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Alan Mulally Will Speak at WAS PPD Breakfast



Ford's Alan Mulally

The 2010 Washington Auto Show will be opened by Ford Motor Company president and CEO Alan Mulally, show producer and WANADA president Gerard Murphy announced this week.

“We are delighted to have Alan Mulally as our Auto Show keynote speaker this year, having been at the center of the upheaval in our industry while at the same time being a beacon of progress,” Murphy said in making the announcement.

Mulally joined Ford as president and chief executive officer in 2006 after serving as executive vice president of The Boeing Company, and president and chief executive officer of Boeing Commercial Airplanes. In that role, he was responsible for all of the company’s commercial airplane programs and related services. Mulally also was a member of the Boeing Executive Council and served as Boeing’s senior executive in the Pacific Northwest.

At Ford, Mulally has been responsible for the dramatic turnaround at the company that has seen it completely revitalize its product line-up and boost market share to its highest level in decades, even as the auto industry at large has been stricken with recession stress.

In 2007, he presided over the sale of Jaguar Cars and Land Rover to Tata Motors, the Indian car and truck manufacturer, receiving \$2.3 billion on the sale. Mulally also reduced Ford's stake in Mazda, sold off Aston Martin, and is in the process of selling Volvo Cars.

Throughout his career, Mulally has been recognized for his contributions and industry leadership, including being named one of “The World’s Most Influential People” by *TIME* magazine in their 2009 “TIME 100” issue, “Person of the Year” for 2006 by *Aviation Week* magazine and one of “The Best Leaders of 2005” by *BusinessWeek* magazine.

Mulally will deliver the 2010 WAS keynote address at the opening of Public Policy Day on Tuesday, January 26, 2010, at the Washington Convention Center.

Dealers Sponsoring ADEI Technicians Receive *Participant* Signage



ADEI's Bill Belew (L) presents Steve Capps of Sheehy Ford the ADEI *Participant* sticker

WANADA dealers participating in the association's entry-level technician training program, are being presented with "Participating Dealer" window stickers this month as part of WANADA's effort to inform the public about the program and recognize participating dealers for their efforts.

Among the first to receive the stickers were DARCARS, Fitzgerald Auto Malls and Sheehy Auto Stores, which have been longtime supporters of the program. The Technician Training Program, operating under the auspices of the Automobile Dealer Education Institute (ADEI), currently has 28 students who attend NATEF Certified classes one day per week at either Montgomery College (MC) or the Northern Virginia

Community College (NOVA) campus in Alexandria and work full time in a sponsoring dealership the rest of the week. It also has a number of students who will begin studies in early 2010 and is preparing to place as many as three other candidates at dealerships who recently graduated from a pre-apprenticeship program ADEI conducts in partnership with the District of Columbia's Office of Employment Services.

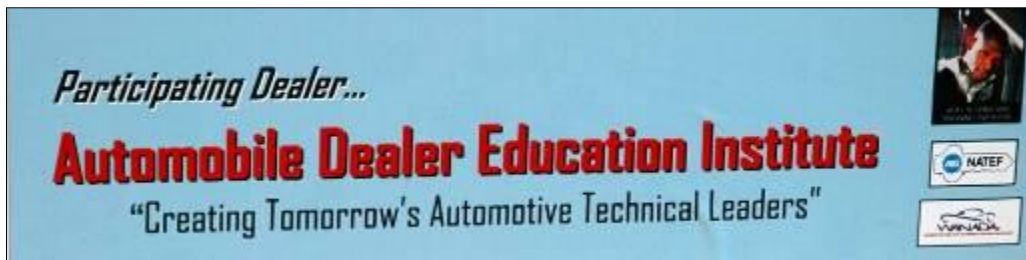
Additionally, ADEI has a number of candidates it would like to place in dealerships in the Manassas area. These students would receive their in-classroom instruction at the NOVA Manassas campus under an agreement ADEI has struck with the college.



Bill Catron of DARCARS (R) and ADEI technicians

The ADEI entry-level technician program, which is the only NATEF Certified program of its kind, was recently cited by the Bill and Melinda Gates Foundation as a model of how to run a successful school-to-work program. It combines in-class training with paid and mentored in-dealership work experience and also provides ongoing student support from ADEI's in-the-field monitor.

Dealers wishing to participate in the program should contact Bill Belew, program director at (202) 237-7200 or visit www.adei-programs.org for more information.



Knowing Who is Likely to Buy A New Vehicle and How Consumers Use Media to Shop Them

A new report from CNW Research, shows the average age of the primary driver of a new vehicle is continuing to increase and that reaching this critical audience requires more attention to media detail than ever before.

CNW Research regularly surveys and analyzes new vehicle owners and intenders for a variety of automobile manufacturers and its studies are widely regarded in the industry for their focus on understanding how and why people come to a decision on when and what they will spend their earnings on. In its latest report, it finds that the average age of the primary driver of a new vehicle has increased to 49.8 years old, some 10 years older than when it first studied the subject in 1985. CNW president Art Spinella says this dramatic increase in the age of the average primary driver has significant implications for how automakers should go to market. "You need to understand how these drivers use media if you want to reach them successfully," he says in the latest report.

The brand with the oldest average drivers is Buick with 61.7 and the youngest is Scion with 33.3. Interestingly, the average age of a Ford Car driver is 45.6 years, while that of a Chevrolet car driver is 56.5 years.

CNW's Spinella says the key to reaching would-be buyers is to understand how different media play different roles for consumers depending upon where they are in their decision process on buying a new vehicle. TV is still most important for making consumers aware of a product, but for dealers both newspaper ads and online presence is the key to getting consumers to come to "their" dealership to buy. Selection and price are paramount to consumers in the final two weeks of the decision process CNW finds, and dealers should concentrate on that message in their print and online advertising.

The average age of the Primary Driver of a new vehicle has increased 10+ years since 1985, to 49.8 years old.
-CNW Research-

Dealers should also make sure consumers can easily find them, CNW finds, noting that a Google search address with a current Google Map location and photo is critical in this regard. A recent survey by WANADA's membership department found that a significant number of members are lacking this feature.

Porsche Goes Lithium



Porsche will offer as an option a lithium-ion starter battery in place of a standard lead battery on a few select models. Available in January for the 2010 911 GT3, GT 3 RS and Boxster Spyder, the li-ion starter battery will lower the car's weight, as well as enhance performance and dynamics, Porsche says.

The pack comes in a separate unit and can be interchanged with the lead battery. The li-ion battery recharges more quickly, has a greater number of charging and discharging cycles, a lower self-discharge and a longer service

life, Porsche says. While a lead battery only has 30% of its total capacity available at any given time, the li-ion battery does not have this problem.

When the charge level drops below a certain level, a warning signal tells the driver to charge the battery, which can be done either by driving the car with only the engine or using a normal battery charger.

Although lithium-ion batteries do not show a lot of promise at breaking into the SLI battery segment (standard starting, lighting, ignition), Porsche hopes racing enthusiasts will spring for the simple, low-weight replacement battery. The option will cost a healthy \$2,400.

DC Pays Drivers to Carpool

Following the lead of other big American cities with congestion, Washington D.C. has set up a program to pay commuters \$2 a day to carpool. The hope is that by giving people a short-term incentive, the cities can alter their long-term behavior.

Atlanta, Seattle, Birmingham and Los Angeles have tried similar programs. Atlanta's program, led by the Clean Air Campaign, began in 2002 and has had 19,000 participants, most of whom have continued carpooling after their payments ended. Atlanta's system works by allowing people to log their commutes online, receiving \$100 after a three-month trial period. Drivers tend to realize the savings they're making on gas and maintenance and stick with the carpools.

Still, some economists think this is an expensive way to incentivize drivers when tolls tend to work better than cash payments in changing driver behavior. Because tolls are politically unpopular, cash payments are easier to sell.

D.C.'s program aims to take just 750 cars off the road at first, a small difference when considering Beltway traffic. Nevertheless, city officials want to see if the program can alter driver behavior permanently

Staying Ahead...

You can be on the right track, but if you don't move along fast enough you'll get run over by the train.

--Will Rogers