

# THE WANADA BULLETIN

NEWS AND INFORMATION FOR AND ABOUT FRANCHISED NEW CAR DEALERS IN THE WASHINGTON AREA

WANADA Bulletin #1-07

January 4, 2007

## 2007 WASHINGTON AUTO SHOW

### A Showcase For Today's Hottest Celebs *Special Features with Kids in Mind*



The 2007 Washington Auto Show (WAS) is rolling out the red carpet for some of today's hottest celebrities. There's someone to appeal to everyone this year with an array of stars from hit reality TV shows, soap operas and professional sports, accompanied by larger-than-life children's characters and superheroes who will roam the halls of the Convention Center.

From new arrivals like a makeover and fashion show produced by TV's "America's Next Top Model" to show classics, like the 9-foot interactive Rock-it the Robot and Washington's professional athletes, this year's Washington Auto Show will feature celebrities intended to delight and dazzle its patrons, including the youngest among them. Plus, this year's theme, "Presenting Advanced Tech-

nologies" will feature all the latest automotive wizardry sure to excite the public's imagination.

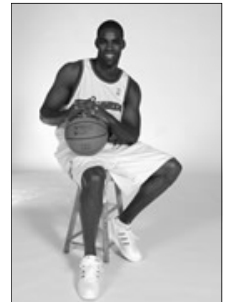
The lineup slated for this year's show, which runs Jan. 24 – Jan. 28, includes the following celebrities and special features:

#### Sports Stars

- **Redskins players and cheerleaders.** Stars from Washington's favorite home team will make an appearance Saturday. On Friday evening, former de-

fensive back legend Darrell Green will autograph show-provided photos in the Auto-trader.com booth. The Redskins Cheerleaders will perform Wednesday evening, from 6-8 p.m.

- **Antawn Jamison,** Washington Wizards 6'9" forward, Antawn Jamison, will visit the show



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### SUBWAY® Signs on as Exclusive Retail Partner for 2007 WAS

SUBWAY®, best known as the restaurant chain that helped Jared Fogle lose 245 pounds and for its "Subway Dinner Theatre" commercials with Jon Lovitz, will be the "Exclusive Retail Partner" for The 2007 Washington Auto Show (WAS).

SUBWAY® will be an active partner in the 2007 WAS with a number of different marketing and sponsorship opportunities. SUBWAY® Restaurants throughout the Metropolitan Washington Area will distribute coupons giving visitors a \$2.00 discount on a single adult weekday admission. Thursday, Jan. 25 will be SUBWAY® Day at The Washington Auto Show, which will double the coupon discount to \$4.00.

Inside the Washington Convention Center, SUBWAY® Restaurants will assume a profile position in two of the show's most popular events: the ultra-hip restyling contest, "Flip My Whip" with WPGC and prize partner in the highly publicized Toyota Hands On

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## 2007 WASHINGTON AUTO SHOW

## Hottest Celebs

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Wednesday evening, 6-8 p.m.

• **World Wrestling Entertainment Stars.** WWE champ and



“Raw” superstar John Cena will gladly give a *very firm* handshake to an enthusiastic following. The wrestler-rapper-actor

will visit the show from 1-3 p.m. Saturday, followed by an appearance from WWE beauty Torrie Wilson, 3-5 p.m. The Playboy Cover Girl wrestled in the most purchased match on WWE 24/7 online – a bikini-clad match against Sable at Judgment Day 2002.



• **Freddy Adu**, a soccer sensation and one of the sport’s most dazzling and popular players, will visit the show between noon and 2 pm Sunday.

• **Chesapeake Tide.** The Tide is Rising! Players from the area’s professional Arena football team will visit the show and sign autographs Sunday.

• **Jeanette Lee**, A.K.A. “The Black Widow” and WAS favorite, will grace the show Friday evening. The winner of 17 WPBA titles and formerly ranked “Player of the Year” by Billiards Digest and Billiards Magazine.

## Celebs and Soap Stars

• **Soap Stars.** “General Hospital” doctors Patrick Drake and Robin Scorpio, Jason Thompson and Kimberly McCullough respectively, will add some drama to the auto show on their Sunday afternoon visit. On Saturday, look for Thorsten Kaye,



“All My Children” stars, clockwise, Thorsten Kaye, Kimberly McCullough and Jason Thompson.



who plays Zach Slater on “All My Children.”

• **World Poker Tour champion, Antonio Esfandiari** will make an appearance Thursday evening. A professional magician before he turned to poker, Esfandiari, at 25, was the youngest competitor to win more than \$1 million in a poker tournament. Esfandiari can be seen in the current GSN season of High Stakes Poker.

• **“America’s Next Top Model” Danielle Evans** will offer tips and guidance on Friday evening, while the show’s very own stylist and make-up artists will work their magic on ten lucky area women on Saturday afternoon (selected by WKYS-FM) when Danielle will sign autographs.

## For the Kids

• **“Sponge Bob” and “Dora the Explorer.”** These Nickelodeon favorites will make appearances during the weekend



to shake hands with their fans.

• **Marvel Comics**, the brand behind the world’s greatest superheroes will land in Washington’s Convention Center Saturday. Spiderman, Superman and others will be protecting patrons from

the forces of evil – and signing autographs.

• **Playland.**

Kids can enjoy a town all their own throughout The Washington Auto Show. A special location in the Convention Center will feature an area filled with games, toys, attending mascots and other cuddly favorites.



• **Rock-It the Robot.** Nine feet of talking, walking, pure robotic metal, Rock-It (to his friends), will stump patrons every day of the show by speaking to them and shaking hands.



## INDUSTRY TRENDS

### Auto Customer Satisfaction High During Economic Uncertainty

Although the American auto industry is experiencing some economic uncertainty, customers continue to rate their car-buying experience positively, and auto dealers are serving as the industry's "shock absorbers" to maintain balance in a turbulent marketplace, according to the latest study by Automotive Retailing Today (ART), a coalition of all major automobile manufacturers and dealer organizations.

"Unlike economic and market turmoil in other industries where the customer has unwillingly suffered, auto dealers appear to have cushioned the customer from the effects of a shifting marketplace," said ART Chairman Carter Myers. "This study confirms that dealers continue to meet consumer demands and maintain high levels of customer satisfaction."

The new research, commissioned by ART and conducted by Harris Interactive® between July and August 2006, surveyed 932 new car buyers, 108 shoppers, 694 non-shoppers and 101 professionals involved in automotive media. Findings include:

- 91 percent of new car purchasers were satisfied (extremely, very or somewhat) with their purchase experience;
- Minority vs. non-minority overall shopping experiences remain positive (85 percent versus 84 percent);
- Improved satisfaction with financing, particularly among minorities;
- Women rate the purchase experience highly (87 percent extremely, very, or somewhat positive experience / 92 percent extremely, very, or somewhat satisfied with their overall experience) and exhibit confidence in buying vehicles; and
- Shopping multiple dealerships is a function of seeking the best price (46 percent) or obtaining a specific vehicle (66 percent).

## REGULATORY REMINDER

### Cash Reporting Notices for '06 Transactions Due Jan. 31

WANADA again reminds dealers that the IRS has been strictly enforcing the filing of Form 8300 cash reports on the new "IRS Form 8300/Fin/CEN Form 8300," and continues to conduct audits on dealers for compliance with Form 8300 requirements. A failure to report cash transactions over \$10,000 could result in a minimum \$25,000 fine.

Under IRS regulations, dealers must notify each person identified for transactions of \$10,000 or more during 2006. The FinCEN Form 8300 general instructions and the IRS definition of "cash" are available on the IRS Web site at <http://www.irs.gov/publications/p1544/ar02.html>

**Such notices must be in writing, furnished to the purchaser no later than January 31, 2006.**

The notification statement must include the name and address of the dealership, the total amount of cash reported to the IRS during 2006 for that person, and a statement that the information was reported to the IRS. The statement should go to the person's last known address. Dealers are encouraged to review 2006 transactions carefully to be certain that all affected customers are notified in writing and to record a copy of the notice furnished to the customer.

To soften the surprise that some customers may get from receiving this notice, it is recommended that dealerships include a short letter along the following lines:

*Dear (customer name):*

*We are required by the Internal Revenue to report transactions involving more than \$10,000 in cash and "cash equivalent" under the provisions of 26 U.S.C 60501. (Name of dealership) has filed a Form 8300 with the IRS on (month, day, year) indicating that you provided us (\$ amount) in connection with the purchase of your (year, make, model). We wanted you to know that we have complied with this federal requirement. Again, thank you for your patronage.*

*Sincerely,  
(dealership name)*

The exact wording of the customer notification should be reviewed by the dealer's legal advisor.

**HOLIDAY UPDATE****Nearly 700 Use *SoberRide* On New Year's Eve**

On the biggest party night of the year, 697 persons in the Washington-metropolitan area used the free cab ride service, *SoberRide*, on New Year's Eve – the second-highest ever for a New Year's Eve *SoberRide*. That translates into “removing a would-be drunk driver from Greater Washington's roadways every 41-seconds this New Year's Eve,” said Kurt Gregory Erickson, president of the WANADA-supported Washington Regional Alcohol Program (WRAP), which conducts the region's *SoberRide* effort.

For the entire holiday period – which ran between 10:00 pm and 6:00 am each evening from December 8, 2006 to January 2, 2007 – *SoberRide* provided 2,706 total, free cabs rides (up to \$50 fare) to local residents age 21 and older who otherwise may have attempted to drive home after drinking. Since 1993, WRAP's *SoberRide* program has provided 36,979 free cab rides to would-be impaired drivers in the Greater Washington area.

**SUBWAY** (Continued from page 1)

Contest.

“SUBWAY® is proud to support an event that has such a positive impact on the Washington, D.C. community,” Sol Solomita, chair of the local franchisees' advertising board, said.

With more than 26,000 locations in 83 countries, the SUBWAY® Restaurant chain, headquartered in Milford, Conn., is the world's largest submarine sandwich franchise. In 2002, the SUBWAY® chain surpassed McDonald's in the number of restaurants open in the United States and Canada.

**AUTO SHOW SEMINARS**

- **WANADA Tri-State Tag & Title Seminar, Friday, Jan. 26**

Don't miss out on this unique titling seminar covering the entire region, with motor vehicle agency representatives from DC, Maryland and Virginia to bring you up-to-date on the latest tag and title developments, along with valuable tips and networking opportunities to speed your dealings with the DMVs.

- **F&I Professional Certification Program, Friday, Jan. 26**

WANADA and MADA will be offering the popular F&I Certification Program on Friday, Jan. 26, 2007, at the Washington Convention Center. The full day program, conducted by specialists from JM&A, is designed to ensure that F&I operations deliver customer value and are compliant with the various laws that affect them. Space is available on a “first come first served” basis.

More information and RSVP forms for both seminars are enclosed with this *Bulletin*, or call Ruby Gerald at WANADA (202) 237-7200.

- **MD, VA Sales Reps Must Register for 2007 Auto Show**

Sales representatives from Maryland and Virginia dealerships who plan to be working at The 2007 Washington Auto Show, Jan. 24- 28, 2007 *must register* with the District of Columbia government through WANADA in order to receive a waiver from D.C. automotive sales licensing law requirements. Please fill out the registration form enclosed with this *Bulletin* with the names and sales license numbers of the dealership and all dealership representatives who will likely work at the show, and fax it to the WANADA office, (202) 237-9090, by *Thursday, Jan. 18, 2007*. Many thanks!

**Staying Ahead...**

*If winning isn't everything, why do they keep score?*

—Vince Lombardi

**Enclosures:**

- 2007 Washington Auto Show Non-DC Automotive Sales Representatives Participation Form
- WANADA Regional Tag & Title Seminar RSVP
- WANADA F&I Professional Certification RSVP