

WANADA Bulletin #12-03

March 24, 2003

## Planning Underway for 2004 Auto Show

*Chip Lindsay Honored for Role as 2003 Auto Show Chairman*

The 2004 Washington Auto Show will be the first in the expanded new DC Convention Center, and show planners, who met last week, are looking ahead to a new era for The Washington Auto Show.

The new center, which is scheduled to open at the end of this month, will offer twice the space and a quantum leap in amenities. Automakers will have the opportunity to expand the size, quality and number of their exhibits substantially and include more new model introductions and prototype vehicles.

“We have a great chance this year to put The Washington Auto Show on the same footing with major international shows across the globe, and we’re already looking for more major sponsors, celebrities, family entertainment and promotions to help us create a premier A-level event,” said George Doetsch, president of Apple Ford in Columbia, Md., and this year’s auto show chairman.

*(Continued on page 2)*



Going forward with plans on the new and expanded Washington Auto Show are committee members (from left) Chip Lindsay, Don Bavely and show chairman George Doetsch. At right, WANADA Chairman Vince Sheehy (left) presents Chip Lindsay with a plaque in recognition of the outstanding job he did as 2003 Auto Show Chairman.



### **Reminder:**

## Dealers Must Supply Insurance Costs Booklets Upon Request

WANADA has received inquiries from member dealers about what they are required to do with a booklet, *Comparison Of Differences in Insurance Costs for Passenger Cars, Station Wagons/Passenger Vans, Pickups and Utility Vehicles on the Basis Of Damage Susceptibility*, sent to them each March by the National Highway Traffic Safety Administration (NHTSA).

One copy of the booklet is sent to all franchised new vehicle dealers, who are required to keep the booklet on hand and reproduce it *upon request* or print the on-line version, which is available at: <http://www.nhtsa.dot.gov/cars/problems/studies/InsCost/>.

Intended as an aid to consumers considering the purchase of a new vehicle, the booklet compares differences in insurance costs for different makes and models on the basis of damage sus-

*(Continued on page 2)*

### **Inside...**

#### **WANADA Dental Plan**

- Adds Dentists.....p.2
- Salesperson Certification....p.2
- Safeguarding Rule.....p.3
- Safeguarding Seminar.....p.3
- WRAP Donation.....p.4
- Chevy Chase Cars Hosts  
Blood Drive.....p.4

## WANADA Dental Plan Adds Dentists

Good news! While dentists are dropping out of other major dental plans, they are joining WANADA's dental plan. DentaQuest, the dealer group's carrier, has added 64 preferred provider (PPO) dentists (45 general practice dentists and 19 specialists) and 39 managed care (DHMO) dentists (19 general practice dentists, and 20 specialists) since January 1, 2003. There were an additional 359 PPO and DHMO dentists in the credentialing process as we went to press.

DentaQuest joined forces with Consumer Dental Care in 2001, and is now a leader in ad-

ministering affordable quality dental benefits plans in the Washington Metropolitan area. DentaQuest offers a full spectrum of dental plans that emphasize preventive dentistry and encourage dentists to work together with their patients to achieve optimum oral health. Backed by its "Superior Service Guarantee," DentaQuest claims unmatched account retention and exceedingly high levels of customer and dentist satisfaction.

Dealership employees can check the DentaQuest web site <http://www.dentaquest.com>, or call WANADA to find out if their dentist has recently joined DentaQuest. Talk to John O'Donnell at (202) 237-7200 to hear about the phenomenally competitive multi-year rates the association has to offer.

## Auto Show

*(Continued from page 1)*

The Snow Ball, which celebrates the opening of the Auto Show, also is slated to expand exponentially this year moving to the top of the new center in the largest ballroom on the East Coast. The new facility can handle up to 2,400 attendees, and allow for an onsite VIP viewing of the auto show. Multiple charities are being interviewed to expand the scope of the event, and additional sponsors will also be solicited to increase visibility and impact of The Snow Ball. Tammy Darvish of DARCARS will chair the event once again.

For more information on the auto show, sponsorship and exhibit opportunities, contact Nick Champeau at (202) 237-7200.

## NADA Salesperson Certification Now Offered To Individuals

For the first time, individual salespeople can order NADA's salesperson training and certification program.

Included on two CD-ROMs, "Automotive Sales Today: Winning the Race" is an interactive, multimedia program that is self-contained and self-paced. Tests for each module allow learners to review when needed. State law information is accessed through the Internet. The certification exam can be on the CD; the state law test is taken online.

A passing score admits the salesperson or other dealership employee to NADA's Society of Automotive Sales Professionals. Call 800/252-6232, Ext. 2, or e-mail [salescert@nada.org](mailto:salescert@nada.org) for prices and information.

## Insurance Costs Booklets

*(Continued from page 1)*

ceptibility. The data is compiled by the Highway Loss Data Institute's (HLDI) annual *Insurance Collision Report*, and reflects the collision loss experience of the average loss payment per insured vehicle year for model years 2000-2002. The table is not relevant for models that have been substantially redesigned for 2003, and it does not include information about models without enough claim experience.

NHTSA acknowledges that this is only one of a number of factors affecting insurance pre-

miums (such as age, gender, marital status, driving record, geographic area, miles driven, vehicle use, etc.) and says, "It is unlikely that your total premium will vary more than ten percent depending upon the collision loss experience of a particular vehicle."

NADA also reports it is unaware of any dealers who have ever been asked for a copy. Nonetheless, like EPA's Fuel Economy Guides (available at [www.fueleconomy.gov](http://www.fueleconomy.gov)), dealers are required to have these NHTSA booklets on hand or face substantial penalties.

**NADA MONTHLY DEALER OPERATIONS COMMENTARY**

## Safeguarding Customer Information

Given the advent of the Internet and the ease with which information can be transferred, accessed, and altered, there is more reason than ever to be concerned about the threats of identity theft, document tampering and other misuse, compromise or misappropriation of customer data. The effects can be devastating to a consumer, and it can take years to undo the damage an identity thief can cause.

A new Federal Trade Commission rule, “**Standards for Safeguarding Customer Information**” (Safeguards Rule) requires dealers to develop, implement, and maintain a comprehensive written Information Security Program. It also requires dealers to ensure their affiliates maintain appropriate safeguards, and dealers must select and retain service providers that are capable of maintaining appropriate safeguards, for the customer information dealers share with them.

To assist dealers in complying with this rule, NADA has three products and services available, all NADA members will receive a free copy. During the first week of April, 2003, of an NADA Management Education publication, “A Dealer Guide to Safeguarding Customer Information.” Additional copies of this guide can be purchased for \$25 (\$50 for non-NADA members) by calling 1-800-252-6232, ext. 2 or 703-821-7227.

NADA also has the Safeguarding Guide available now for sale online in PDF format. Log onto [www.nada.org/mecatalog](http://www.nada.org/mecatalog) and click on “view featured products”. The Web download version is available for purchase by NADA members for \$25, and by non-NADA members for \$50.

On April 24, 2003 from 1:00 - 3:00 P.M. Eastern Time, NADA will sponsor a Web seminar where the Safeguards Rule will be discussed. NADA attorney Paul Metrey and Hudson Cook attorney Michael Benoit will provide guidance on dealers’ obligations for compliance. The attorneys will cover such things as:

- Safeguards Rule Applicability
- Designating an Information Security Program Coordinator
- Conducting a Risk Assessment
- Developing and Implementing Information Safeguards
- Overseeing Service Providers

NADA members can register for \$99 per PC connection (\$169 for non-NADA members). To register, call 1-800-252-6232, ext. 2.

### Dealers, Managers

## Don't Miss WANADA's *Safeguarding Seminar* April 22

To keep member dealers fully informed on this important new regulatory issue, WANADA is coming together with NADA to conduct a special *Safeguarding Seminar* on Tuesday, April 22, 9:30 a.m. – 11:45 a.m., at the Tysons Corner Marriott. The seminar will feature top NADA legal and information technology expertise, including NADA attorney Paul Metrey and IT Director Richard Malaise.

This “nuts and bolts” seminar will focus on procedures necessary to comply with the FTC’s new “Safeguards Rule,” including the requirement to appoint a “security coordinator” for each dealership. Cost to members will be \$40 (\$20 for additional dealership representatives). Registration will begin at 9 a.m. along with a continental breakfast.

For more information and reservations, please see the flyer enclosed with this WANADA Bulletin.

**DEALERS IN THE SPOTLIGHT:****WANADA Presents Check to WRAP at St. Patrick's Day *SoberRide* Kickoff**

WANADA CEO Gerry Murphy, surrounded by area police representatives, presented a check for \$7,500 to the Washington Regional Alcohol Program at the kickoff for WRAP's St. Patrick's Day *SoberRide* campaign last week. The program delivered 275 free cab rides to St. Paddy's revelers between 4:00 pm and 4:00 am on March 16 and March 17. WANADA has been a major sponsor and promoter of WRAP and *SoberRide* since its inception in 1980's.

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.

**Chevy Chase Cars Hosts Blood Drive**

Chevy Chase Cars was the host for an emergency blood drive on March 14 sponsored by Maryland area Rotary Clubs. "The community's current blood supply is dangerously low with as little as a two-day supply in some areas," explained John Bowis, president of Chevy Chase Cars and president of the Bethesda-Chevy Chase Rotary Club. "We asked the community to join us in working toward our goal – the donation of 60 pints in a one-day drive.

"Giving blood is a simple act with tremendous positive impact. A single donation can save three to four lives," said Bowis. "And I'm happy to report that at the end of the day, we had more than met our goal."

Bowis (right) is pictured here with Ray Ayoub, former president of the Friendship Heights Rotary Club, at the blood drive.

**Do You Answer Your Business E-Mail Within 24 Hours?**

Despite the fact that 88 percent of customers expect a response to an e-mail inquiry within 24 hours, only 54 percent of companies respond that quickly, according to recent results from Jupiter Research, cited in E-business News Daily. According to Jupiter analyst David Daniels, the one billion customer service e-mail inquiries in 2001 are expected to more than triple by 2008.

**An Historical Perspective...**

*The great questions of the day will not be settled by means of speeches and majority decisions... but by iron and blood.*

—Otto Von Bismarck (1815-98) Prussian statesman

**Enclosures:**

- WANADA's FTC Safeguarding Seminar flyer
- WANADA Open Details and Registration sheet