

THE WANADA BULLETIN

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

WANADA Bulletin #10-03

March 10, 2003

Fairfax Team Tops Annual WANADA Auto Tech Competition *Winners Advance to National Contest in NYC*



The winning team from Fairfax County, **Caroline Gibson and Kyle Houghton (center)**, are flanked on the left by runner-ups **Thomas Huss and Sean Black** of Montgomery County and on the right by **Brian McAlwee and Aaron Jones** of Prince George's County.

After two snow delays, the area's top high school automotive technician students finally went toe-to-toe last Wednesday, and the action was worth the wait. In a very tight contest between top high school auto tech students, the winners of the annual Washington Area Automotive Technology Competition were the talented Fairfax County team of Kyle Houghton and Caroline Gibson—our first lady tech to make the winner's circle!

In addition to Snap-On and BG Products prizes awarded to all participants, the winning pair won the right to represent the Washington area at the National Automotive Technology Competition at the New York International

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Auto Show in April, where tech competition winners from around the country compete for over \$3 million in scholarships and prizes.

Sponsored by WANADA, Snap-On Tools, BG Products and DARCARS 355 Volvo, this year's event was held at Montgomery College's

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WANADA Seeks Dealer Support For New Tech Training Facility

WANADA is in the process of expanding its technician apprentice training program to a third school – Osborn Park High School in Virginia – and is seeking both manufacturer and dealer support for this new training facility.

“We have the support of the Prince William County school system to prepare a lab and build a classroom at Osborn,” said Dick Snyder of Jerry's Lincoln-Mercury who is chairman of WANADA's Auto Technician Training Task Force. “However, the need exists for several items to properly launch the program and to meet NATEF certification. We would greatly appreciate equipment donations from dealers – computers, wheel balance or front end machines or other electronics or specialty tools and equipment used in the shop. The donations would be tax deductible.”

“We would like to begin training at Osborn Park this summer and also, if possible, we would like to identify any equipment or supplies dealers can assist us with by the end of April,” Snyder added. Dealers interested in donating equipment, or who want more information, should contact Bill Belew at WANADA, (202) 237-7200, or e-mail: bb@wanada.org.

Auto Tech Competition *(continued from page 1)*



Above, sponsors and judges join the teams from Montgomery, Prince George's and Fairfax with their instructors for a post competition group photo. At right from top: Caroline Gibson measures a brake drum; while her partner Kyle Houghton focuses on a rotor; the team of Aaron Jones and Brian McAlwee receives instructions on micrometers from WANADA's Bill Belew; and Ric Glenn oversees the troubleshooting station work of Thomas Huss and Sean Black.



Homer S. Gudelsky Institute for Technical Education, and hosted by Patrick Devlin, the director of the Institute's automotive programs.

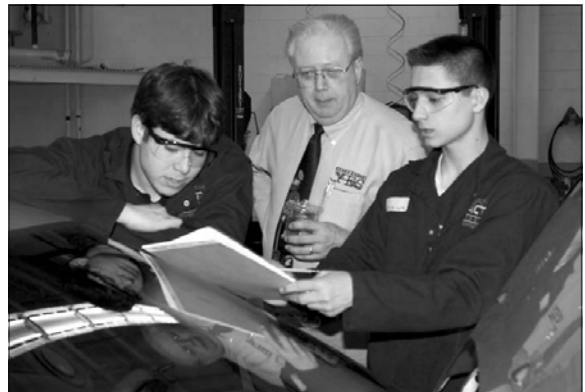
"I'm pleased to participate in this competition which highlights the best of the next generation of auto technicians," said Devlin. "And I am grateful to WANADA and its member dealers for their support of these fine county programs and our auto tech training program here at Montgomery College."

The competition featured teams of two automotive technicians from high schools in Montgomery County, MD; Prince George's County, MD; and Fairfax County, VA. There was no team from the District of Columbia this year because the city's auto tech program is in the process of being transferred from Phelps High School, which is closed

for remodeling, to Ballou High School.

As in the past, students were judged by a team of professional automotive technicians and instructors on five 20-minute stations that tested their ability with measuring tools using a micrometer; battery, alternator and starter testing; on-board diagnostic troubleshooting on a 2.4-liter, 5-cylinder Volvo S60; alignment interpretations; and a 15-question, ASE-based written test prepared by WANADA.

WANADA congratulates all competitors and wishes the winners the best of luck in New York next month. The WANADA Bulletin will report on the results of that competition.



NADA MONTHLY DEALER OPERATIONS COMMENTARY**Conducting the Test Drive—Right**

To maintain profitability, regardless of the economy, you and your staff have to do everything right every time a prospect or customer comes into your dealership. You have to have a system for doing everything right—and you have to follow that system, every time.

One crucial element of a sales system is the test drive, which is the customer's opportunity to experience firsthand all the features and benefits described in your presentation of the vehicle. The test drive can make or break your sale, so it is worthwhile to establish and adhere to certain guidelines.

When planning the demo drive, follow these ground rules:

- Always accompany the customer.
- Check the demo vehicle for cleanliness and proper operation.
- Use a preplanned route that highlights vehicle features.
- Avoid heavy traffic where possible.

For your own safety, take precautions:

- Review the person's driver's license to make sure it's valid.
- Fill out a demonstration drive "agreement" that includes the prospect's name, address, phone number and details about the demo vehicle.
- Inform management of the route you will take.
- If you're concerned about riding alone with the customer, take along another salesperson.
- Insist that the customer operate the vehicle lawfully.

When conducting the demo drive, use the following guidelines:

- Take the wheel first, letting the customer observe features and feel the new-vehicle ride.
- Run through the operation of controls and features as you drive.
- Focus on features that match the customer's expressed expectations and needs.
- Change drivers at a midway point.
- Point out features as the customer drives.
- Allow a few minutes of silence, then answer any questions or concerns.
- Subtly ask trial closing questions, e.g., "Is there any additional equipment you'd prefer to have in your new car?" or, "Based on all we've looked at, would you say this car fulfills your needs?"

This article is adapted from NADA Management Guide SL.36, A Dealer Guide to A Winning Sales System. You may order the guide, published in January 2003, from the National Automobile Dealers Association (NADA) by calling 800-252-6232, ext. 2 or 703-821-7227. NADA members' price is \$10 plus shipping; cost to non-members is \$20 plus shipping.

ART Launches Technician Recruitment Campaign

Automotive Retailing Today (ART), a coalition of all major auto manufacturers and dealer associations, recently launched an industry-wide campaign to respond to a critical shortage of dealership service technicians by overcoming outdated stereotypes about the career.

Pointing to Bureau of Labor statistics that show automobile dealerships need 35,000 new people annually through 2010 for high paying technician jobs, ART will launch a communication program to raise awareness about today's modern auto technician careers, steering potential applicants to programs in their communities or state. The communication effort will create a central repository of research in this area; establish a website designed to provide information about technician careers along with links to other organizations which can provide hands-on assistance; conduct direct mail to educators and guidance counselors to make them aware of the new information resources; provide resource materials to the schools and ART members; and develop relationships with third-party groups, such as the U.S. military outplacement programs. ART's initiative will support other industry efforts already underway in the technician recruitment area. More details will be released as they become available.

For more information on ART, visit www.autoretailing.org.

St. Patrick's Day *SoberRide* Kicks Off March 16

The Washington Regional Alcohol Program will kick off its St. Patrick's Day *SoberRide* campaign with a 10 a.m. press conference at Murphy's Grand Irish Restaurant, 713 King Street Alexandria, VA on Saturday, March 16, 2003. The WANADA-sponsored program will operate from 4:00 pm March 16, 2003 through 4:00 am March 18, 2003, offering free cab rides up to \$50 for would-be impaired drivers 21 years old or older. Users of the service *cannot* reserve a *SoberRide* or schedule a pickup in advance. To receive a ride, call 1-800-200-8294 (TAXI) or #8294 (TAXI) on your AT&T telephone during the program hours. A *SoberRide* call operator will direct your request to the correct participating cab company.



Hailed as one of the nation's most successful free cab ride programs, WRAP's *SoberRide* has helped to ensure that greater Washington, DC residents have a safe way home on high-risk holidays. Currently, *SoberRide* operates during the December/January holiday season, St. Patrick's Day, Independence Day and Halloween. A St. Patrick's *SoberRide* poster is enclosed with this WANADA Bulletin.

Save This Date: June 21, 2003 — 62nd Washington Soap Box Derby



What better day to run the 62nd Greater Washington Soap Box Derby than the first day of summer, Saturday, June 21, 2003. The race will again be held on Constitution Ave in spite of major construction bordering the racetrack. All of the Derby's 2002 sponsors have indicated they will return in 2003, including WANADA, Canon USA, Case Handyman Services and Sheetz Building Supply. WANADA again offered a Derby booth at the 2003 Washington Auto Show, and many show goers expressed interest. Those interested in competing in this year's

Derby or sponsoring a car for underprivileged children are encouraged to attend the Derby's Spring meeting, on March 22, from 12:00 noon to 2:00 p.m. at the Redemption Ministries, 4035 South Capital Street, SW, Washington, DC. For more information, visit the Web site, www.dcssoapboxderby.org.

Thought for the Week...

"Do not let us split hairs. Let us not say, 'We will only defend ourselves if the torpedo succeeds in getting home, or if the crew and the passengers are drowned.' This is the time for prevention of attack."

— Franklin D. Roosevelt
September 11, 1941

Enclosures:

- St Patrick's Day *SoberRide* posters
- Universal Underwriters Loss Prevention: *Fires Spread Quickly and Burn Hot... Courtesy of Flammable Liquids*