

Headlines...

NADA to Launch Grassroots Effort on Financial Regulation Bill

Washington Auto Show Team at NY Auto Show

WANADA Member Briefing on Healthcare Reform

Maryland Dealers Have a \$5,000 Incentive to Hire

VA Expanded Franchise Measure Awaits Governor's Signature

WANADA Member Dealers Spotlited in *Automotive News* "Top 125" Listing

With No Time to Prep, Montgomery Students Rank in Upper Half in National Tech Competition

ADEI Technician Training Scholars Honored

Dodge Viper – The End

In Memoriam - Katherine "Kay" Jennings

2010 WANADA OPEN - May 10, 2010

Weekly Wisdom...

NADA to Launch Grassroots Effort on Financial Regulation Bill

With the Senate likely to vote soon, on legislation that would create a Bureau of Consumer Financial Protection (BCFP), with authority to regulate auto lending and the regulatory prospect of restrictions on dealer-assisted financing, NADA is calling on dealers nationwide to contact their senators and ask for their support of an amendment by Sen. Sam Brownback (R-KS) to exempt dealers.

NADA wants dealers to make the following points when talking to their senator(s):

- Auto dealers did not cause the credit meltdown, and auto loans did not contribute to the worst financial crisis since the Great Depression. Financial reform legislation should focus on what led to the economic crash in 2008, and not be used as a means to increase unnecessary regulation of dealers.
- The banks and finance companies that underwrite and service auto loans would be covered by BCFP, making further regulation of auto dealers costly and redundant.
- Effective federal and state laws governing dealer-assisted financing already exist. Suggesting that dealers are left “unregulated” without BCFD is false. Dealers are already subject to extensive federal regulation (e.g., the Equal Credit Opportunity Act, the Truth In Lending Act, etc.) and to the full range of state consumer protection statutes.
- Laws and rules already make abusive practices unlawful (e.g., discriminatory lending), so creating a new federal agency to again regulate dealers is unnecessary.

A Special Bulletin on this important and time sensitive matter is attached to this bulletin containing more information and links to contact our Maryland and Virginia senators. [Click here for the Special Bulletin and please act ASAP!](#)

Washington Auto Show Team At NY Auto Show

The Washington Auto Show (WAS) team was in New York last week visiting the auto show there during industry and media days prior to the show opening to the public. WANADA officers that make up the WAS Team visit major shows on the industry circuit to interact with industry colleagues from the OEMs and others who exhibit in auto shows. Headed by Charles Stringfellow of the Brown Automotive Group, who is chairman of the WAS, the team met with a number of key OEM executives who exhibited at the WAS this year and who are planning to return in 2011.



Ford CEO Alan Mulally (second from right) meets with WANADA chairman George Doetsch (r), Charles Stringfellow, WAS chairman (center left) and WAS producer Gerard Murphy (L) during the NY International Auto Show. Mulally delivered the OEM keynote address in New York, as he did earlier in Washington.



Stefan Jacoby, President of Volkswagen of America (R), with WAS chairman Charles Stringfellow

said Mr. Doetsch. “We are particularly encouraged by the value and importance the OEMs see in participating in the Washington Show which extensively engages the federal policy makers who determine the future of the worldwide auto industry.”

The 2010 Washington Auto Show featured presentations from high level Obama administration operations as well as numerous congressmen and U.S. agency officials during the “public policy days” that preceded the doors opening to the public. The 2010 WAS

“These visits are an important element of our marketing strategy for the Washington Auto Show,” said WAS producer Gerard Murphy, who joined chairman Stringfellow and fellow auto show team members; WANADA chairman George Doetsch of Apple Ford, Bob Yoffe, show director, Barbara Pomerance, head of promotions for the show and John O’Donnell of WANADA.

“Our meetings with industry representatives have been very helpful with respect to our ongoing mission to niche Washington as the Public Policy Show on the auto show circuit



Phil Bockhorn, senior manager, global auto shows, Chrysler Group (R) with WAS promotions director Barbara Pomerance (L)

also featured a unique pavilion known as the Advanced Technology SuperHighway, wherein manufacturers and suppliers to the industry showed off cutting edge technologies and vehicles designed to meet ever more stringent federal standards related to vehicle safety, fuel economy and emissions.

Planning is already underway for next year's event, which will build on the successes of the 2010 show.

WANADA Member Briefing on Healthcare Reform

9:30 am, April 23, Bethesda Marriott

In response to the veritable *tsunami* of questions and looming concerns expressed by everyone in America's mainstream conversation about the content of the new healthcare reform law, WANADA has scheduled a member briefing with a panel of knowledgeable professionals who will take attendees through the elements of the legislation underlying the law, the all-important health insurance aspects, and how employers will need to proceed.

The briefing, presented to WANADA members courtesy of WANADA's Employee Benefits Operations, is calendared for 9:30 am – 11:30 am, Friday, April 23 at the Bethesda Marriott. [Click here](#) to get the Special Bulletin setting forth the details and registration information.

Maryland Dealers Have a \$5,000 Incentive to Hire

Last week Gov. Martin O'Malley signed the Jobs Creation and Recovery Tax Credit, which offers Maryland businesses a \$5,000 tax credit for every unemployed Marylander hired, effective March 25, 2010 to December 31, 2010. Combined with new federal incentives to hire the unemployed (a one-year elimination of the employee provided social security benefits and a \$1,000 tax credit if a new hire stays with the company for one year), Maryland business owners can now receive as much as \$7,000 in incentives to hire a new employee.

To claim the Maryland Job Creation Tax Credit, employers must receive certification from the Department of Labor, Licensing and Regulation (DLLR) that their hires meet basic eligibility requirements. The Maryland resident must be an Unemployment Insurance (UI) claimant or someone who has exhausted their UI benefits. Many such citizens can be found by contacting the local One-Stop Career Center. Some UI claimants may also have registered with the Maryland Workforce Exchange.

Employers, who hired eligible employees on or after March 25, should [click here](#) to file online for the incentive monies. The Department of Labor says it will process all applications on a first-come, first-served basis.

VA Expanded Franchise Measure Awaits Governor's Signature

With VADA's advocacy and WANADA's support, legislation that expands Virginia dealer franchise rights in the Commonwealth is awaiting the signature of Gov. Bob McDonnell after being passed by both houses of the legislature. The package of provisions expands the definition of "franchised motor vehicle dealer" to include used car dealerships operating under the trademark of a manufacturer. The bill also defines the relevant market area (RMA) applicable to dealers of heavy trucks to a circular area around the dealership of 25 miles, and where the population within that area is less than 250,000, the RMA will be defined as a circular area 50 miles in diameter.

The measure also limits the site control that may be exercised over the development and operation of a dealer's premises due to its franchise relationship with the manufacturer, basically preventing an OEM from having any say over the use of the property should they fail to exercise the right of first refusal upon termination of the dealership.

Dealers would also be given more certainty over warranty reimbursement by limiting chargebacks for warranty parts and service incentives to those six months old or newer as opposed to the current 12 months and guarantees motor vehicle dealers the right to return parts sent by an automated ordering system within 12 months. It also limits the power of a manufacturer to coerce the waiver of a motor vehicle dealer's rights under any contract or other law; and to clarify hearing procedures to ensure they commence within 90 days of a request and that the decisions will be rendered within 60 days of the hearing officer's recommendation.

WANADA Member Dealers Spotlited in *Automotive News* "Top 125" Listing

Four prominent WANADA dealer member groups made the upper tier of the *Automotive News* latest "Top 125" listing of the largest automobile dealership groups in the country. The WANADA dealers collectively generated nearly \$2.9 billion in revenue in 2009 and sold slightly more than 56,200 new vehicles and 29,800 used vehicles, demonstrating their capabilities as business people but also the robustness of the Washington Area economy.

In first place in the list of 125 is publicly held AutoNation, which has 203 dealership sites. Together those stores retailed 179,521 new units and 135,502 used units in 2009, with group revenue of approximately \$10.8 billion.

The list, constructed using dealer submitted data, is published annually by *Automotive News*. The current list was published March 22, 2010.



The DARCARS, Ourisman, Pohanka and Rosenthal organizations together generated \$2.9 billion in revenue in 2009.

With No Time to Prep, Montgomery Students Rank in Upper Half in National Tech Competition

A team of high school auto technician trainees from Damascus High School in Montgomery County, MD, finished in the upper half of teams in national competition to test their diagnostic/repair skills. *Without the benefit of any preparation time*, the Damascus team, under the auspices of the Automotive Trades Foundation (ATF) and with WANADA's sponsorship, ranked 12th out of 30 technician teams from across the U.S. The annual competition, known as National Automotive Technology Competition is a test of skill, a measure of knowledge, and a race against the clock, all rolled into one. It features hundreds of the nation's best high school automotive education students from across the country competing for the title of The Nation's Best Automotive Technician.



The national finals took place at the New York International Auto Show on Tuesday, April 6 and Wednesday, April 7, where 30 teams of students were required to diagnose and repair faults in a 2010 Mazda 3 vehicle.

The Damascus High School team was made up of students Brian Byrne and Carlos Segovia and teacher Raul Ortiz. They were cheered on by Montgomery County School system auto program supervisor Steve Boden, who has assisted WANADA extensively in the development of its post-high school Automobile Dealer Education Institute (ADEI) Technician Training Program.

In the competition, each two-person student team must diagnose and repair a number of pre-assigned problems under a car's hood within an allotted amount of time. Each "bug" correctly repaired is worth a number of points, depending on the level of difficulty. In addition, the student's overall knowledge is tested through a series of written tests prepared by the ASE.

The Damascus team is to be especially commended given that they had only two days notice of their participation in the event. The original WANADA-sponsored team had to drop out at the last minute because of unforeseen events. Normally, students train for months with their high school instructors as well as with certified technicians at local franchised automobile dealerships to prepare for the competition.

WANADA congratulates Brian Byrne, Carlos Segovia and teacher Raul Ortiz for their excellent performance in this year's finals!

ADEI Technician Training Scholars Honored

Tim Petro, (in photo at right) a student in WANADA's Automobile Dealer Education Institute (ADEI) technician training program, has been selected as the Presidential Apprenticeship Scholar for Montgomery College. Tim is in the final semester of his two-year ADEI studies and was chosen by the college for his work and achievements in the ADEI program, his continuing dedication to his education and training, and his devotion to the industry, both on



the job and off, in the volunteering that he does regularly for the high school automotive program in Montgomery County.



ADEI technician Samantha Gray (L) and Sheehy Honda service manager Donna Kelly (R)

The scholarship is a \$2,000 award that can be used for future classes at Montgomery College or as he sees fit. Petro is currently taking general education requirements in the evenings at MC to complete his Associate Degree. He has passed four ASE achievement tests, which he will be transferring for college credit.

He will be honored at the Annual Rockville Campus Honor Awards Convocation on Wednesday, May 19, 2010 at 4:00 pm in the Robert E. Parilla Performing Arts Center.

Also receiving well deserved recognition is Samantha Gray, who is in her final semester of the ADEI program at the Northern Virginia Community College in Alexandria. Samantha has been named by the school as team leader in her group and cited for her “A” work during the entirety of her studies and her overall dedication to excellence.

Said ADEI program director Bill Belew, “Tim and Samantha have been wonderful examples for the ADEI technician training program and we congratulate them both on their hard work and achievements.”

Dodge Viper – The End

The Dodge Viper, Chrysler’s answer to the Chevrolet Corvette, will be no more. To commemorate the occasion, Chrysler has announced that it will build a limited production run of 50 Viper SRT10 Final Edition models.

Each Viper will be dipped in a bath of Graphite Clear Coat with a black center stripe that’s outlined in red and will be fitted with anthracite six-spoke wheels for the Coupe and Roadster and black Sidewinder wheels for the ACR model.



Inside, each car will get side sill badges, along with red accent stitching on the black surfaces, plus red painted halo surrounds on the gauge cluster and bright stainless steel screws in the center stack bezel. A numbered plaque will be featured on the shifter bezel and the updates will be finished off with Viper Final Edition floor mats.

The cars will also come equipped with well-known V10 powerplant. Pricing is unknown, but Dodge says the cars will be available starting this summer.

In Memoriam
Katherine "Kay" Jennings

It is with sadness that WANADA notes the passing of longtime Washington Area dealer Kay Jennings of Springfield Toyota. She passed away at the age of 89 on March 31, 2010. The first woman owner/operator of a Toyota dealership in North America, Kay was a native of South Carolina who moved to Springfield, Virginia in 1955. In 1983, after the death of her husband of forty years, Louis, she took over the daily operations of the dealership. Kay retired in 1995. The dealership is operated today by her son, Michael Jennings, keeping up the family tradition.

In lieu of flowers the family requests that donations be made to Bethany House of Northern Virginia, 6121 Lincolnia Road Alexandria, VA 22312-2707, or the Catlett Volunteer Fire and Rescue, P.O. Box 280, Catlett, VA 20119.



2010 WANADA OPEN

May 10, 2010

Only 30 days left to register for The 2010 WANADA Open, which will be played this year at Lakewood Country Club on Monday, May 10. The registration fee for the 2010 WANADA Open is just \$225 per golfer and \$100 for those coming for cocktails and dinner only.

Register *NOW* by calling or e-mailing Kristina Henry, WANADA's director of events at (202-237-7200, ext. 18) or kh@wanada.org, or click [here](#) to download the registration form.

Note: With only one course, golf positions are available on a first-come, first-served basis only.

Weekly Wisdom...

He that is kind is free, though he is a slave; he that is evil is a slave, though he be a king.

--Saint Augustine