

MEMBER COMMUNICATION

WANADA to Launch “e-Newsletter”

Association to Roll Out Several Member Communication Initiatives, But We Need Your E-mail Address and Department Contacts Now!

Communication is the key to all good relationships, especially so for an association and its members. To improve the quality and timeliness of our member communication, WANADA will be rolling out several new “e-publications” this summer, starting the exciting debut of the *WANADA e-Bulletin* at the end of this month.

The *WANADA e-Bulletin* will be e-mailed weekly directly to all “e-enrolled” WANADA members. Usual representatives to dealer and kindred-line member organizations, associate members, and other key people on your team can receive these updates and developments as a cost-free member benefit. It will feature major headline news and announcements from WANADA as well as business and tax articles that can be custom tailored by category to help make you more productive and profitable in your business and personal lives.

The *WANADA e-Bulletin* also offers easy referral, external links and the opportunity to reply with your feedback. A sample of the *WANADA e-Bulletin* can be seen by clicking on: www.wanada.org/bulletin.

It is important to note that the *WANADA e-Bulletin* will not replace the print version of *The WANADA Bulletin*, which, as a weekly newsletter, is unique among auto dealer associations and has

been a tradition at WANADA for decades.

The *WANADA e-Bulletin* will also operate in concert with our web site, www.wanada.org, which is being upgraded this month to provide comprehensive information on WANADA programs, an interactive member services center, a locator for all members, an archive of *The*

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BOBBY MITCHELL HALL OF FAME CLASSIC

Classic Kicks Off This Weekend, July 12-13

Last Call! Sponsorship Opportunities Still Available

Time is running out for those who want to be involved in one of the Washington area’s most popular mid-summer events: the Bobby Mitchell Toyota Hall of Fame Golf Classic, to be held this weekend, July 12-13, at the Lansdowne Resort in Leesburg, VA, to benefit the Leukemia and Lymphoma Society.

But opportunities still exist for WANADA dealers, kindred members, vendors and friends to show their support for their community and a great cause! Sponsorships at various levels are still available as well as the need for more donations for the silent auction.

“But you must act now!” says Classic Co-Chair Tammy Darvish. “Our goal this year is to raise \$500,000 for the Leukemia and Lymphoma Society. As the primary sponsor of the Classic, WANADA is committed to \$150,000 of this total. We want to show that no group is more committed to supporting this critically important cause than the Washington area automotive community.”

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WANADA Represents Dealers At VA Impaired Driving Summit



From left, John William Marshall, VA Gov. Mark Warner's Public Safety Secretary; Col. W. Gerald Massengill, Virginia State Police Superintendent; and WANADA's Nick Champeau at last week's Impaired Driving Summit.

WANADA's Nick Champeau, who serves dealers on Virginia Gov. Mark Warner's Task Force to Combat Driving Under the Influence of Drugs and Alcohol, was a participant in the recent National Highway Traffic Safety Administration's Region III Impaired Driving Summit in Fredericksburg, VA. Champeau currently chairs the Washington Regional Alcohol Program (WRAP).

Hosted by the Virginia Association of Chiefs of Police, the conference was open to state and local law enforcement, prosecution, adjudication, community traffic safety and highway safety professionals. The purpose of the conference was to review and report on the many new safety initiatives taken in Virginia, including tougher new drunk driving laws, a national NHTSA-funded "Checkpoint Strikeforce" Campaign, and the Governor's task force report due out in July.

WANADA e-Bulletin *(Continued from page 1)*

WANADA Bulletins, current announcements of dealer community events, and valuable links to industry and government resources.

We Must Have Your Contacts Now!

To properly launch the *WANADA e-Newsletter*, upgrade our web site and be able to instantly alert dealers about breaking news and announcements, WANADA must have your current e-mail address and fax numbers. Your association wants to be able to target specific dealership managers to seminar and workshop opportunities that are relevant to them. Please respond promptly to the fax-back WANADA Member Key Person Contact Form enclosed with

this WANADA Bulletin, or log on to: www.wanada.org/contact.

WANADA is very sensitive to privacy issues and can assure members that all information provided will be kept strictly confidential. In addition, those not wishing to receive the *WANADA e-Bulletin* can unsubscribe at any time by clicking on "Unsubscribe to E-mail."

We understand your time is valuable, so all members responding by Monday, July 21st will be entered in a drawing for a Sony CLIE Color PDA. For more information, contact Isabel Garcia or Nick Champeau at WANADA, (202) 237-7200, or e-mail: ig@wanada.org.

Bobby Mitchell Hall of Fame Golf Classic *(Continued from page 1)*

The tournament weekend will feature some 40 Hall of Fame football and basketball legends who respond to support their colleague, Bobby Mitchell, to golf and mix with tournament participants and supporters. A practice round on Saturday is followed by a VIP private reception and an exclusive banquet with the Hall of Famers. The final tournament round and awards luncheon/banquet is on Sunday.

"We can't stop our work on behalf of the Leukemia and Lymphoma Society until we find a cure," says Redskin great Bobby Mitchell, who has raised over \$2.7 million since he founded the tournament 12 years ago.

So if you haven't done so already, please use the donation forms enclosed this with this WANADA Bulletin to make your commitment today! For more information see the flyers enclosed or contact Tammy Darvish at (301) 622-0300, or e-mail tdarvish@darcars.com.

CAPITOL HILL NOTES

Senate Pushes for Tougher Safety Regs for Cars & SUVs

The Senate Commerce Committee last week approved a long list of new regulatory requirements that would pressure automakers to improve safety on several fronts. The legislation, drafted by Sen. John McCain, R-Ariz., would require NHTSA to issue rules designed to provide more protection in crashes involving SUV rollovers, lessen damage caused when SUVs and cars collide, and reduce injuries and deaths caused by side-impact and frontal crashes through improved seat belt and air bag technology. The measures, which would be aggressively phased in from 2004 to 2008, were included in a budget authorization for the National Highway Traffic Safety Administration. The bill is a setback for automakers, who have worked closely with NHTSA to adopt industry-wide voluntary rules, but it is still a long way from reality. It has not gone before the full Senate, and the Bush administration has not signed off on it. The House could counter with a different plan.

AIADA notes that, "Since NHTSA regulates both motor vehicle safety and the fuel economy programs, it could directly impact dealers if CAFE provisions are incorporated into the legislation. Although it is most likely that the proponents of increasing CAFE standards will use the energy bill as the legislative vehicle, the NHTSA bill could be used as an alternative if it were to appear that the energy bill is going to die in the Senate"

Fuel Economy Fight Heats Up

In the U.S. Senate next month, there will also be another debate about whether to mandate more fuel-efficient cars and trucks. The Detroit News reports that there are growing attempts to raise awareness that the vehicles Americans drive have an impact on the environment. The war in Iraq has helped renew interest in weaning the country from foreign oil. At the same time, there is a populist backlash against government attempts to legislate or regulate the kinds of cars in people's driveways. "While Americans may prefer fuel-efficient cars in theory, when they actually spend money on purchases, they are still favoring gas guzzlers," said The News. According to Autodata Corp., sales of SUVs were up 7.2 percent from a year ago – the only vehicle class that has seen a year-to-date increase.

Bingaman Reintroduces Oldsmobile Legislation

Senate Finance Committee member Jeff Bingaman (D-N.M.) has reintroduced legislation to give Oldsmobile dealers an opportunity to defer tax on payments from General Motors that are reinvested in other dealership ventures. The bill, S. 1305, provides additional time and flexibility by giving Olds dealers two years to reinvest payments from GM. Finance Committee co-sponsors are: Senators Max Baucus (D-Mont.), John Breaux (D-LA.), Kent Conrad (D-N.D.), Orrin Hatch (R-Utah), Blanche Lincoln (D-Ark.), Gordon Smith (R-Ore.) and Olympia Snowe (R-Maine).



WANADA Donates \$25K to VNCTD PAC

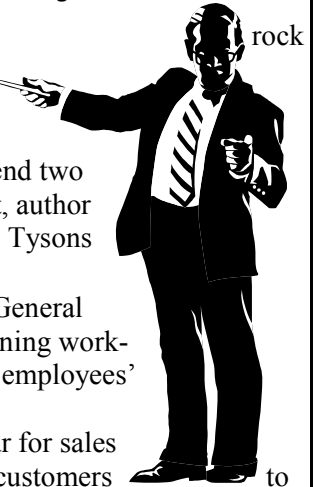
In keeping with a coordinated effort with its sister associations to elect state and local legislators with an open mind to business concerns, WANADA Chairman Vince Sheehy (left) recently presented a \$25,000 WANADA contribution to the Virginia New Car & Truck Dealers Political Action Committee at the VADA Convention in Williamsburg, VA, June 25-29. Receiving the check is VA&TD PAC Chairman Frank Pohanka.

FOOTNOTES:

Don't Miss Out!

Sign Up Today for WANADA's "Twin Bill" Sales Seminars, July 23

U.S. car and truck sales surged 4 percent in June as consumer confidence rose with bottom interest rates and a recovering stock market and economy. Some automakers and economists now believe demand could surge to an annual rate of 16.5 million to 17 million during the second half of the year.



Are you positioned to get your share of these sales? The best way to do that is to attend two valuable WANADA sales seminars featuring renowned TeamCER trainer Curt Tueffert, author of *201 Sales Motivators and Five Stones For Slaying Giants*, at the Sheraton Premier in Tysons Corner July 23.

• **Selection/Developing/Retention of GREAT Automotive Sales People:** General managers and sales, service and office managers are invited to attend this powerful morning workshop, 9:30-12:00, designed to *decrease* your turnover and *increase* your CSI rating and employees' productivity by hiring sales professionals.

• **Customer Service and Selling Secrets Of The Pros:** Tueffert's afternoon seminar for sales representatives, 1:30-4:00, will offer proven tips on selling, closing and handling customers to all dealership employees involved in the selling process.

For more information, see the RSVP's enclosed with this WANADA Bulletin or call Darena Petrolle at WANADA, (202) 237-7200. ***Sign up today!***

DC DMV Introduces Another Vehicle Inspection Category, July 21

Enclosed with this WANADA Bulletin is an important DC DMV announcement about a new vehicle inspection category, "Pass with Warning," which will be effective July 21, 2003. Under the new category, which was reported in The Washington Post's District Weekly, July 3, vehicles that have only minor defects will receive a valid inspection sticker, but will also be provided a list of items requiring repair. Such vehicles will not be required to return until their next regularly scheduled 2-year inspection.

WANADA Welcomes New Members

The WANADA Board of Directors recently approved the following organizations for membership in the Association:

Dealer:

- Stafford Motors Dodge, Fredericksburg, VA; James Gramm, president and David Blum, vice president.

Kindred Member:

- TRIVIN (Electronic Vehicle Registration), Washington, D.C.; Michael Capella, financial advisor

Thought for the Week...

Life's what's important. Walking, houses, family. Birth and pain and joy—and then death. Acting's just waiting for the custard pie. That's all.

— Katharine Hepburn, 1907- 2003

Enclosures:

- WANADA Member Key Person Contact Form
- Bobby Mitchell Hall of Fame flyers, donation form & banner ad flyer
- WANADA Sales Seminar RSVPs
- DC DMV Additional Vehicle Inspection Category List