

THE WANADA BULLETIN

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

WANADA Bulletin # 14-05

April 5, 2005

SIGN UP NOW!

All Dealers Invited to *April 26* Kickoff Meeting For WANADA Apprenticeship Training Program

Much has been written about the critical shortage of skilled auto technicians. But Washington area new car dealers have a valuable resource in WANADA's Apprentice Training Program, which has been refined and improved over the past four years into one of the most successful auto tech apprenticeship programs in the country. To date, nearly 100 students have either completed or are participating in the program and working as line technicians at dealerships throughout the area.

Previously available only to Ford product dealerships, *the program is now open to dealerships of all brands* seeking skilled auto technician trainees. To find out more about this highly successful program and to sign up to sponsor apprentice trainees (who will begin this summer), **all** area dealers are encouraged to attend WANADA's fifth annual kickoff meeting on **Tuesday, April 26, 2005, from 9:30 AM to 11 AM at Kenwood Country Club in Bethesda**. Coffee and Danish will be served prior to the meeting.

Dealers will hear first hand of the success of fellow dealers, fixed operations managers, educators, and, of course, technicians who have been involved in this training program.

Under the sponsorship of Ford Motor Company, the program has been operating at two area schools, Montgomery College in Rockville and Marshall Academy in Falls Church, where factory specific training is offered in conjunction with the

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Learning and earning: WANADA Apprenticeship Program trainees at Montgomery College pay close attention to instructor Bob Dry.

2005 WANADA Open, Monday, May 9 Comic Hypnotist to Provide Dinner Entertainment



Flip Orley

When the daffodils start to bloom in Washington that means it's time to sign up now for the *spring-time event* for all Washington area dealers: the Annual WANADA Open, which will again take place at the spectacular Landsdowne Resort. This year's date is Monday, May 9. In addition to a hotly competitive golf tournament and tennis competition, dinner entertainment this year will be headlined by the popular comic hypnotist Flip Orley, who has appeared on the *TODAY SHOW*, *Entertainment Tonight*, *The Martin Short Show*, *Comic Strip Live*, *Rikki Lake*, *Maury Povich* and *Space Ghost*.

The golf tournament will take place on two different courses: Lansdowne Resort, a Robert Trent Jones course, and Raspberry Falls, a Gary Player course. Registration will begin at 11:00 a.m. at both courses, followed by lunch at 11:45 a.m. on both courses, with a 1:00 p.m. and 1:30 p.m. Shot Gun start at Raspberry Falls and Lansdowne,

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WANADA Apprentice Training Endorsed by Veterans Administration

Peter Lyerly and Shawn Stanley are hard at work in the WANADA Apprenticeship Training Program as a result of a signed agreement with the Veterans Administration that endorses the program as an approved training site under the Department of Veterans Affairs "On-The-Job Training and Apprenticeship Training" program.

"It's a great deal for these guys because it allows veterans to receive a monthly stipend for up to two years of post-service training," explains WANADA's Archie Avedisian. "And it's a great deal for us because we get students with additional motivation, maturity and training to succeed as skilled techs."

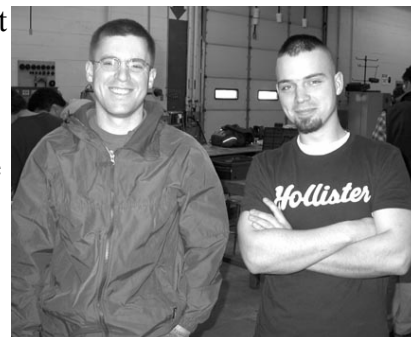
Lyerly, for example, trained as a "heavy wheel" technician in the Army on tanks and other large vehicles over 5 tons. Putting his Army training to good use, he is already working on-line at Sheehy Ford of Gaithersburg, MD, a strong supporter of the WANADA Apprenticeship Training Program, where he is working on "big trucks" with a goal of becoming a master tech for diesels.

If he follows in the footsteps of his brother, Andrew Lyerly, chances are good he will. "Andrew

was one of our best apprenticeship trainees, says Avedisian. "He graduated from the program and became a Master Tech at DAR-CARS of Rockville, MD."

Sean Stanley, who served with the Marines in Kuwait, started in the WANADA program last fall and is in training at Ourisman Rockmont Chevrolet in Rockville, MD, where Service Manager Jerry Lenga reports "he is doing fine."

"Before you get out of the service they tell you to line up something, and I heard about this program through my wife, who works at Martens Volvo-VW," recounts Stanley. "They said it was an excellent program. So I got in touch with Archie eight or nine months before I got out, and here I am. I'm real pleased with the deal."



Veteran tech trainees Shawn Stanley (left) and Peter Lyerly.

Kickoff Meeting

(Continued from page 1)

training curriculum so prospective technicians are competent in the dealership's franchise line for repairs. Ford remains committed to this unique partnership with WANADA with substantial financial and equipment support.

Based on this success, and with Ford's approval, WANADA decided last year to offer a "generic" version of this apprentice training to dealerships of all brands "as the next logical step to building similar relationships with other automakers, as well as meeting the critical need for qualified technicians across our industry," according to WANADA CEO Gerard Murphy.

For non-Ford family dealerships, the program works to recruit and train apprentices in conjunction with the ASE certification regime, so that apprentices completing their apprenticeship training will be ASE certified.

The goal of the generic program for non-Ford product dealerships will be to offer MLR (maintenance and light repair) as well as ASE Certification training so at the end of the first two semesters students can earn money for the dealership. All prospective apprenticeship trainees will receive the same screening and follow-up mentoring by WANADA's expert "tech team."

So become a part of the solution to the tech shortage **crisis** and attend our April 26 meeting and hear more about sponsoring apprentices. For more information see the flyer and registration sheet enclosed with this WANADA Bulletin or call Barbara Martin at WANADA, (202) 237-7200.

2000 - 2004 WANADA Area Sales Report

Vehicles	'00 Sales	'01 Sales (% Change From Previous Year)	'02 Sales	'03 Sales	'04 Sales
Domestic Cars	74,194	61,813 (-6.7%)	57,540 (-6.9%)	44,490 (-22.7%)	44,355 (-0.3%)
Import Cars	118,199	119,61 (21.2%)	123,180 (3.0%)	119,548 (-2.9%)	116,161 (-2.8%)
Total Cars	192,393	181,425 (-5.7%)	180,720 (-.4%)	164,038 (9.3%)	160,516 (-2.1%)
Domestic Trucks	80,105	77,777 (-2.9%)	75,896 (-2.4%)	86,618 (14.1%)	83,580 (-3.5%)
Import Trucks	44,937	49,542 (10.2%)	54,009 (9.0%)	64,613 (19.7%)	69,600 (+7.7%)
Total Trucks	125,042	127,319 (1.8%)	129,905 (2.0%)	151,231 (16.4%)	153,180 (+1.3%)
Total Cars & Trucks	317,435	308,744 (-2.7%)	310,625 (0.6%)	315,269 (1.5%)	313,696 (-0.5%)

Source: R.L. Polk Company, by contract with WANADA

Five-Year Area Sales Trend Remains Strong 2004 Sales Clock in at 313,696

Mirroring the strength in new vehicle sales nationally, the Washington area new vehicle market continued to demonstrate remarkable strength and resiliency with a strong five-year trend at near record levels. Total new vehicle sales in the upcoming ____ locality area for 2004 was 313,696 all but matching 2003 (within 0.5%) at 315,269, and still close to record breaking 2000 sales of 317,435, according to Washington market figures compiled for WANADA by R. L. Polk.

There were, however, obvious winners and losers over this five-year period, most notably the ongoing declines of domestic car sales and surprisingly strong sales of light duty import trucks.

Highlights include:

- **Import light trucks** again represented the largest segment increase in the Washington market in 2004, with sales up 7.7 percent to 69,600. Compare that to just 44,937 units sold in 2000.
- **Domestic light-duty truck** sales, after a strong 14.1% gain in 2003, ended 2004 with a 3.5% decline to 83,580. Not surprisingly, that decline is attributed to gains by import light trucks and higher gas prices.
- **Import car** sales were off a modest 2.8 percent last year to 116,161, but remained relatively stable over the past five years.
- **Domestic car** sales held their own last year

with sales of 44,355 — good news after the 22.7% decline in 2003. Sales were 74,194 in 2000.

- **The percentage of import cars** sold in the Washington area moderately declined last year, from 72.9% in 2003 to 72.4%, according to Polk. But that is still up from 68.2 percent in 2002, 65.9 percent in 2001, and 61.4 percent in 2000. Nationally, the market share of domestic-nameplate vehicles was 58.7% in 2004, according to *Automotive News*.

- **Car versus truck sales** in the Washington area still favored cars in 2004, but the gap continues to narrow: 160,516 car sales vs. 153,180 truck sales, for a 512/49 percent split, respectively. But our love of trucks is fast approaching the national average of 54.5% trucks in 2004.

- **The best unit sales months** in 2004 were March, May and June, with sales of 29,514, 30,217 and 31,334, respectively. January and February were again the lowest sales months at 23,796 and 21,824, respectively.

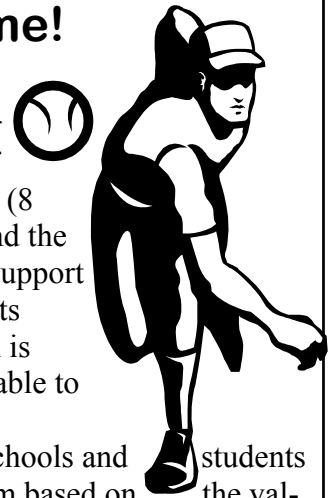
The 2003 WANADA Area Report from R.L. Polk is enclosed with this issue of *The WANADA Bulletin*.

FOOT NOTES

Help Send A Young Dreamer To A Nats Game!

"I want each of the kids in the Fields of Dreams after-school program to experience what so many of us take for granted, a great night at a ballpark for a Major League game," says Bruce Adams, co-founder with John Orisman of the Bethesda Community Baseball Club. Adams bought 164 infield box seats (8 tickets to each of 20 games plus 4 tickets to opening night) just 14 rows behind the Washington Nationals dugout at RFK Stadium, and he is asking for sponsor support to help send these kids, living in the District's poorest neighborhoods, to a Nats game. Thanks to many generous contributions, \$7,000 has been raised, which is enough to buy the tickets. But Bruce still needs to raise another \$1,000 to be able to give each kid \$10 to buy some food and a drink.

Fields of Dreams operates in six District of Columbia public elementary schools and teaches students how to play baseball and provides them with an academic enrichment program based on the values that guided the life of Jackie Robinson. If you can help, please make your tax deductible contribution payable to "Fields of Dreams/A Greater Washington" and send it to: Bruce Adams, Bethesda Community Base Ball Club, P.O. Box 30306, Bethesda, MD 20824-0306.



Sign Up Now for the WANADA Open, May 9!

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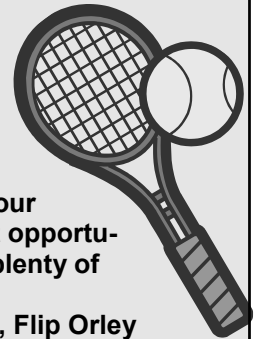


respectively.

If you're not a golfer or you would like something a little more active, register to play tennis. You can play with your friends or we can help match up players. This is a great opportunity to get some fresh air, compete, socialize and have plenty of time to change before dinner.

A 6:30 p.m. cocktail reception will be followed by dinner, Flip Orley and, as usual, lots of prizes and fabulous giveaways! Don't miss the golf, tennis and the fun! Register today.

A WANADA Open flyer and registration form is enclosed with this WANADA Bulletin. For more information, call Barbara Martin at (202) 237-7200.



Thought Week...

Man is the only animal that laughs and has a state legislature.

—Samuel Butler

Enclosures:

- WANADA Open Flyer & Registration Form
- WANADA Apprenticeship Training Spring Meeting Flyer and Registration Form
- WANADA Area Sales Report