



# THE WANADA BULLETIN

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

WANADA Bulletin # 1-09

January 9, 2009

## COMING ATTRACTIONS: 2009 WASHINGTON AUTO SHOW

### 2009 Green Car Vision Award™ Finalists Announced

*Plug-In Hybrid, Hydrogen, Range Extended Electric, Battery Electric Cars Included*

Five nominees have been identified for Green Car Journal's 2009 Green Car Vision Award™ which recognizes vehicles that best envision the road ahead. One of these five finalists – the Chevrolet Volt, Fisker Karma, Honda FCX Clarity, MINI E, or Mitsubishi i-MiEV – will be honored as the 2009 Green Car Vision Award winner during a press conference on Public Policy Day, February 3, at The Washington Auto Show.

“Vehicles offering dramatically improved environmental performance are crucial to helping us move beyond today’s challenges of oil dependence and growing environmental impacts,” says Ron Cogan, editor and publisher of the Green Car Journal and editor of Green-Car.com. “While not yet widely available in new car showrooms, these vehicles each inspire the effort in important ways with their advanced powertrains, use of cleaner or more sustainable

fuels, vastly improved efficiencies or a combination of these attributes.”

Unlike concept cars, which excite the imagination with wild designs or features that may and may not ever make it to the highway, these five vehicles are real, here and now. They are either in limited production or

in demonstration programs, or are in development and on the road to commercialization.

Dispelling the myth that innovation will only come from outside the traditional automobile industry, four of the 2009 Green Car Vision Award™ finalists are products from major

*(Continued on page 2)*

#### INVITATIONS ENCLOSED!

### WANADA/MADA Reception at NADA *Latrobe's in the French Quarter* Sun. Jan 25, 6:00-8:00 pm

Dealer members headed down yonder to New Orleans and the 2009 NADA Convention in a couple of weeks will be welcomed by WANADA and MADA to their joint reception at *Latrobe's on Royal*, an elegant, historic VENUE located in the heart of the French Quarter. The building, which is listed in the National Register of Historic Places, was the original home of the Louisiana State Bank designed in 1822 by famed architect Benjamin Latrobe, described as the “father of American architecture.” Latrobe designed the Rotunda of the U.S. Capitol, sections of The White House, and influenced Thomas Jefferson’s building plans at the University of Virginia. The 7,000 square foot reception area promises a grand time in the New Orleans tradition!



More information and photos are available at [www.latrobessonroyal.com](http://www.latrobessonroyal.com). A reception invitation is enclosed with this Bulletin, and no RSVP is required. This year’s joint reception promises to deliver memorable evening, complete with free-flowing camaraderie. Contact Kristina Henry at WANADA, (202) 237-7200 ext. 18, or e-mail [kh@wanada.org](mailto:kh@wanada.org).

WANADA and MADA greatly appreciate the generous support of the sponsors of the reception, *SunTrust Bank and Rifkin, Livingston, Levitan & Silver.*

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## DEALERS IN THE SPOTLIGHT

## Jamie Darvish Nominated for Northwood Dealer Award



As a founding member of WANADA's Automobile Dealer Educational Institute (ADEI) and for his

pacesetting role at preparing and placing capable young people into the auto technician profession, Jamie Darvish of DARCARS is WANADA's nominee for the Northwood University Dealer Education Award. The award has been given annually since 1972 at the NADA Convention in recognition of industry professionals who have demonstrated substantial dedication over a number of years to the educational process, inside and outside of the industry.

As one of the principals of the DARCARS Group, Darvish has instilled within his leadership team the need to recruit and educate a steady stream of career oriented young people into the service operations via programs such as ADEI Technician Training, AYES and support of the DC pre-apprenticeship automotive technician program. At his direction, DARCARS is consistently prepared to conduct tours and other outreach efforts in support of regional career education and is one of the more active supporters of the Montgomery County, MD workforce development programs, regularly recruiting 10

to 15 prospective dealership employees through Montgomery Works.

As a graduate of the automotive program at Northwood University, Mr. Darvish full well appreciates the value of real world education, and, as a member of ADEI's board, has consistently prompted his industry to participate in community activities related to encouraging young people to look

toward careers in dealerships.

"Given his and DARCARS's ongoing commitment to education and workforce development within the Washington Area, Jamie Darvish is a fabulous candidate for the 2008 Northwood Dealer Education Award," said WANADA CEO Gerard Murphy.

### '09 WAS COMING ATTRACTIONS

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auto manufacturers. The fifth is from a new car company, Fisker Automotive, headed by Henrik Fisker, former head of Ford's Global Advanced Design Studio, and before that president of BMW division DesignWorks USA.

Chevrolet's Volt is a range-extended, plug-in electric car with a scheduled introduction in late 2010. The Fisker Karma, to be shown in production form next month, is a plug-in hybrid luxury sedan that is set for sale later this year. The FCX Clarity, Honda's innovative hydrogen fuel-cell sedan, is in limited production and being leased to a small number of consumers now. The recently unveiled battery electric MINI E will be leased to 500 select consumers in three states. Mitsubishi i-MiEV electric cars are on the highway in a demonstration program with California's largest utilities providers, Pacific Gas & Electric and Southern California Edison.

"The advanced technology vehicles now available at new car showrooms, like highly efficient gasoline-electric hybrids, are the result of visionary work that occurred years in advance of their introduction to the market," says Cogan. "It's important to recognize the achievement – the vision – embodied in the cars on their way to market that are destined to shape the future of transportation in the short years ahead."

The 67th staging of The Washington Auto Show, The Automotive Seat of Power, will bring more than 700 new cars, trucks, minivans and sport utility vehicles from over 42 domestic and import automakers to the Walter E. Washington Convention Center from Feb. 4 – 8, 2009. Supporting its growing 'green' theme, a wide array of advanced technology and clean fuel vehicles will be displayed in a Green Car Pavilion and throughout the show floor. For more information, visit The Washington Auto Show online at [www.washingtonautoshow.com](http://www.washingtonautoshow.com).

**DEALER OPS. SEMINARS @ THE 2009 WASHINGTON AUTO SHOW****WANADA & NADA Team Up Once Again on Dealer Management Seminars  
at The Washington Auto Show**

By popular demand, WANADA and NADA Management Education Seminars will partner for the second year at The Washington Auto Show. WANADA and NADA have designed a first-class NADA Educational Seminar Program that includes highly sought-after NADA speakers and vital topics in the industry. For the low price of \$125 (per person per seminar), you will receive NADA Management Education Seminar materials, earn CEU credits, an NADA Certificate of Participation, a lunch voucher and one Auto Show admission ticket.

***Agenda at a Glance***

- **Wednesday, February 4, 2009, 8:00 a.m. – 4:00 a.m., *State of the Economy/Industry.* Paul Taylor, chief economist for NADA's Industry Analysis, will give a 30-45 minute presentation on the state of the economy /industry. (*Followed by General Managers Roadmap for the Financial Statement*)**  
***General Managers Roadmap for the Financial Statement.* Brad Lawson, NADA Dealership Operations,** will cover a wide range of issues and recommended procedures affecting dealership financial statements.

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- **Thursday, February 5, 2009, 9:00 a.m. – 4:00 p.m., (*Variable*) *New & Used Vehicle Sales.* Steve Emery, NADA Dealership Operations will present a seminar on understanding the financial statement in these areas; managing the critical variables of inventory, advertising, and sales process and best practices for improving sales volume, gross profit, and expenses.**

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- **Friday, February 6, 2009, 8:00 a.m. – 4:00 p.m., *Putting the Wheels Back on the Service and Parts Departments.* Brad Lawson, NADA Dealership Operations,** will address a full range of challenges in this vital profit center. The seminar is strongly recommended for general managers, service and part's managers, and fixed operations managers.

For seminar details and registration, see the information sheet enclosed with this WANADA Bulletin or contact Kristina Henry at WANADA, (202) 237-7200; e-mail: kh@wanada.org.

**F&I Professional *Recertification* Program for MD & VA Dealers  
*Wednesday, Feb. 4, 9:00 am - 5:00 pm***

In light of the new Red Flags rules that take effect in May of 2009, the annual WANADA F & I Certification course at The Washington Auto Show is designed to *recertify* F & I managers and directors. The recertification will reinforce the legal compliance skills taught during the initial WANADA F & I course, as well as introduce any new laws or changes to existing laws that impact the F & I department to ensure that attendees are solidly up-to-date for their yearly certification requirements.

Lunch coupons will be available for attendees to use at auto show food concession stands in the convention center. Registration fees are \$199 per person. Space is limited and available on a "first come first served" basis. Sign-up forms are enclosed with this WANADA Bulletin. Contact Kristina Henry at WANADA for more information: (202) 237-7200, ext 18, or email kh@wanada.org.

**Annual WANADA Regional Tag & Title Seminar  
*Thursday, Feb. 5, 10 am -12 Noon***

WANADA dealer tag and title administrators are cordially invited to attend the annual Washington Area Tag and Title seminar on-site at The Washington Auto Show in the Walter E. Washington Convention Center. Senior motor vehicle agency representatives from DC DMV, Maryland MVA and Virginia DMV will form a panel to review the various operational aspects of motor vehicle titling from the perspective of the three jurisdictions. This year's Washington Area Tag and Title seminar will be especially important with the new title tax scenarios in Maryland and Virginia commencing next month. Registration Fee is \$80.

Coffee and danish will precede the seminar, and lunch coupons will be available to utilize at convention center food courts. A registration form is enclosed. For more information contact Kristina Henry at WANADA: (202) 237-7200, ext 18, or email kh@wanada.org.

**DEALERS IN THE SPOTLIGHT****Fitzgerald Named One of Top Ten Innovative Dealers**

To close out 2008, Automotive News collected a number of top ten lists, including the Top 10 Most Innovative Dealers of 2008. On that list was former WANADA Chairman Jack Fitzgerald of Fitzgerald Auto Malls. Mr. Fitzgerald made the list because his company “has met international standards for its business plan to curb pollution at its dealerships. Mr. Fitzgerald also is building an alliance of dealers and consumer advocates,” according to Automotive News. WANADA again congratulates Jack, who has collected a number of honors in recent years.

**Holiday *SoberRide* Provides Over 2,000 Free Taxis  
Nearly 500 Use *SoberRide* On New Year's**

The Washington Regional Alcohol Program's SoberRide Holiday program, which ran nightly from December 12, 2008 through 6:00 a.m. January 1, 2009, provided 2,002 total, free cabs rides to local residents age 21 and older who otherwise may have attempted to drive home after drinking. On New Year's Eve, 468 persons – or about 1 per minute – took advantage of *SoberRide*.

Since 1993 alone, WRAP's *SoberRide* program – a past recipient of Virginia's Governor's Award for Transportation Safety – has provided 43,386 free cab rides home to would-be impaired drivers in the Greater Washington Area.

In addition to WANADA, business sponsors of the 2008 Holiday *SoberRide* campaign included Anheuser-Busch, AT&T, Enterprise Rent-A-Car Foundation, GEICO, Giant Food Inc., and Red Top Cab. For more information, visit WRAP's website at [www.wrap.org](http://www.wrap.org).

**MD, VA Sales Reps Must Register for 2009 Washington Auto Show**

Sales representatives from MD and VA dealerships who plan to be working at The 2009 Washington Auto Show, Feb. 4 – 8, 2009, must register with the D.C. 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 January 23. Reps who do not register may trigger regulatory scrutiny not only for themselves but for the Auto Show as well. Your cooperation is appreciated!

**Staying ahead...**

*I'm living so far beyond my income that we may almost be said to be living apart.*

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**Enclosures**

- Dealer Operations Seminars at The Washington Auto Show (various registration forms enclosed)
- Sales Rep Registration for The Washington Auto Show
- NADA Convention Reception Invitation