti-odometer tampering laws over the decades.

for automobiles and counter efforts to restrict their use because of gas shortages and emissions concerns. Financed by NADA members and the Big Three, the campaign gave its first annual International Freedom of

Mobility award to Barry Bruce-Biggs, author of *The War Against the Automobile*. In 1979, the Automobility Campaign initiated "You Can If You Plan," an advertising campaign informing consumers how to plan ahead to cope with fuel shortages. Also part of the campaign: *America's Automobile Man*, a vinyl record produced, with the lyrics: "He's keepin' America

movin', keepin' America strong. Providing the wheels to the future, helpin' our world move along."

Though NADA had previously published economic facts and figures on the economic impact of new-car and

-truck dealers, the association published its first edition of *NADA Data* in 1979. The annual report quickly became a popular mainstay for analysts, the media and other industry watchers, and helped spawn monthly reports on dealership financial profiles and sales trends.

Several NADA divisions and initiatives were added during the decade. This included the American Truck Dealers Division (1970), the industry relations department (mid-1970s) to work with automakers, and the NADA Legal Defense Fund (1975) to provide financial and legal assistance.

The continuing education division (1978) published its first management guides for dealers and was renamed management education in 1983. And

1984

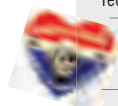
NADA conducts first all-member dealer attitude survey.



GM and Toyota form joint venture in California.

Big Three, with AMC, set record net profits.

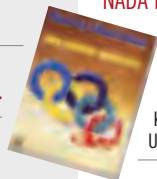
New York is first state to require seat-belt use.



◀ Geraldine Ferraro, first female VP candidate.

Reagan re-elected.

Soviets withdraw from Los Angeles Olympics. ▶



1986

NADA forms Project 2000 Task Force.

Acura, Honda, Suzuki, Hyundai (first Korean import) enter U.S. market.

60 Minutes airs segment on Audi 5000 unintended acceleration.

◀ Mercedes is first automaker to include standard driver airbags.



Space shuttle *Challenger* explodes.

Philippine President Ferdinand Marcos deposed.



▶ Yugo enters U.S. market.

GM forms new-car division, Saturn; builds plant in Tennessee.

Mikhail Gorbachev becomes Soviet leader.

“Live Aid,” 17-hour rock concert fundraiser for starving Ethiopians, broadcast to 152 countries.

PLO hijackers seize Italian cruise ship *Achille Lauro*.



Chernobyl, Ukraine, nuclear accident.

Two groups discover AIDS viruses; AZT improves some patients' health.

U.S., other nations impose economic sanctions on South Africa.

“Irangate,” arms-for-hostages deal, reported.

◀ Autos and Statue of Liberty are 100 years old.

1987

NADA backs anti-odometer tampering law; convention draws 24,000.

Mazda begins car production in U.S.; Range Rover enters U.S. market. ▶

Chrysler buys American Motors.



◀ Henry Ford II dies at age 70.

British Prime Minister Margaret Thatcher wins rare third term.



Televangelist Jim Bakker resigns, admits adultery.

Gorbachev promotes *glasnost* (openness).

High U.S. import duties to protest Japan trade practices.

Stock market crashes October 19; Dow down 508 points.

1988

NADA creates Trak Mate floor-tracking/prospecting system; begins dealership consulting and training department.

Mitsubishi begins car production in U.S.

Reagan signs law to compensate interned Japanese-Americans.

Ozone hole above Arctic (hole above Antarctic found in 1982).

George H.W. Bush elected president. ▶



Pakistan's Benazir Bhutto is first Islamic woman prime minister.

Pam Am 747 explodes over Scotland; all 259 on board killed.

1989

NADA considers, then drops, idea of starting its own finance arm.

Yugo announces bankruptcy; Ford kills the Merkur line.

Toyota's Lexus and Nissan's Infiniti debut in U.S.

Passive restraints required on new cars in U.S.

Berlin Wall torn down. ▶

Enzo Ferrari dies.

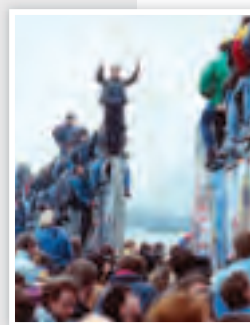
Ex-GM worker Michael Moore's film *Roger and Me* debuts.

Exxon Valdez oil tanker ruptures in Alaska.

Chinese students take over Tiananmen Square.

Romanian president Nicolae Ceausescu and wife executed.

U.S. troops invade Panama seeking Gen. Manuel Noriega.



the Dealer Academy was launched in 1979, the same year NADA's legislative staff moved to an NADA-owned building just two blocks from the U.S. Capitol.

1980s: Emergency measures

By 1979, with sky-high interest rates and double-digit inflation, car dealers were in real trouble. NADA urged President Carter to decontrol oil prices and sought emergency measures from automakers, such as 30-day floorplan assistance and cash incentives to dealers for slow-moving models to help with cash flow problems caused by bloated inventories. In 1980, NADA asked Carter to take action to stimulate new-car and -truck sales. Responding to NADA proposals, Carter increased the Small Business

Administration loan guarantee fund for car and truck dealers so that 95 percent of dealers were eligible.

In 1984, NADA conducted its first dealer attitude survey, where dealers rated automakers on such criteria as OEM interaction and policies. The semiannual surveys soon grew in influence, from a curiosity to automaker CEOs meeting directly with dealers and NADA to discuss the results.

After one of the most convoluted rulemaking odysseys in modern history, the Federal Trade Commission (FTC) issued a rule requiring dealers to post a sticker on used cars telling customers whether the car came “as is” or with a warranty, along with other information. The first federal version was proposed

in 1976, and NADA fought mandated inspections and warranties for five years as “nebulous, ambiguous, and unworkable.” After NADA sued the FTC, a toned-down version of the rule was issued in 1984, without the provisions for mandated inspection and disclosure of condition of more than 50 components and a history of who previously owned the car and how it was used.

At the 1986 NADA convention, incoming president Jim Woulfe announced Project 2000, a blue-ribbon panel to study the future of the franchise system. The task force received input from dealers, ATAEs and others to look at franchise agreements, customer satisfaction, employee training and retention, dealer-manufacturer

“Optimum products have made our process faster, easier, and more cost effective while making the cars on our lot look flawless.

Once we remove the paint imperfections on new and used inventory, we seal them with Paint Guard which is a ceramic clear coat. This has protected our lot from any environmental damage or chemical etching and makes lot maintenance super easy. It has significantly cut our delivery times as the detail department no longer has to spend the time needed to remove the dirt and water spots that used to take an hour or so to remove for delivery.

*Once the car is sold, we generally put a coat of Opti-Coat Pro which carries a **5 year** warranty. Our customers love the high gloss, ease of maintenance, and the protection it provides. It is also great to wash their cars on their maintenance visits since everything washes right off without any etching or damage to the paint.”*

Tom Buckley, CEO

Music City Motor Cars

Maserati | Bentley | Rolls-Royce | Aston Martin



OPTI-COAT[®]
TheUltimate™

Guaranteed To Last Over 5 Years

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BOOTH 5307

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“Our customers love the high gloss, ease of maintenance, and the protection Opti-Coat provides.”

***– Tom Buckley, CEO
Music City Motor Cars
Nashville, TN***



From left to right: Tom Buckley CEO @ Music City Motor Cars, David Ghodoussi CEO @ OPT.

1990 TO 1999

1990

NADA begins warranty study.

GM, Ford announce 100 percent buyback of daily rental fleet vehicles.



▲ First Saturn vehicle reaches showrooms.

An import (Honda Accord) is top-selling car in U.S. for first time. ▲



Iraq's Saddam Hussein invades Kuwait.

Reauthorized Clear Air Act becomes law.

Bush breaks with no-tax pledge in budget agreement.



◀ U.S. sends troops to Saudi Arabia to fend off Iraqi attack.

East and West Germany unite.

1991

NADA Salesperson Certification and Dealer Academy truck programs.



▲ Peugeot, Sterling pull out of U.S. market.

Honda displaces Chrysler as No. 3 maker in U.S.

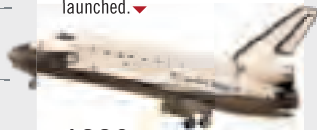
Soviet Union dissolved.

Soichiro Honda dies. ▶



Americans with Disabilities Act and Civil Rights Act of 1991 become law.

Space shuttle *Atlantis* launched. ▼

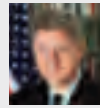


1992

NADA celebrates 75th anniversary; *Guide* debuts consumer version.

BMW announces plans for plant in South Carolina.

Iacocca retires from Chrysler.



◀ Bill Clinton elected president.

29-lb. meteorite demolishes parked Chevy Impala in Peekskill, N.Y. ▶



Rodney King riots.

Church of England lets women become priests.

The Tonight Show: Exit Johnny, enter Jay.

1993

NADA pushes Congress on title-branding legislation.

Nissan program helps grow minority dealers.

25 percent of new light trucks bought by women (10 percent in 1987).

First World Trade Center bombing kills six, wounds 1,000-plus. ▶

Clinton intros "Don't Ask, Don't Tell" policy for gays in military.



▲ North American Free Trade Agreement (NAFTA) enacted.

Israel, PLO sign Oslo Peace Accords.

David Koresh/Branch Davidian cult standoff.

1994

NADA helps force the EPA to prove dealership Superfund cleanup liability.

Leasing up 44 percent in two years.

Kia arrives in U.S. ▶



AucNet, Manheim launch satellite auctions.

Ford Motor loses warranty parts reimbursement suit to 32 Maine dealers.

CarMax expands from Virginia to Georgia, North Carolina.

Clinton signs assault weapons ban.

Russians invade Chechnya.

First Internet radio broadcast.



New board members. In 1997, NADA adds two minority dealers and two women dealers to board of directors. Clockwise from top left: Carl L. Barnett Sr., Houston, Texas; Larry T. Brown, Niles III; Betty Jo Moore, Williamson, W.Va.; Kathleen Sims, Coeur d'Alene, Idaho.

communications, computer technology and data. The Project 2000 committee issued various reports on industry trends to help dealers plan for the future.

For the most part, the 1980s saw dealers caught up in the problems facing a wide range of businesses brought about by concern over the disposal and cleanup of hazardous waste, disposition of leaking underground storage tanks, money-laundering rules that required reporting of cash transactions greater than \$10,000, and never-ending tax battles. But most of the Washington activity directed at dealers revolved around defining regulations.

1990s: A new millenium

Many of these same issues continued

into the 1990s. There were new rules for the Clean Air Act, including higher proposed CAFE standards. NADA sued the EPA on its ozone standards and for allowing Northeastern states to adopt California clean-air standards. The EPA stepped up enforcement of Superfund—passed in 1980—with its “cradle-to-grave” liability for improperly disposed used oil.

On the labor front, NADA worked with Congress on the Americans with Disabilities Act before it became law, then informed dealers of their legal requirements. With the AIDS epidemic in full force, NADA published guidelines to help dealers establish effective workplace policies and educational programs to help employees better understand the disease.

Nicole Brown Simpson, Ron Goldman murdered; O.J. arrested.

◀ Skater Nancy Kerrigan gets "kneecapped," later wins Olympic Silver.

IRA, Ulster loyalists declare ceasefire in Northern Ireland.

Nelson Mandela is South Africa's first black president. ▼



◀ Actor Christopher Reeve falls off horse, becomes quadriplegic.

Subprime financing revs up, hits \$60 billion.

Orioles' Cal Ripken Jr. breaks consecutive-games record, with 2,131.

1996

NADA helps get luxury car tax phaseout signed into law.

GM merges Pontiac, GMC divisions.

Wayne Huizenga starts up publicly owned mega-retailer AutoNation.

Ford launches FordStar satellite training network.

Unabomber Ted Kaczynski arrested after 17-year reign of terror.

"Mad cow" disease outbreak in Britain.

◀ First sheep cloned, named Dolly.



Nail bomb explodes at '96 Olympics in Atlanta, killing one, injuring 110. ▶

1997

NADA gets IRS agreement on LIFO; gets capital gains and estate taxes reduced; adds two minority dealers and two women dealers to board of directors.

◀ Chrysler debuts controversial Five Star dealership quality program.

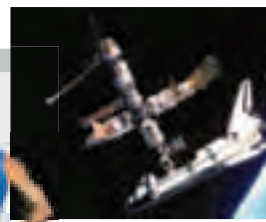
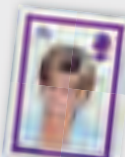
VW recommits to U.S. market, intros New Beetle.

Tiger Woods wins first Masters.

◀ Hong Kong returned to China.

Record 28 percent of new-car dealers buy used units at auction.

Princess Diana killed in high-speed car chase. ▶



▶ U.S. space shuttle links up with Russian space station.

O.J. Simpson found liable in civil suit.

1998

NADA teen-driving bill becomes law; launches Automotive Retailing Today.

Dealership Internet ad expense leaps 77 percent from 1997.

War between Serbs, ethnic Albanians in Kosovo.

India, Pakistan have dueling nuke tests.

European Union members agree to adopt euro. ▶

Mercedes buys Chrysler for record \$40 billion, forming DaimlerChrysler.



▶ Korean make Daewoo enters U.S. market.

Light trucks now 48 percent of U.S. market (32 percent in 1988).

Al-Qaeda bombs U.S. embassies in Kenya, Tanzania.

Historic Northern Ireland peace settlement signed.

1999

NADA fights another Superfund battle; releases Certified Sales Professional kit.

NADA study: Large stores earn average \$207 per new car sold, small stores lose \$67.

Buckling up Fido: Saab introduces pet safety gear. ▶

Dealerships, others fight Y2K computer bug.

Columbine High School shooters kill 15, wound 23.

Judge rules Microsoft a monopoly. ▼



1995

NADA sues the EPA for allowing Northeastern states to adopt California clean-air standards that mandate EV sales.

Yahoo founded in Santa Clara, Calif. ▶



War in Bosnia ends.

Oklahoma City bombing destroys federal building, kills 168.

NADA also advocated for title-branding bills for salvage vehicles, because both dealers and consumers had been unwitting purchasers of these units. And NADA was successful in reducing the federal excise tax on heavy-duty trucks.

At the same time, the issue that led to the creation of NADA in 1917 was back in 1990 with a luxury tax enacted on vehicles retailing for more than \$32,500. Despite long odds, NADA scored a huge victory in 1996 with a phaseout of the tax. NADA leaders were even invited by President Bill Clinton to a signing ceremony on the White House lawn.

On the manufacturer side, fleet subsidies—or "program cars" from rental car companies—were flooding the

market. NADA's efforts led to important changes in these programs. And factory relations were not so smooth on other fronts, with NADA battling mandatory binding arbitration provisions and factory image campaigns. NADA also created a special task force to study the long-term consequences of automaker programs that reduced dealer profitability.

Diversity became more prominent during the decade, with various automakers promoting programs to boost the number of minority dealers. NADA added four new at-large members—two minorities and two women—to its board of directors in 1998.

A few years later, NADA began two

all-minority 20 Group programs and hosted a diversity forum for dealers and automakers. (And in 2005, the association began the first annual women dealers event at its convention.)

Later in 1998, NADA and a coalition of automakers formed Automotive Retailing Today (ART) to improve the way the public and the media view the auto industry in general and dealers in particular. With various hidden-camera TV reports unfairly attacking dealers earlier in the decade, NADA had already launched a sales certification program

9 Number of graduates in the Academy's first-ever class for truck dealership successors, in 1991.

WORLD TIMELINE
2000
 — TO —
2009

2000

NADA gets one-year freeze on CAFE standards; creates portal linking dealer websites.

New record: 17.4 million new vehicles sold.

82 percent of new-car dealers have websites, up from 47 percent in 1997.

Honda Insight first hybrid production car in U.S. market. ▶



GM announces end of Oldsmobile; affects some 2,800 dealers.

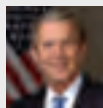
USS Cole attacked by suicide bombers in Yemen.



◀ Use of mobile phones in U.S. takes off.

Dot-com bubble bursts.

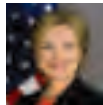
America Online merges with Time Warner.



◀ George W. Bush elected president.



◀ Vladimir Putin elected Russian president.



◀ Hillary Clinton elected New York senator.

2001

NADA scores victories on ergonomics rule and estate tax; works with GM on voluntary exits for small dealerships; swaps convention dates with Super Bowl after 9/11; sets up 9/11 Survivors Relief Fund.

Record 35 percent of used units from auctions.

9/11 terrorist attacks.

Daytona 500 crash kills racing icon Dale Earnhardt.

Polaroid Corp. files Chapter 11.

Apple intros iPod. ▶



2002

NADA opposes OEM mandatory binding arbitration; gets LIFO victory; revamps its code of ethics.

BMW's Mini arrives. ▶



Maserati returns to U.S.

Big Three's zero-interest loans boost post-9/11 vehicle sales.

Parts counterfeiting a major problem.

Jimmy Carter wins Nobel Peace Prize.

Stem cell research becomes political hot potato.

Bush calls Korea, Iraq, Iran "axis of evil."

2003

NADA partners with NHTSA on booster seat safety; guides members on FTC's new do-not-call rule.



▶ DaimlerChrysler's ultra-luxe Maybach arrives in U.S.

Toyota's Scion models and Honda Element debut.

U.S. invades Iraq.

Space shuttle *Columbia* explodes.

Saddam Hussein captured. ▶



MySpace debuts.

2004

NADA fires back at *Dateline NBC* and *Public Citizen* accusations; gets EPA to simplify used-oil Superfund exemption; assists members on health-privacy rules.

Bush re-elected.

Lotus Elise debuts to get average dealer sales above three per year. ▼



to address image problems and chronic salesperson turnover. NADA also began a "Stomp and Steer" PR campaign with four-time Indianapolis 500 winner Al Unser on how to use anti-lock braking systems.

By the end of the decade, some of the more high-profile priorities for dealers were the public dealer groups (Republic, Lithia, United Auto Group and others), dealer consolidation, the Internet and the millennium madness called Y2K.

2000s: Decade of uncertainty

From 9/11 to 2010, the decade was full of change and challenges. Yet the 2000s began calmly enough, with no Y2K meltdown of the world's computers. Soon dealers faced success on many fronts. OSHA proposed sweeping new ergonomics standards, which were soon overturned by Congress. An NADA-backed bill lowering the estate tax (for one year) would soon be signed into law by President George W. Bush.

Ford and GM wanted to sell directly to consumers, but those plans—which included the OEMs selling cars online—were quashed by state legislation. NADA then created a national portal to link dealer websites. While Ford's Blue Oval and other dealer performance programs



September 11. NADA was in the midst of its 26th annual Washington Conference when terrorists struck the World Trade Center and the Pentagon.

More automakers push for exclusive facilities.

Aftermarket sales at \$30 billion, up \$10 billion in five years.

Sudan rebels and government end 21-year civil war.

Facebook launched.



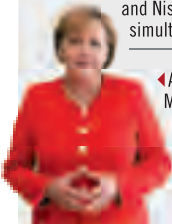
Boston Red Sox's first World Series win since 1918.

Tsunamis from Indian Ocean quake kill 230,000 in 14 countries.

2005

NADA raises \$3.5 million for dealerships crippled by hurricanes Katrina and Rita; holds first Automotive Career Week

Carlos Ghosn is first exec to run two Fortune Global 500 companies—Renault and Nissan—simultaneously.



◀ Angela Merkel is Germany's first female chancellor.



▲ Supreme Court Justice Sandra Day O'Connor announces retirement; Chief Justice William Rehnquist dies.

Terri Schiavo right-to-die case roils Capitol Hill.

Israel withdraws all 8,000 settlers from Gaza Strip, gives land back to Palestinians.

YouTube premiere. ▼



Dealer service/parts sales at \$85.5 billion, up 26 percent since 1999.

2006

NADA creates international affairs office; gets EPA to allow less expensive spill-control measures; creates Lifeline Consulting Hotline.

Dealerships ramp up use of banner ads.

Saddam Hussein executed.

Former Beatle Paul McCartney—who at age 16 wrote "When I'm 64"—turns 64. ▶

Longer car loans (up to 108 months) lead to more upside-down customers.

More dealerships go green with solar panels, recycling.

Pluto demoted to "dwarf planet."

◀ Twitter's first tweet.

North Korea's first nuclear test.

◀ West African black rhino declared extinct.



2007

NADA gets ban on certain imported aftermarket parts; works for less onerous CAFE standards; pushes for clarification of "red flags" rule.

Gas prices top \$3 a gallon, as hybrid car sales jump.

Crossover craze continues.



Technician shortage at dealerships.

Apple premieres iPhone.

Steroids scandal ensnares Barry Bonds, Roger Clemens.

U.S. begins 30,000-troop "surge" to stabilize Iraq.

2008

NADA continues to fight IRS on UNICAP audits.



◀ Barak Obama elected president.

GM celebrates 100th birthday.



◀ India's Tata Motors buys Jaguar, Land Rover from Ford for \$2.3 billion.

Automakers' profitability programs help hurting dealers.

New-vehicle sales plummet, down 14.4 percent by third quarter.

Coordinated attacks in Mumbai, India, kill 170-plus.

U.S. officially in recession.

Illinois Gov. Rod Blagojevich accused of trying to sell appointment to Obama's former Senate seat.

2009

NADA applauds emergency loans to GM, Chrysler; promotes "Cash for Clunkers"; helps free up loans for dealers.

Fiat buys Chrysler.

Dealership remodeling unwinds, down 3 percent from 2007.

Floor traffic plummets. Dealers cut employees.

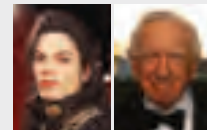
Water discovered on moon.

3D scanning hits market.

Terrorist Maj. Nidal Hasan kills 13 people at Fort Hood, Texas.

Crippled U.S. Airways jetliner lands safely on Hudson River.

Michael Jackson, Walter Cronkite die. ▼



became a concern, NADA opposed automaker efforts to impose unfair burdens on dealers.

But Oldsmobile was shuttered in late 2000, following sagging sales, so NADA pushed GM for just compensation, as well as low- or no-cost loans and floorplanning assistance from GMAC. Then longtime NADA chief Frank E. McCarthy died a few months later. After a nationwide search, Phillip D. Brady became NADA president, and September 10, 2001, there was a dedication ceremony to name NADA headquarters the Frank E. McCarthy Building.

NADA was in the midst of its 26th annual Washington Conference the next day when terrorists struck the

World Trade Center and the Pentagon. With uncertainty after the 9/11 attacks and airports closed, many dealers and NADA staff hunkered down for days at the Capital Hilton in Washington, D.C.

The National Automobile Dealers Charitable Foundation quickly established a survivors' relief fund to help meet the educational needs of the victims' dependents. The attacks meant the Super Bowl would be delayed by one week, which caused a scheduling conflict with the NADA Convention in New Orleans. As part of a "Super Bowl swap," NADA agreed to move up its convention, which required extensive last-minute



Phillip D. Brady, NADA president 2001-2012, helped steer the association through the Great Recession.

maneuvering with attendees who already had made their plans, as well as speakers, exhibitors, hotels and the convention center.

Despite the shock of the attacks, NADA moved forward, achieving a major victory when voluntary arbitration in franchise agreements became law in 2002. The association

created a code of ethics to help dealers run their businesses, partnered with *USA Today* on a Dealer Innovation Award to recognize technology-savvy dealers, and teamed with NHTSA to promote child safety-seat events at dealerships.

By 2004, NADA was tackling poorly constructed automaker CSI programs,

2010 — TO — 2017

2010

NADA secures increased limit on SBA-guaranteed loans; applauds audit critical of 2009 dealership closings; champions bills boosting heavy-duty truck sales.

U.S. new-vehicle sales rise 12 percent from 2009 as loan delinquencies fall.

New fuel-economy rules mandate 35.5-mpg average by 2016.

China's car market grows by 32 percent, India's by 33 percent.

7.0-magnitude quake flattens Haiti, killing 100,000.



▲ Explosion on BP's Deepwater Horizon oil rig off Gulf Coast.

Volcanic eruption in Iceland covers Europe in ash; halts air traffic for days.



▲ All 33 trapped Chilean miners rescued after 68 days.

WikiLeaks cofounder Julian Assange arrested in England. ▶

U.S., Russia sign new arms-control agreement.

Supreme Court upends campaign finance reform.

2011

NADA protects dealership-assisted financing exemptions; gets Congress to maintain service adviser overtime exemption.

Disruptions from major Japan earthquake and tsunami lead to parts shortages in U.S.

GM sales down but product quality up.



Arab Spring movement begins in Tunisia.

U.S. troops kill Osama bin Laden in Pakistan.

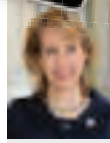
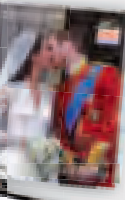
Libyan rebels kill dictator Moammar Gaddafi.

◀ Prince William marries Kate Middleton.

Occupy Wall Street starts protests.

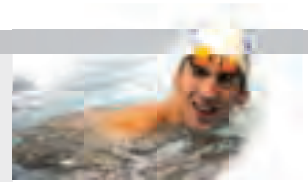
◀ Steve Jobs dies.

◀ Arizona Rep. Gabrielle Giffords, 17 others, shot by gunman, six fatally.



2012

NADA premieres joint annual convention with ATD; defeats "right to repair" legislation; presents study on costly facility-image programs; donates \$1 million to dealership employees hit by Hurricane Sandy.



▲ Swimmer Michael Phelps wins record 19th medal at London Olympics.

Automaker stair-step incentive programs raise alarms among dealers.

Suzuki pulls out of U.S. market.

China's National Electric Vehicle Sweden buys Saab.

War in Syria rages.

Gunman kills 12, wounds 58 in Denver movie theater.

Obama re-elected.

Gen. David Petraeus resigns as CIA director over affair.

Ferdinand Porsche, Carroll Shelby die. ▼



then promoting initiatives to help the media and consumers better understand the benefits of dealer-assisted financing. NADA became a founding member of AWARE (Americans Well-Informed about Automotive Retailing Economics) and joined with Junior Achievement

to teach middle-school students about personal finance.

The association wanted to bolster dealers in other ways, so it introduced the NADA Century Award (page 56), honoring dealerships that have been in the transportation business for 100 years



"Cash for Clunkers." The NADA program helped spur new-car sales at a critical time in the Great Recession.

or more. To foster dealership job opportunities, NADA developed a tool kit for dealers to promote automotive careers, helped former NCAA student athletes find jobs and promoted AYES—Automotive Youth Education Systems—to recruit service techs. NADA also worked with Energy Star and promoted "green" dealerships to help dealers cut utility and other costs, then started a green

checkup campaign for dealerships to show consumers how to reduce their carbon footprint.

When Hurricane Katrina and later Rita smashed into the Gulf Coast in 2005, NADA helped dealership employees by distributing more than \$4 million through the Emergency Relief Fund. Three years later, the National Automobile Dealers Charitable Foundation presented a \$400,000 check to the Lusher Charter School in New Orleans to restore acres of athletic fields damaged by Hurricane Katrina. In 2009, the association held its convention in New Orleans, the first time since the hurricanes, with former presidents George H.W. Bush and Bill Clinton, who together had spearheaded critical relief efforts for the area.

2013

NADA picks Peter Welch to replace Phil Brady as NADA president; continues CFPB fight.

New-vehicle sales hit 15.6 million, highest since 2007.

Automakers continue moving plants to low-cost countries.

Edward Snowden flees U.S., ends up in Moscow.



◀ Egyptian military deposes President Mohammed Morsi.

Nelson Mandela dies.

South African runner Oscar Pistorius charged in girlfriend's murder.

Boston Marathon bombers kill three, injure 170-plus. ▼



2014

NADA helps dealers achieve win on a restrictive Clean Air Act mandate; fights FTC on factory-owned stores; launches "Get the Facts" PR campaign.

Popular aftermarket items: colored rims, LEDs.

Fiat buys rest of Chrysler.



◀ U.S. Army smallest since WWII, saving trillions over next decade.

Janet Yellen first female chair of Federal Reserve.

U.S. deserter Sgt. Bowe Bergdahl is part of prisoner exchange.

ISIS continues dramatic advances in Iraq.

Boko Haram militants kidnap 280 Nigerian school girls. ▼



Michael Brown's fatal encounter with police in Ferguson, Mo., sparks Black Lives Matter movement.

2015

NADA continues fight against CFPB; defeats onerous recall bill; sells Guide and Retirement divisions.



▲ Takata airbag explosions lead to almost 20 million recalls.



◀ Supreme Court upholds gay marriage.

VW caught cheating on emissions tests; CEO resigns.

Iran agrees to U.S. nuclear deal.

Middle Eastern immigrants flood Europe.



◀ New England Patriots embroiled in "Deflategate."

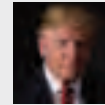
2016

NADA maintains service adviser overtime exemption; boosts fund-raising for dealership employees in flood-ravaged areas.



◀ Brexit: Britain quits European Union.

Mexican drug kingpin Joaquín "El Chapo" Guzmán recaptured.



◀ Donald Trump elected president.

Auto finance companies reduce subprime financing.

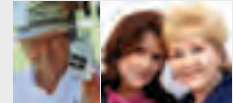
Light-vehicle leasing sets all-time record.

Pokemon Go debuts.

Big Three focus on autonomous cars. ▼



Arnold Palmer, Carrie Fisher, Debbie Reynolds die. ▼



Record 17.55 million new-vehicle sales.

For years, NADA had been pushing for total-loss disclosure on vehicles that had been totaled, stolen or damaged by flood. The 2005 hurricanes were the unfortunate catalyst for trying to move this legislation forward. Along with vehicle identification, there was now a consumer-identification issue after the FTC issued "red flags" rules to prevent identity theft.

But another storm was brewing, though this one was financial. The Great Recession officially began in late 2007, though many dealers had already been struggling for years. NADA launched a Performance Improvement Program (PIP) and "Lifeline to Profit\$" consulting



Peter K. Welch, NADA president and CEO, gears up NADA for the 2020s.

hotline in response. When the health of thousands of GM and Chrysler dealerships was threatened in 2008, NADA organized multiple fly-ins to Washington to influence Congress on auto-industry relief bills and held dealership-survival workshops at the 2009 convention. An

NADA Industry Stabilization Task Force was formed to encourage the government to act quickly to stimulate the economy. This included bridge loans for Chrysler and GM, as well as expanded SBA loan guarantees and a "Cash for Clunkers" program to bolster new-car sales. NADA leadership testified before Congress and met with regulators and White House staff.

While many dealerships were saved, some were not. And it would take many more years for dealers and the country to truly find their financial footing.

2010s: Bouncing back

In early 2010, as part of financial reform legislation passed after the Great Recession, NADA strongly supported an amendment protecting dealer-assisted financing from further regulation. As a result, Congress soon passed the Dodd-Frank Wall Street Reform and Consumer Protection Act, which excluded dealers from the new Consumer Financial Protection Bureau (CFPB).

But the next year, NADA had to defend dealer-assisted financing during a series of Federal Trade Commission

roundtables. Despite the forums being stacked against dealers, no new regulations resulted from these roundtables.

In 2013, the CFPB pressured auto-finance sources to change how they compensated dealers for arranging financing, which NADA and the National Association of Minority Dealers (NAMAD) argued would end the consumer's ability to negotiate a discounted interest rate. A number of legislators agreed, repeatedly asking the CFPB for more information, which the agency never fully provided. NADA continued to pressure the CFPB on its methodology. NADA—along with the American International Automobile Dealers Association and NAMAD—also released the Fair Credit Compliance Policy and Program to help strengthen a dealership's efforts to comply with fair-credit laws.

NADA also supported its recession-battered members in other ways, with favorable action on SBA-guaranteed loans, stabilizing the estate tax, preserving LIFO and other issues. NADA helped defeat "right to repair" legislation—a push by aftermarket manufacturers to obtain OEM proprietary data—as well as an amendment in a federal highway bill in 2015 prohibiting dealers from selling or wholesaling used vehicles under open recall.

NADA went to the mat over CAFE, noting how proposed new fuel-economy mandates would increase vehicle prices and force 6.8 million buyers out of the market. NADA pushed for legislation to address the increase in costs caused by duplicative fuel-economy regulations from NHTSA, the EPA and the state of California, and short-circuited a government plan that would have required dealers to fund an electric vehicle tax credit, then seek reimbursement from the IRS.

To foster good relations with Capitol Hill, NADA reached out to regulators and legislators by inviting them to various NADA committee meetings each year.

Also during the 2010s, NADA hosted its first annual Auto Forum NY, with dealers, automakers, analysts and other industry experts discussing the latest economic trends affecting the business.

NADA then began what is now the Auto Conference LA, with a special focus on the California marketplace.

Phil Brady, then NADA president, left the association in 2012 and was replaced by Peter K. Welch, who had been president and CEO of the California New Car Dealers Association since 2003. Welch is now also NADA CEO.

To help streamline operations, NADA sold its retirement division and *Used Car Guide* in 2015. NADA also began a major rebranding, with new logos for NADA and ATD. The next year, after a nine-year comeback from the Great Recession, new-vehicle sales hit a record 17.55 million.


Moving forward

In 2017, NADA launched "NADA100," a yearlong celebration of its 100th anniversary kicking off at the convention in New Orleans. NADA is now preparing for new health-care and other possible legislation as well as changes the incoming Trump administration might make to regulatory agencies such as the CFPB. In addition, NADA is launching a new promotional campaign, called MyDealership.org, with engaging video stories from customers, dealership staff and dealers. The videos—pushed heavily on social media—highlight how dealerships benefit consumers with affordable vehicles and financing, and also benefit communities with long-term economic benefits like well-paying jobs and sales tax revenue.

NADA is always looking to the future, and that is especially true as the association turns the corner on its first 100 years. A recent study, *The Dealership of Tomorrow: 2025*, was prepared for NADA to look at retail auto-industry trends. The forecast is bright for dealers, showing how their businesses will remain the dominant way vehicles are sold and serviced. Yet there will be plenty of changes down the road, especially with digital dealerships and autonomous vehicles on the horizon. But as the past century has shown—from world wars and recessions to onboard diagnostics and mobile apps—dealers certainly know how to adapt. ❖

16,613 NADA members,
in 2016





To infinity and beyond. A recent study forecasts a promising future for dealers and NADA as they head into another 100 years of auto retail.

Century Award Dealers

Honoring longtime dealerships.

BY JOE PHILLIPS



1890 Dealer Steve Tenvoorde



1852 Schaefer & Bierlein, Inc.

The NADA Century Award recognizes those new-car dealerships that have been in the transportation business for 100 years or more. Founding dealers—and the dedicated families behind them—persevered by learning how to adapt to changing business conditions and consumer demands.

Many early dealers started before there even was much of an auto industry. This includes Amable Normandin, a blacksmith and sleigh maker from Montreal. Normandin started a buggy-making shop in California in 1875, then began selling cars in 1906. Today, the dealership that bears his name sells Chrysler, Dodge, Jeep and Ram.

Over in Minnesota, another blacksmith named Steve Tenvoorde also sold bicycles. Tenvoorde and his pal P.R. Thielman—

nicknamed “the daredevils”—brought the first automobile to their hometown of St. Cloud in 1899. Three years later, Tenvoorde was selling cars, and in 1903 he became the second franchised Ford dealer—three months before the Ford Motor Co. was incorporated.

And in Indiana in 1847—some 170 years ago this year—Wesley Hare started what would become one of the largest wagon, buggy and carriage dealers in the Midwest. Cars were added in 1912,

and soon included Cadillac, Hupmobile, Overland and Studebaker. By the 1930s, the store sold 25 cars annually. Today, Hare Chevrolet sells thousands of vehicles a year and is run by the sixth generation, sisters Courtney Cole and Monica Peck.

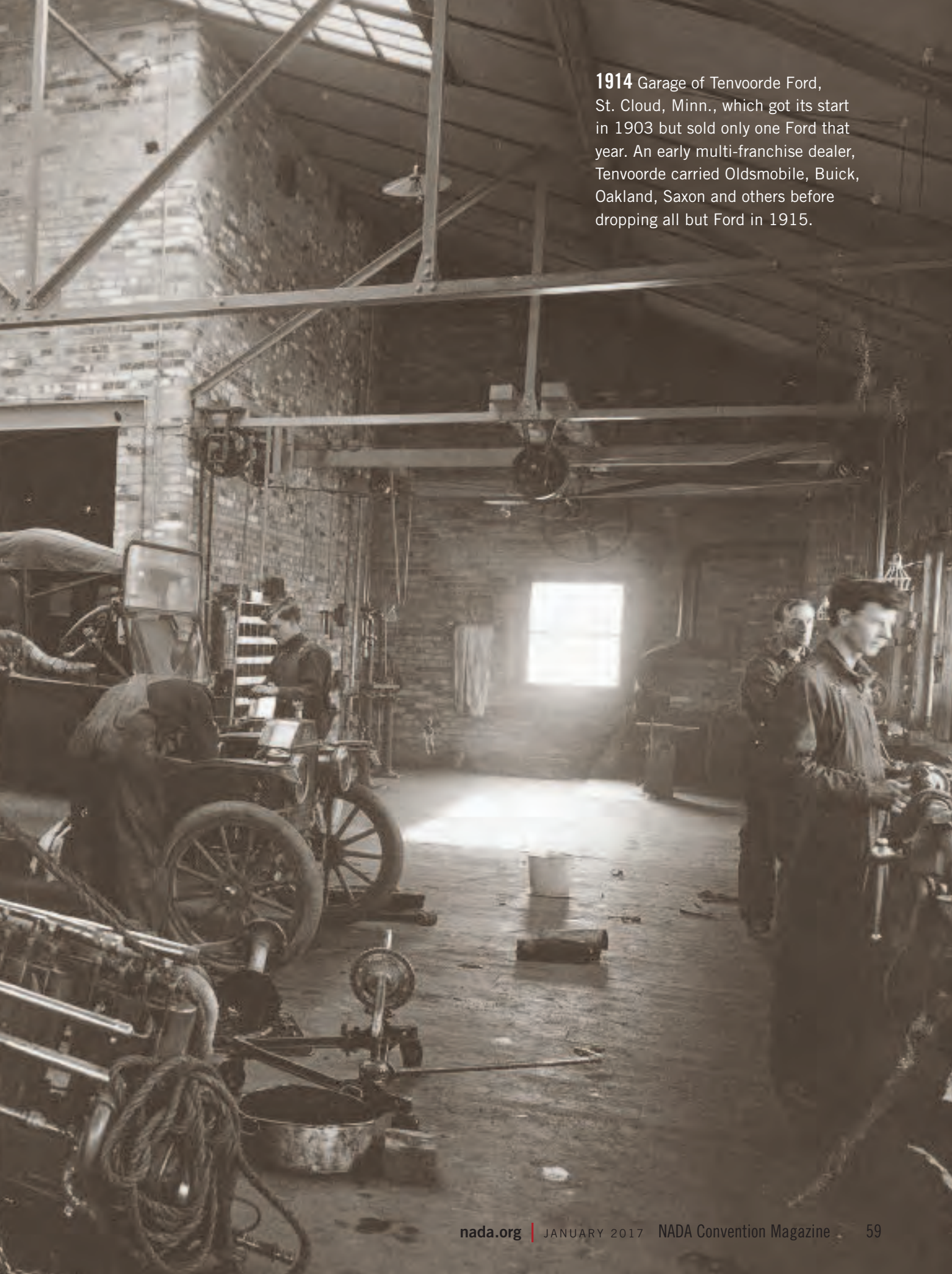
There are dozens of Century Award winners with similar family histories. ❖

For a complete list of winners or to apply for the award, go to nada.org/century.



1924 Normandin Chrysler/Jeep, which got its start in 1875 as a horse-drawn buggy maker, would go on to sell Franklins, Hupmobiles and other makes from its old Pacific Carriage Building in downtown San Jose. It took on a DeSoto-Plymouth franchise in 1933.





1914 Garage of Tenvoorde Ford, St. Cloud, Minn., which got its start in 1903 but sold only one Ford that year. An early multi-franchise dealer, Tenvoorde carried Oldsmobile, Buick, Oakland, Saxon and others before dropping all but Ford in 1915.



DEALER SUCCESS IS OUR **ONLY** BOTTOM LINE

NADA Academy and 20 Groups are run by dealers for dealers.

NADA Academy is where the best in the business teach our next generation of leaders. **NADA 20 Group** members are proven to be the most successful retailers in the industry.

Find out more

NADA ACADEMY
nada.org/academy

NADA 20 GROUP
nada.org/20group





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



1875 | 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.



1900 | Hulsizer Chevrolet
Montgomery, Pa.



1901 | King BMW
Freehold, N.J.



NADA HEADLINES

Industry news delivered to your inbox daily
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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.



1907 | Garber Buick
Saginaw Mich.



1907 | Luck Chevrolet
Ashland, Va.



1907 | Wegner Auto Co.
Pierre, S.D.



1907 | Butts Motors, Inc.
Seaside, Calif.



1908 | Don Drennen Motor Co.
Hoover, Ala.



1908 | Goodwin Bros. Auto
New Castle, Ind.



1908 | I.G. Burton and Company, Inc.
Milford, Del.



1908 | Smart Motors, Inc.
Madison, Wis.



1910 | Grovert Motor Co.
Newhall, Iowa



1910 | Sames Motor Co.
Laredo, Texas



1910 | The Hersrud Co.
Sturgis, S.D.



1910 | Tiffany Motor Co.
Hollister, Calif.



1911 | Barry Motor Co.
Danbury, Iowa



1911 | Chuck Colvin Auto
McMinnville, Ore.



1923 Two brothers in Washington, D.C., sold ice and coal from a mule-drawn cart before expanding to Ford Model Ts and other makes. The company—launched in 1904—would become Martens Cars, selling Volvo and Volkswagen before being bought by two dealers groups in 2014.



1911 | Dahl Automotive
Onalaska, Wis.



1911 | Hight Auto Group
Skowhegan, Maine



1911 | Kelleher Motor Co.
Ellensburg, Wash.



1911 | Schallau Motor Co.
Van Horne, Iowa



1912 | C. Speck Motors
Sunnyside, Wash.



1912 | Witt Buick
Muskegon, Mich.



1914 | Oliver C. Joseph Inc.
Belleville, Ill.



1916 | Edwards Chevrolet Co.
Birmingham, Ala.



1917 | Brown's Automotive Group
Patchogue, N.Y.



1917 | Soerens Ford of Brookfield
Brookfield, Wis.



1. Donald R. Richberg, director of the President's National Emergency Council (left), and 1935 NADA President Fred W.A. Vesper.
2. NADA's first president, George W. Browne.
3. 2000 NADA President Harold Wells (left), with award designer and creator Rogelio Menz, presenting Freedom of Mobility Award to Edsel Ford II (right).
4. 1954 NADA President Charles C. Freed.
5. President Bill Clinton (left), Rep. Gene Green (R-Texas), NADA Executive Vice President Frank E. McCarthy, 1997 NADA President Ramsay H. Gillman and Immediate Past President John P. Peterson.

100 Years *of* Leadership

BY JOE PHILLIPS AND PETER CRAIG

Over its 100 years, NADA has been fortunate to have a long list of talented, dynamic leaders. For the first 81 years—up until 1998—their title was president, and thereafter, chairman. These dealers usually came up through the ranks, serving in various positions on the NADA board and helping spearhead industry initiatives.

The first leader was George W. Browne in 1917—elected in Chicago at the incorporation of NADA, which was launched after 30 dealers went to Washington, D.C., to oppose the luxury tax on automobiles. Browne aided government efforts during World War I by helping to reduce industry waste and then presided over NADA's first annual meeting, also in Chicago.

Here are some other notable NADA leaders in the early decades:

- **Fred W.A. Vesper**, the longest-serving president, with one-year terms in 1918 and 1919; he then returned during the Depression to help NADA through 1933, 1934 and 1935.
- **Thomas J. Hay**, the shortest-serving president, who resigned in 1919 for personal reasons after just three days.
- **William L. “Billy” Hughson**, the nation's first Ford dealer lived from 1868 to 1967, serving as association president in 1927 and San Francisco convention chairman in 1939, and was still attending NADA conventions in the 1950s.
- **Harry Sommers, D.E. Castles, D.G. Kelly** and **William L. Mallon**, who during World War II, with no new cars being made for four years, found innovative ways to hold NADA together while helping to supply mechanics and other dealership personnel for the war effort.
- **William E. Hancock Jr.**, who during his 1975 term, amid the nation's first energy crisis, helped get a national energy policy signed into law and saw the creation of the NADA Dealers Election Action Committee.

Of course, this barely scratches the surface regarding the leaders who held NADA's No. 1 position (a complete list follows on page 69).

And let's not forget the dedicated staff chiefs, who have kept the organization going on a day-to-day basis. The longest serving was Frank E. McCarthy (33 years), first as executive vice president before that title was changed to president in 1998. Then came Phillip D. Brady (11 years) and, for the past four years, Peter K. Welch. ❖

For the list of NADA leaders and their pics, go to nada.org/nadaleadership.



**BE A PART OF THE NADA100
CELEBRATION ALL YEAR LONG.**

nada.org/nada100



NADA Past Presidents

*In memory

1917	George W. Browne*	Milwaukee, Wis.
1918, 1919	Fred W.A. Vesper*	St. Louis, Mo.
1919	Thomas J. Hay* (three days)	Chicago, Ill.
1920	Harry B. Harper*	Rosemont, Pa.
1921	Jesse A. Smith*	Milwaukee, Wis.
1922	W.J. Brace*	Kansas City, Mo.
1923	G.G.G. Peckham*	Cleveland, Ohio
1924	John L. Butler*	Los Angeles, Calif.
1925	Charles E. Gambill*	San Marino, Calif.
1926	Charles B. Warren*	New York, N.Y.
1927	William L. Hughson*	San Francisco, Calif.
1928	C.C. Coddington*	Charlotte, N.C.
1929	Warren E. Griffith*	San Francisco, Calif.
1930	J.R. Histed*	Beverly Hills, Calif.
1931	F.J. Edwards*	Milwaukee, Wis.
1932	Florris Nagelvoort*	Seattle, Wash.
1933, 1934, 1935	Fred W.A. Vesper*	St. Louis, Mo.
1936, 1937	E.M. Lied*	Omaha, Neb.
1938	J.W. Roby*	Shreveport, La.
1939, 1940	Stanley H. Horner*	Washington, D.C.
1941	L. Clare Cargile*	Texarkana, Ark.
1942	Harry Sommers*	Atlanta, Ga.
1943	D.E. Castles*	St. Louis, Mo.
1944	D.G. Kelly*	Grand Forks, N.D.
1945, 1946	William L. Mallon*	Newark, N.J.
1947	M.O. Anderson*	Seattle, Wash.
1948	Ben T. Wright*	Evanston, Ill.
1949	George F. Ziesmer*	Mankato, Minn.
1950	Fred L. Haller*	Washington, D.C.
1951	R.D. McKay*	Wichita, Kan.
1952	J. Saxton Lloyd*	Daytona Beach, Fla.
1953	Robert S. Armacost*	Kansas City, Mo.
1954	Charles C. Freed*	Salt Lake City, Utah
1955	Frank H. Yarnall*	Wheeling, Ill.
1956	Carl E. Fribley*	Norwich, N.Y.
1957	Frederick M. Sutter*	Columbus, Ind.
1958	Dean Chaffin*	Bozeman, Mont.
1959	H.L. Galles Jr.*	Albuquerque, N.M.
1960	Birkett L. Williams*	Cleveland, Ohio
1961	Walter B. Cooper*	Fort Collins, Colo.
1962	Thomas F. Abbott Jr.*	Fort Worth, Texas
1963	John H. Lander*	Atlanta, Ga.
1964	C. Ed Flandro*	Pocatello, Idaho
1965	Peter Val Preda*	South Burlington, Vt.
1966	S.E. Kossman*	Cleveland, Miss.
1967	William E. Voyce Jr.*	Baltimore, Md.
1968	Tom A. Williams Sr.*	Greensboro, N.C.
1969	Lyman W. Slack*	Portland, Ore.
1970	Sam H. White*	Houston, Texas

1971	Warren J. McEleney*	Clinton, Iowa
1972	Charles J. Whitley*	Bismarck, N.D.
1973	John S. Hinckley*	Ogden, Utah
1974	Hugh R. Gibson*	Mentor, Ohio
1975	William E. Hancock Jr.*	Columbia, S.C.
1976	John J. Pohanka	Capitol Heights, Md.
1977	Reed T. Draper*	Saginaw, Mich.
1978	Robert P. Mallon	Tacoma, Wash.
1979	William C. Doenges*	Bartlesville, Okla.
1980	George S. Irvin*	Denver, Colo.
1981	Wendell H. Miller*	Vestal, N.Y.
1982	George W. Lyles*	High Point, N.C.
1983	William C. Turnbull*	Huntington, W.Va.
1984	James P. Jennings*	Glenview, Ill.
1985	William J. Symes*	Pasadena, Calif.
1986	James B. Woulfe*	Danville, Calif.
1987	James T. Caplinger*	Hot Springs, Ark.
1988	Jimmy C. Payton	Eules, Texas
1989	Ron Tonkin*	Portland, Ore.
1990	Ray Green	Jacksonville, Ill.
1991	Frank R. Anderson Jr.*	Raleigh, N.C.
1992	Richard E. Strauss	Richmond, Va.
1993	James K. Lust	Aberdeen, S.D.
1994	William S. Dodge	Brunswick, Maine
1995	Leon Edwards	Birmingham, Ala.
1996	John P. Peterson*	Edina, Minn.
1997	Ramsay H. Gillman*	Houston, Texas

NADA Past Chairmen

1998	Paul J. Holloway	Greenland, N.H.
1999	James A. Willingham	Signal Hill, Calif.
2000	Harold B. Wells*	Whiteville, N.C.
2001	Robert J. Maguire	Princeton, N.J.
2002	H. Carter Myers III	Charlottesville, Va.
2003	Alan C. Starling	St. Cloud, Fla.
2004	Charley R. Smith	Hobbs, N.M.
2005	Jack Kain	Versailles, Ky.
2006	William Bradshaw	Greer, S.C.
2007	Dale Willey	Lawrence, Kan.
2008	Annette Sykora	Levelland, Texas
2009	John P. McEleney	Clinton, Iowa
2010	Edward C. Tonkin	Portland, Ore.
2011	Stephen W. Wade	St. George, Utah
2012	William P. Underriner	Billings, Mont.
2013	David W. Westcott	Burlington, N.C.
2014	Forrest McConnell III	Montgomery, Ala.
2015	William C. Fox	Auburn, N.Y.
2016	Jeffrey B. Carlson	Glenwood Springs, Colo.

2008 To help renovate school athletic fields after Hurricane Katrina, 2008 NADA Chairman Annette Sykora presented a \$400,000 check to Drew Brees, quarterback of the New Orleans Saints.







Looking to the Future

2017 NADA Chairman Mark Scarpelli

After 30 dealers traveled to Washington, D.C., in 1917 to persuade Congress not to impose a luxury tax on cars, NADA was incorporated in Chicago. So 100 years later, Mark Scarpelli believes it's "fitting that the 2017 NADA chairman would be from Chicago as well."

BY CHARLES CYRILL

Scarpelli's term as chairman coincides with the kickoff of NADA's 100th anniversary celebration in New Orleans and the beginning of a new administration and Congress in Washington, D.C.

A second-generation dealer, Scarpelli is president of Raymond Chevrolet and Raymond Kia, Antioch, Ill., and co-owner of Ray Chevrolet and Ray Chrysler/Jeep/Dodge/Ram, Fox Lake, Ill. His father, Raymond Scarpelli Sr., started the company nearly 60 years ago in Antioch, about 58 miles north of Chicago. Among its first franchises were Chevrolet and Oldsmobile.

"It was around high school that I became very interested in cars," says Scarpelli, who attended Northwood University in Midland, Mich. "One of my first jobs was working in the parts department, cleaning up the dealership, delivering parts,

working in the body shop, and so I've been lucky to experience all facets of the retail auto dealership."

This experience means Scarpelli, 52, knows just how hard it is to run a successful longtime business. And that's why, he says, "NADA being 100 years young is an accomplished feat in the trade industry."

Scarpelli also understands just how integral dealers and NADA have been to local communities across the nation. "NADA started back in the day to make sure independent businesspeople could open dealerships, and provide affordable cars and transportation to farmers and factory workers and people from all walks of life."

Benefiting consumers

Dealerships continue to benefit consumers, local communities and manufacturers alike. And Scarpelli is committed to ensuring this continues.

60 Years Scarpelli's company has been in business

7 Number of dealerships



Mark Scarpelli



At home. Scarpelli and his wife, Julie, with their two dogs, Sophie and Bailey.

“What we will advocate with the new administration and Congress is clarity, whether it’s about auto financing, new tax proposals, vehicle recall policy or fuel-economy rules,” he says. “We’re concerned about vehicle affordability for consumers, period. We have to make sure we keep the consumer in mind when dealing with all of these issues—and

protecting consumers from over-reaching federal regulations.”

Aside from advocating on legislative and regulatory issues in Washington, Scarpelli’s priorities for 2017 include promoting the consumer benefits of the dealer franchise network, meeting with automaker executives on key issues, and getting the next generation of dealers involved in their trade associations.

“Whether it’s at the state, local or federal level, I encourage all new-

car dealers to get involved and be good stewards of their industry, local businesses and community. Not a lot gets done on the sidelines. We all need to be focused and diligent about advocacy issues that are coming our way.”

Celebrating NADA and its dealers

Kicking off NADA’s centennial convention is the NADA100 Carnival on Thursday night, January 26, Scarpelli points out. The event, held at Mardi Gras World,



nada.org

The latest association news and updates

“will be nothing short of spectacular.” Entertainment will include legendary rock band Foreigner, as well as Cowboy Mouth and local jazz musicians.

And during the convention there will be an all-star lineup of speakers, with Ford Motor Co. President and CEO Mark Fields, motorsports legends Roger Penske and race-car driver Helio Castroneves, comedian Jim Gaffigan, and inspirational speaker Amy Purdy.

Scarpelli, who became a dealer in 1991, takes the helm as NADA chairman at the convention on Saturday, January 28, when he will address thousands of dealers and other industry executives.

“My remarks at the convention,” Scarpelli says, “will focus on the future and the next 100 years. I will work tirelessly on the issues that confront dealerships every day. We are going to be out front and hitting issues head on.”

That’s tough talk from a man with plenty of endurance: He often bikes 50 miles a week, even after putting in long days at the dealership.

And along with being determined, Scarpelli is optimistic about the future: “NADA is getting better with age, and I will continue that great tradition.” ❖

Off-road: Scarpelli’s hobbies include mountain biking.

50 Miles Scarpelli bikes in a week



2017 NADA Officers & Board of Directors

WHO'S WHO

REGION III

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

15

REGION IV

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

14

4

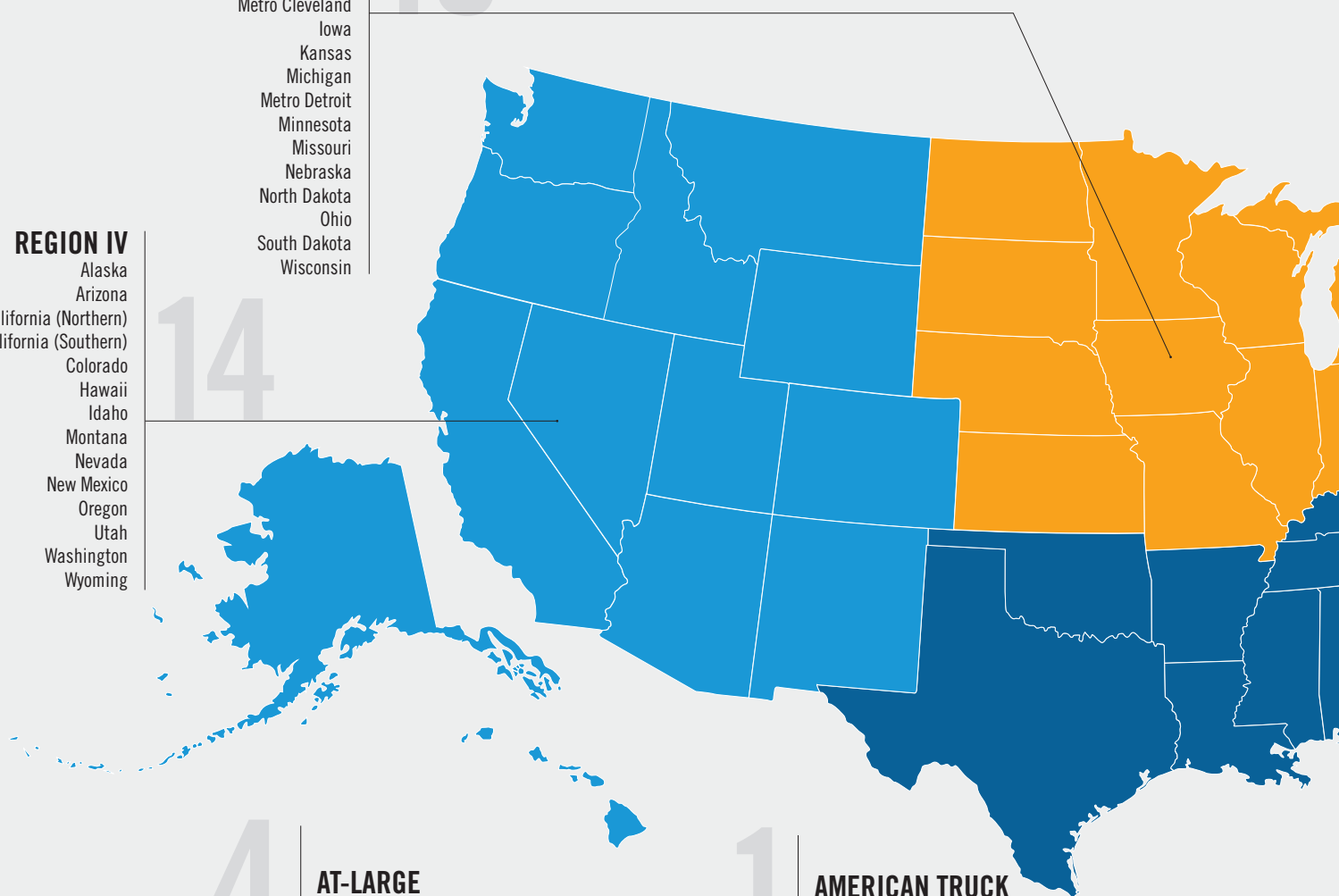
AT-LARGE

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

1

AMERICAN TRUCK DEALERS

Chairman



OFFICERS



Mark N. Scarpelli
Chairman



Wesley L. Lutz
Vice Chairman



William H. Willis Jr.
Secretary



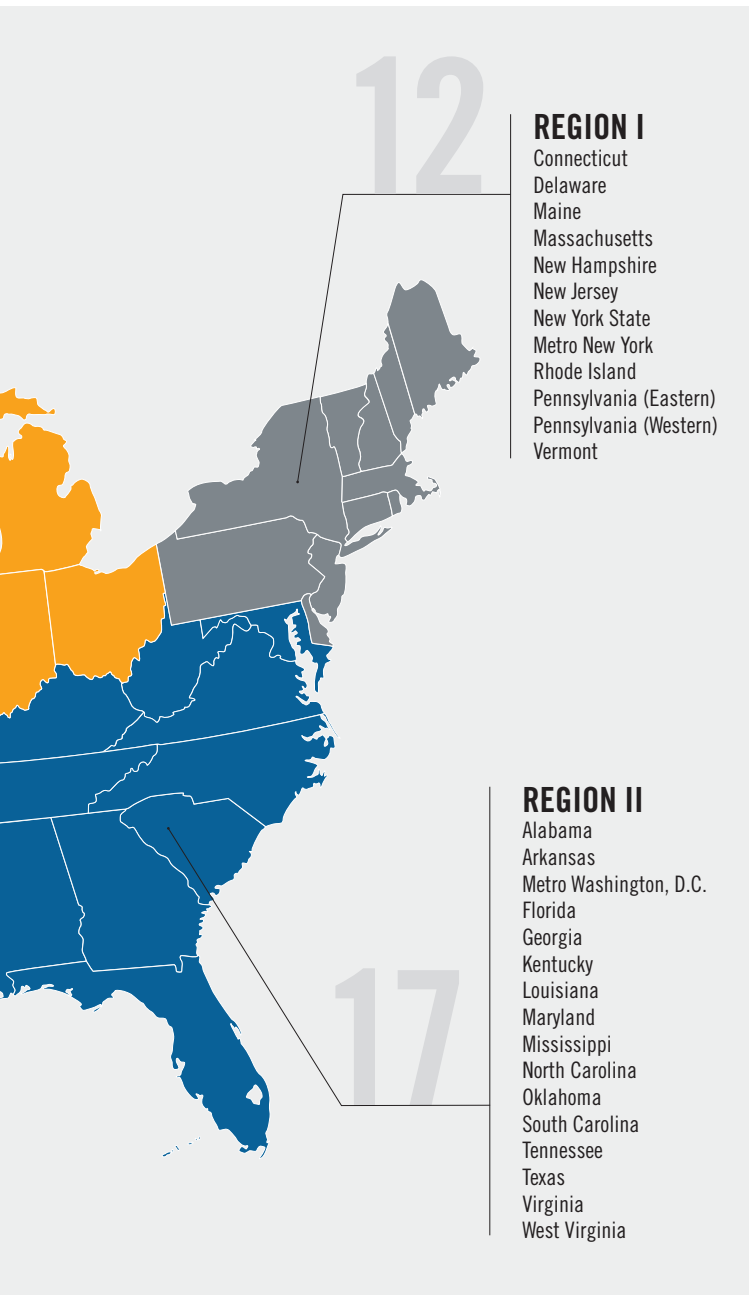
Brian Hamilton
Treasurer



Jeffrey B. Carlson
Immediate Past Chairman



Peter K. Welch
President & CEO



REGION I

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

REGION I



**Vice Chairman
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AutoServ Dealerships
Tilton, N.H.
(New Hampshire)



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Carriage House of New London
New London, Conn.
(Connecticut)



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



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



William C. Fox
Fox Imports, Inc.
Auburn, N.Y.
(New York State)



Chris Hurd
Hurd Auto Mall, LLC
Johnston, R.I.
(Rhode Island)



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



David B. Penske
Penske Buick/GMC Truck
Shillington, Pa.
(Eastern Pennsylvania)



Michael B. Smith
Laurel Auto Group
Johnstown, Pa.
(Western Pennsylvania)



Donald E. Sudbay Jr.
Sudbay Chevrolet/Buick/
Cadillac/GMC
Gloucester, Mass.
(Massachusetts)



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



Election Pending
(Metro New York)

REGION II



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Bubba Oustalet Chevrolet/
Cadillac
Jennings, La.
(Louisiana)



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Marine Chevrolet/Cadillac
Jacksonville, N.C.
(North Carolina)



Tom Bloomfield
Don Thornton Cadillac
Tulsa, Okla.
(Oklahoma)



**Andrew "Jack"
Caldwell Jr.**
Caldwell Toyota
Conway, Ark.
(Arkansas)



Michael Joe Cannon
Cannon Chevrolet/Cadillac/
Nissan
Greenwood, Miss.
(Mississippi)



Thomas Castriota
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Hudson, Fla.
(Florida)



Bruce M. Farrell
Berglund Chevrolet, Inc.
Roanoke, Va.
(Virginia)



Charles W. Gilchrist
SouthWest Ford, Inc.
Weatherford, Texas
(Northern Texas)



H. Daniel Jobe
Capitol Cadillac Company
Greenbelt, Md.
(Maryland)



Forrest McConnell III
McConnell Honda and Acura
Montgomery, Ala.
(Alabama)



Stan McNabb
Stan McNabb Automotive
Tullahoma, Tenn.
(Tennessee)



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



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



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



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



Cary T. Wilson
Ron Carter Autoland
Alvin, Texas
(Southern Texas)



Election Pending
(South Carolina)

REGION III



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



Mark Birdnow
Birdnow Motor Trade
Oelwein, Iowa
(Iowa)



Chris Coyle
Coyle Chevrolet/Buick/GMC/
Nissan
Clarksville, Ind.
(Indiana)



Kirt Frye
Sunnyside Honda
Middleburg Heights, Ohio
(Metro Cleveland)



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



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



Robert W. Hudson
Middleton Ford
Middleton, Wis.
(Wisconsin)



H. Douglas Knust
Harry K. Chevrolet/Buick, Inc.
Chamberlain, S.D.
(South Dakota)



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



Rhett Ricart
Ricart Automotive Group
Groveport, Ohio
(Ohio)



Mark N. Scarpelli
Raymond Chevrolet/Kia
Antioch, Ill.
(Metro Chicago)



Bob Shuman
Shuman Chrysler/Dodge/
Jeep/Ram
Walled Lake, Mich.
(Metro Detroit)



Lynn H. Thompson
Thompson Sales Co.
Springfield, Mo.
(Missouri)



Paul Walsler
Walsler Automotive Group
Bloomington, Minn.
(Minnesota)



Daniel M. Wilson
Corwin Chrysler/Dodge
 Fargo, N.D.
(North Dakota)

REGION IV



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Las Vegas, Nev.
(Nevada)



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(Northern California)



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Glenwood Springs, Colo.
(Colorado)



Mont Crnkovich
Broadway Ford
Idaho Falls, Idaho
(Idaho)



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Lithia Chrysler/Dodge/Jeep
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Quality Mazda
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(New Mexico)



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Galpin Ford, Inc.
Prescott, Ariz.
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Gilchrist Chevrolet Buick
GMC, Inc.
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Sheridan, Wyo.
(Wyoming)



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Stan Masamitsu
Tony Honda
Waipahu, Hawaii
(Hawaii)



Kirk Schneider
Nate Wade Subaru
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AT-LARGE



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(At-Large East)



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



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

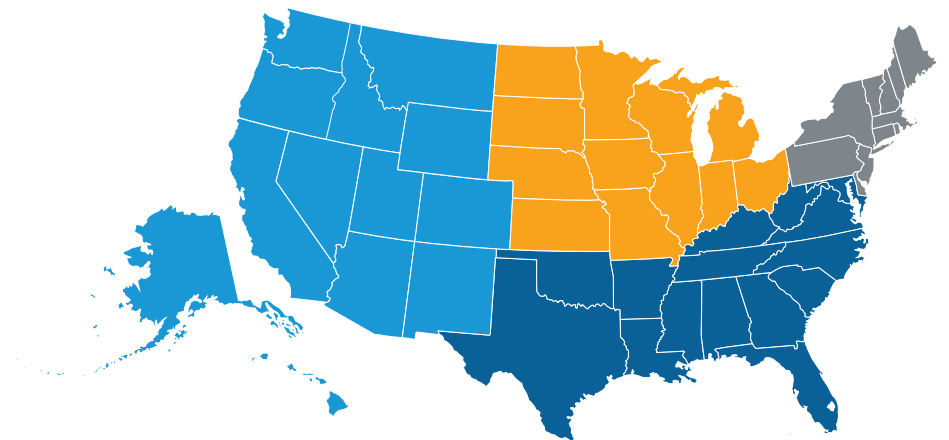


Donald P. Hicks
Shortline Auto Group
Aurora, Colo.
(At-Large West)

AMERICAN TRUCK DEALERS



ATD Chairman
Steven E. Parker
Baltimore Potomac Truck Centers
Linthicum, Md.



AUTOMOBILES



THE REGULATORY MAZE

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



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 record-keeping requirements
- Newborns' and Mothers' Health Protection Act
- NLRB Unionization Rules
- OSHA Blood-Borne Pathogens Rule
- OSHA injury and illness recording and reporting requirements
- Section 89 of the Tax Reform Act
- Section 179 expensing
- USERRA
- WARN



All Departments (Customer)

- Americans With Disabilities Act
- CAN-SPAM 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



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
- IRS treatment of salesperson incentives
- LIFO inventory accounting method
- Heavy-highway-vehicle excise tax
- Motor vehicle tax credits
- Monroney sticker (Price Labeling Law)
- NHTSA alteration and tire-placarding rules
- NHTSA odometer rule
- NHTSA recall regulations
- NHTSA safety belt/airbag deactivation
- NHTSA tire regulations
- School van sales
- UNICAP



F&I Department

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



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

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:** Extensive health-care reforms enacted in 2010 affect dealerships and their health-care plans. For example, most large dealerships (with more than 50 full-time employees) must have decided by January 1, 2015, whether they will offer health coverage that meets the federal requirements or pay a penalty. Many additional reporting, record-keeping and other duties apply to dealerships and other businesses. For more information, visit healthcare.gov.
- **Age Discrimination in Employment Act:** Protects older individuals against age-based employment discrimination.
- **Americans With Disabilities Act (ADA):** Dealerships with 15 or more employees must reasonably accommodate disabled workers and job applicants.
- **Consolidated Omnibus Budget Reconciliation Act (COBRA):** Requires dealerships with 20 or more employees to continue health-care coverage for ex-employees and their families for 18 to 36 months, depending on circumstances.
- **Electronic deposit of taxes:** Dealerships having more than a de minimis amount of aggregate depository taxes generally must deposit through the Electronic Federal Tax Payment System.
- **Electronic records retention:** Revenue Procedure 98-25 explains the 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 a drug treatment program, 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 and other obligations.
- **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 top rate was 40 percent on amounts over \$5.45 million (for individuals) in 2016, and increased to \$5.49 million in 2017.
- **Family and Medical Leave Act (FMLA):** Dealerships must post a notice informing employees of their right to take limited, unpaid leave for personal and family medical emergencies and must comply with appropriate requests for such leave. Special provisions apply to leave related to military service. Dealerships must display the revised FMLA poster from February 2013.
- **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 standards and exemptions as well as standards for employing minors, including teen driving restrictions. Federal minimum wage is \$7.25 per hour; state 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 careful, 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 is aimed at encouraging 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 record-keeping 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.

Dealerships must display the revised Federal Minimum Wage and the Employee Polygraph Protection Act (EPPA) posters from August 2016.

■ **Mental Health Parity Act:** Requires insurers and health plans to offer mental illness coverage comparable to that for physical illness. Group health plans may not set dollar limits on mental health care lower than limits for general medical and surgical services. Nothing requires dealerships to provide mental health coverage, and certain exemptions apply.

■ **Miscellaneous record-keeping requirements:** A multitude of requirements govern the length of time records must be maintained. Examples: Personal and corporate income tax records must be kept at least three years; notification forms for underground storage tanks must be kept indefinitely; and copies of Form 8300 cash reports must be kept for five years.

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

■ **National Labor Relations Board (NLRB) unionization rules:** Govern unionization activities, including employee rights, election rules, postings, unfair labor practices and others.

■ **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. In 2017, heavy-duty truck dealerships with 20 to 249 employees per establishment must electronically submit to OSHA: OSHA Form 300A. Also starting this year, both heavy-duty truck and

light-duty car dealerships with more than 250 employees per establishment must electronically submit to OSHA: OSHA Form 300, OSHA Form 300A and OSHA Form 301.

■ **Section 89 of the Tax Reform Act:** Dealerships are prohibited from discriminating against lower-paid employees in their employee benefits packages.

■ **Section 179 expensing:** Generally, businesses can expense qualified Section 179 property, subject to phaseout. Until further notice, the total Section 179 deduction limitation is \$500,000. The bonus depreciation provisions are extended to 2019, with a 50 percent level for 2016 and 2017, 40 percent for 2018 and 30 percent for 2019.

■ **Uniformed Services Employment and Reemployment Rights Act (USERRA):** Governs the employment and reemployment rights of members of the U.S. uniformed services.

■ **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 unless recipients provide express prior authorization to receive them. So that



senders can recognize wireless addresses, the FCC maintains a list of wireless domain names at transition.fcc.gov/cgb/policy/DomainNameDownload.html.

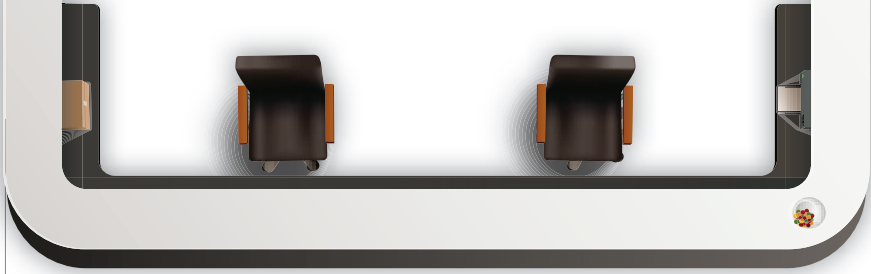
Commercial emailers must check the list monthly. (Additional provisions prohibit deceptive headers, misleading subject lines and other spam tactics.)

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.

■ **Driver's Privacy Protection Act:** Denies 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 disclosures of nonpublic personal information and requires dealers to contractually limit their service providers' access to and use of that information. Dealers who correctly use a 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, including recent safety inspection claims related to used vehicles that are subject to open safety recalls.

■ **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 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:** Pursuant to Mag-Moss, the FTC has issued two rules governing written warranties. The "Disclosure Rule" provides disclosure requirements for written warranties, specifies language for certain disclosures 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 recently passed E-Warranty Act allows warrantors to comply by posting warranty terms to an Internet 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 on the report by January 31 of the following year. "Cash" includes certain cashier's checks, traveler's checks, money orders and bank drafts.

■ **Magnuson-Moss Act:** Dealers must give consumers certain required information on warranties and limited warranties. Dealers are also generally prohibited from requiring routine service to be performed at their dealership as a condition of a used-car warranty.

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

■ **Telephone Consumer Protection Act (TCPA):** Imposes numerous restrictions on telemarketing, including the 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. This means you cannot send a text message "solicitation" to a phone number on either 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."

Requires express written consent prior to any prerecorded or auto-dialed telemarketing call to a cell phone or text

message. Recent FCC guidance indicates a very broad view of what is an "auto-dialed" call or a text message. 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."

■ **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 temporarily exempt from the law's anti-money-laundering program requirements.



NEW- AND USED-VEHICLE SALES DEPARTMENTS

■ **American Automobile Labeling Act:** 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 percent 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 and EPA rules on CAFE and GHGs govern the fuel-economy performance of all light, medium-duty and heavy-duty vehicles, which affects their design, performance and cost. The rules also impact 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 that diplomat's 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 any loss.

■ **FTC Door-to-Door Sales Rule:** Gives consumers a three-day “cooling off” period only for sales not consummated at the dealership. Does not apply to auctions, tent sales or other temporary places of business 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 come from the EPA; 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 FTC required form Buyers Guide. Note that a new version of the Buyers Guide was adopted in 2016. Dealers must use the new version of the Buyers Guide by January 27, 2017, but dealers may use their remaining stock of Buyers Guides for one year.

■ **Gray-market vehicles:** EPA, Department of Transportation and Customs restrict the importation/sale of vehicles lacking safety or emissions certification.

■ **IRS treatment of salesperson incentives:** Factory incentives paid directly to salespeople are not wages for tax purposes.

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

■ **Heavy-highway-vehicle excise tax:** A 12 percent 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 lb. (Class 8); (2) truck trailer and semitrailer bodies with a GVWR in excess of 26,000 lb. (Classes 7 and 8); and (3) “highway tractors,” unless they have a GVWR of 19,500 lb. or less (Class 5 and under) and a gross combined weight rating of 33,000 lb. or less. Dealers selling Class 5 vehicles with more than 33,000-lb. 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.

■ **Motor vehicle tax credits:** Consumers may be eligible for up to a \$7,500 personal federal tax credit when they buy a qualifying plug-in electric vehicle or dedicated electric vehicle at a dealership (“EV Tax Credit”). Eligibility for the EV Tax Credit is based on a taxpayer’s income and tax status.

■ **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 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, only that it 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.

■ **National Highway Traffic Safety Administration (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 “paper trail,” and odometer disclosures on titles. Vehicles with a greater than 16,000-lb. gross vehicle weight rating and those 10 model years old or older are exempt.

■ **NHTSA recall regulations:** New vehicles and parts held in inventory that are subject to safety recalls must be brought into compliance before delivery.

■ **NHTSA safety belt/airbag deactivation:** Dealerships may install airbag switches for consumers with NHTSA authorization. Dealerships 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 label when replacing tires or adding weight before first sale or lease. Also, consumers must be given registration cards when buying new tires or tires must be registered electronically. Other rules govern 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 \$10 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:** Comprehensive legislation enacted in July 2010 created a new, independent Consumer Financial Protection Bureau and granted it unprecedented authority to regulate financial products and services. Dealers engaged in three-party financing are excluded from the authority of the bureau and remain subject to regulation by the Federal Reserve Board, the Federal Trade Commission (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 origin, 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. The Consumer Financial Protection Bureau (CFPB) addressed disparate impact discrimination in March 2013 guidance to indirect auto lenders (CFPB Bulletin 2013-02). 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 new small-business loan data collection requirements.) An optional ECOA compliance program template is available to dealers at nada.org/faircredit.

■ **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.

■ **Fair and Accurate Credit Transactions (FACT) Act of 2003:** This law significantly amended FCRA by adding several identity-theft prevention and other duties. 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.

■ **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 cars 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).”

■ **Producer-Owned Reinsurance Companies (PORCs):** IRS Notice 2004-65 removed certain reinsurance arrangements as “listed transactions,” but states that the IRS will continue to scrutinize transactions that shift income from taxpayers to related companies “purported to be insurance companies that are subject to little or no U.S. federal income tax.”

■ **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, as well as 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 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 the tires 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 exposure. Water, aerosol cleaners or brake washers may be used to comply with the standard.
- **OSHA Hazard Communication 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 they work with. Also, EPA's community right-to-know rules require dealers to list annually with state and local authorities tanks holding 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. 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 lb. per month (about half of a 55-gallon drum) of certain substances and must use EPA-certified haulers to remove the waste from the site; dealers must keep records of the 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 may be barred from 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 [CERCLA]):** 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 at 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:** 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 Standard (right-to-know laws):** 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. The hex chrome standard limits 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 antitheft parts-marking ID numbers and should use only properly marked replacement parts. ❖

Doug Greenhaus, Paul Metrey, Brad Miller and Lauren Bailey of the NADA Legal and Regulatory Affairs Department contributed to this guide.

BUYER'S GUIDE

NEW PRODUCTS & SERVICES

BY PETER CRAIG

MOBILE APP

Zurich, Schaumburg, Ill., introduces “illuminate”—a customer-driven mobile app for the iPad. It can help dealerships increase F&I opportunities, improve compliance, enhance the image of the store and draw NextGen vehicle buyers. More info at zurichna.com or 800.382.2150. (Booth 2142)



VEHICLE DISPLAY

360 Auto Display USA, Spring, Texas, intros “Car Spinner,” a revolving platform that lifts a vehicle 10 to 15 feet into the air and rotates. It can handle 9,000 lb., lights up at night and accommodates 320 square feet of advertising around its base. More info at 360autodisplayusa.com or 888.360.DISPLAY. (Booth 5315)

OIL, GREASE DISPENSER

Fluid-handling company Alemite, St. Louis, has the new Premium Lube Trolley Packages for portable oil and grease dispensing. It delivers lubricant directly from 55-gallon or 400-pound drums, and can service a full range of vehicles, along with industrial and process machines. Other alternate products include pumps, grease guns, control valves and meters, and single-point lubricators. More info at alemite.com or 800.822.4579. (Booth 4353)



VEHICLE APPRAISAL TOOL

Edmunds.com, Santa Monica, Calif., offers the True Market Value (TMV) Trade-In Tool. Links are placed all over dealers' websites to entice shoppers, who enter detailed information about their current vehicle, including style, color, condition and mileage. Then dealers get their contact information and a range of TMV appraisals. More info at edmunds.com or 855.782.4711. (Booth 3353)

DEALERSHIP F&I DOCUMENTS

The Reynolds and Reynolds Co., Dayton, Ohio, has added another entry to its LAW F&I Library project, a comprehensive catalog of standardized, F&I documents for dealers, available in print or digital format. Now with a library for Montana, libraries have been created for 34 states, though LAW forms are available for all 50. More info at reyrey.com or 800.344.0996. (Booth 2201)



DEALERSHIP FURNITURE

American Interiors, Inc., Cleveland, offers its Dealer Image furniture program for dealership design and space planning—from “floorplan to finished.” The company is the only preferred supplier for Chrysler and Fiat. In addition, it is preapproved for all GM brands, Toyota and Volkswagen. More info at aminteriors.com, aidealerimage.com or 888.535.1808. (Booth 5939)



SPRAY-ON TRUCK LINER

First-time NADA exhibitor Bullet Liner, Maryland Heights, Mo., provides a scratch-, scuff- and puncture-resistance treatment for pickup beds, tailgates, wheel wells and other areas. The spray-on liner forms a sealed finish, using a high-pressure system to apply material impervious to nearly any weather condition. More info at bulletliner.com or 314.872.8700. (Booth 5921)

SURVEILLANCE CAMERAS

Eyewitness Surveillance, Hanover, Md., has dome cameras with true HD picture quality with embedded video analytics for faster and more efficient processing. Other features include remote controllable pan and tilt repositioning, remote zoom/focus control, memory support and two-way audio. More info at eyewitnessmail.com or 800.518.3911. (Booth 6025)



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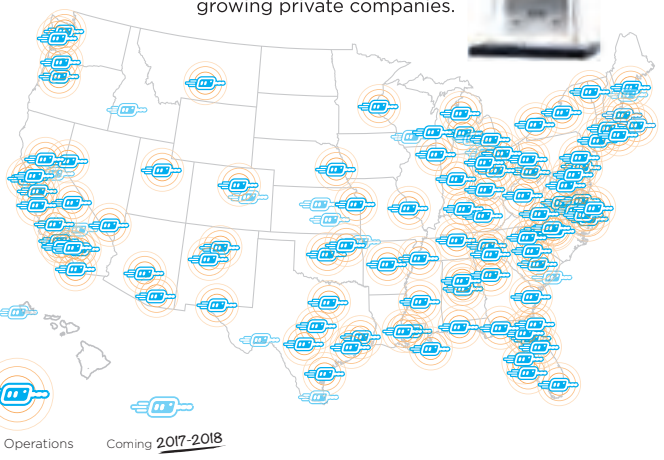
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