



THE WANADA BULLETIN

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

WANADA Bulletin # 30-05

July 27, 2005

Washington Post Praises SoberRide and Sponsors

The following editorial – highly favorable to WRAP’s SoberRide program and its sponsors – was published in *The Washington Post* July 18, 2005. WANADA was among the founders of WRAP, and has provided dealer group leadership since the program began in 1982.

Fewer Drunk Drivers

Amid all the talk of road rage, aggressive driving and cell-phone bans, one particular hazard – drunken driving – seems to be fading a little from the national conversation. Fortunately, several groups are still taking the fight seriously, advocating for tougher penalties for repeat offenders and teaching schoolchildren about the dangers of drinking and driving. Among these is the Washington Regional Alcohol Program (WRAP), a McLean-based organization with a staff of three. WRAP coordinates the Sober-Ride initiative, which offers free cab rides, worth up to \$50, on

days that have greatly increased incidences of drunken driving: New Year's, St. Patrick's Day, Independence Day, Halloween and much of December.

Over the July 4 weekend, SoberRide reached an impressive milestone: It has now provided more than 30,000 free trips home to intoxicated holiday revelers. It is an expensive endeavor. First there's the necessary advertising, then the reimbursement for all the cab fares. Last year those fares totaled more than \$60,000, paid for through sponsorships from private companies.

Undoubtedly, the 12-year-old initiative is well worth the cost. Nationwide, about 40 percent of traffic fatalities are alcohol-related;

here, just one-third are. One might be tempted to conclude that Washington's drivers, when perfectly sober, are more dangerous than the national average, but the overall number of traffic accident fatalities in the region has gone down.

It is impossible to tell how many lives have been saved thanks to SoberRide. But it would not be unreasonable to presume that taking 30,000 drunk drivers off the roads has prevented hundreds -- if not thousands -- of crashes, injuries and deaths. The organizers of Sober-Ride, as well as the sponsors and partners who provide the funding and services that allow it to continue year after year, deserve our gratitude.

We agree.

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Associations Swap Ideas at ATAE Meeting

Auto Show, National Issues Top Agenda

Representatives from auto dealer associations from across the country, including WANADA, gathered recently in Uncasville, Connecticut for the Annual Summer Conference of the Automotive Trade Association Executives (ATAE). The conference featured an update on the major issues of the day from senior NADA staff and prominent government and industry authorities. It also provided an opportunity for state and metro associations to swap ideas and compare notes on successful programs and services of mutual interest and to offer valuable input to the national dealer agenda.

This year's Summer ATAE meeting featured the following highlights:

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VA MVDB REPORT

Advertising, License and Dealer Practices Issues Top VA Dealer Board Agenda

At its July 11, 2005 bi-monthly meeting, the Virginia Motor Vehicle Dealer Board covered the following important issues:

- **Dealer Practices.** MVDB reviewed three cases involving sales by unlicensed salespeople, which led to civil penalties against the dealers involved. Dealers are reminded that almost all such cases involving unlicensed sales people that MVDB has reviewed resulted in a levy of civil penalties. Dealers must be sure that they have in place procedures to insure that their sales people are licensed before they handle sales of vehicles. Prior to the license being issued, an applicant for a license must work under the supervision of a licensed sales person who is responsible for engaging in the sale process.
- **Advertising.** MVDB also dealt harshly with a dealer who it felt had engaged in "bait" advertising. In this case, MVDB felt strongly about a dealer advertising a vehicle which was available only by order, and the advertisement not being clear as to that requirement. Dealers are reminded that in advertising a vehicle at a price the dealer must either identify the stock number of the vehicle available at that price or the number of vehicles available at that price. And those vehicles must actually be available for

sale. If a customer complains that the vehicles were not available for sale, MVDB will seek proof that the vehicles were available for sale and actually sold prior to the attempt of the complainant to purchase the vehicle.

- **Dealer Operator Licenses.** MVDB reviewed progress on implementing the

new legislation requiring that new **independent** dealer-operator applicants complete a course of study before they can earn a dealer-operator's certificate of qualification. MVDB is moving to revise the test and to identify providers for this course of study.

ATAE Meeting *(Continued from page 1)*

- An invaluable all-day meeting of the Auto Shows of North America (ASNA), an adjunct group formed under the auspices of ATAE several years ago. Through informative, candid roundtable discussions, the session brings together auto show producers, including WANADA which produces The Washington Auto Show, with auto show contractors to discuss the latest developments, services and products. Exhibit directors from GM, Hyundai and Nissan were on hand to discuss ways to improve auto shows. Dutch Mandel, associate publisher of Auto Week magazine, led an informative conversation on auto show public relations.
- The Executive Business Session featured overview reports from NADA Vice Chairman William Bradshaw and NADA chief executives on industry relations, dealership operations, legislative, regulatory and legal issues, such as new privacy and fax regulations. The session also included reports from the ATAE Committees on DEAC, Automotive Retailing Today (ART), and Auto Career Week, as well as separate state and metro association networking meetings.
- The General Session featured presentations by Jim Press, President of Toyota Motor Sales, USA, Inc., who spoke about his company's retail strategies. The session also included a report on NADA 24: The Dealers' Next Day Survey and NADA Link.
- The final day included a report by Dennis Kane, Senior Vice President, Universal Underwriters Group on how binding arbitration can benefit dealers. There were also three breakout sessions to choose from: "NADART: A Closer Look at YOUR Retirement;" "DEAC: Putting It To Work For You;" and "Executive Decision Making."

NADA MONTHLY DEALER OPERATIONS COMMENTARY

Invite the Next Generation to Take the Ride of Their Lives!

Automotive Career Week is coming up, and it's time to join your peers across the nation in promoting and participating in one of the most effective "job fairs" ever! Career Week is the perfect opportunity to find your next young dealership team and share your excitement about what you do every day.

You know you have the best career in the world. There's no ceiling on earnings, challenge, growth, or advancement. Every day, you connect with people who love cars and trucks as much as you do. Every day, you're a contributing member of both your own dealership team and an international industry that's healthier than ever.

And every day is different.

Here's a chance to share your excitement with a brand new crop of motivated, enthusiastic future dealership employees. Sponsored by NADA and slated for October 24-29, 2005, Automotive Career Week is an organized, nationally recognized way to reach a new pool of talent and showcase the varied and rewarding careers your dealership provides. Along the way, you'll do a world of good for your dealership's professional image, and your stature as an involved member of your local community.

It's a win-win situation, especially for the young men and women you'll invite to "Take the Ride of Your Life!"

Here's how it works: Students are invited, through their high schools, to attend a Career Week event at your dealership. NADA makes it easy to do with its 2005 Career Week Kit, which contains

- Sample letters to school principals, guidance counselors, local media, etc.
- "How-to" tips on holding an open house
- Two Automotive Career Week posters—you can order more—that you customize with your dealership information
- Student brochure artwork for you to reproduce
- A 5-minute Automotive Career Week video
- A press release and scripts for public service announcements
- Information on Automotive Youth Educational Systems (AYES) technician mentoring program and Northwood University's automotive degree programs

You can order your free Career Week kit in one of 4 ways:

- Mail a request to National Automobile Dealers Association, Management Education Department, Mail Station 12, 8400 Westpark Drive, McLean, VA 22102-3591, *or*
- Fax your request to 703-827-6880, *or*
- Telephone 800-252-6232, ext. 2, *or*
- Order online at www.nada.org/careerweek2005

Get involved! Encourage a student! Sign up for Automotive Career Week today!

Gear Up Now for September's Child Passenger Safety Month



NADA is also encouraging dealers to host child safety seat inspection events at their stores in September, Child Passenger Safety Month. Dealers who held events last year reported large turnouts and positive community feedback. An NADA tool kit with step-by-step guidance on hosting a child safety seat event, *Building Child Passenger Safety Awareness in Your Community*, was mailed with the June issue of *NADA's AutoExec* magazine. To view the tool kit and other NADA materials online, please visit www.nada.org/boostforsafety.

NADA has teamed up with the safety group *I'm Safe!* to offer dealers who host events branded booster seat safety materials for kids at a discount. NADA is also offering free materials for use at your child safety seat event, including postcard-sized guides with instructions on all phases of child seat use (100-200 quantity), consumer brochures on proper booster seat use (100-200 quantity) and a video for showroom display. To order any of these free NADA materials, e-mail rwhite@nada.org.

DEALERS IN THE SPOTLIGHT**Morty Zetlin Presents Ambassadors' Grant to Washington-Lee High School**

On behalf of the American Service Center in Arlington, VA, Morty Zetlin recently presented a \$1,500 grant to the Washington-Lee High School Educational Foundation, Arlington VA. The dealership is an Ambassador of the National Automobile Dealers Charitable Foundation, through which new car and truck dealers can support a variety of local educational and medical institutions.

To be recognized as an Ambassador, a dealer, company or association contributes \$10,000 to the Foundation, which then guarantees that a grant of at least \$1,000 will be presented to the institution of choice every three years. Currently, there are 365 members enrolled in the program, and a total of \$370,000 in Ambassador grants have been presented across the country in the past ten years. For more information on the Ambassadors Program and other NADCF programs, go to nada.org and click on "NADA Foundation."



Dr. Bill Sharbaugh (left), president of the Washington-Lee High School Educational Foundation, accepts an Ambassadors' grant from Morty Zetlin of the American Service Center.

Regional WANADA Tag and Title Seminar

Thursday, August 18, 2005

Bethesda Marriott

5151 Pooks Hill Road, Bethesda, MD

Change is a constant in this business, and that includes new rules, procedures and people at the Washington area's three motor vehicle agencies. Targeted at dealership controllers and tag and title coordinators around the Beltway, the WANADA Tag & Title Seminar will cover all the latest changes for the entire Washington region with all three participating agencies in DC, MD and VA. The program registration is from 9:30 a.m.-10:00 a.m. The seminar runs from 10:00 a.m. to 12:00 noon. The cost is \$60 per person and \$40 for each additional attendee from the same firm. The cost of the seminar includes a continental breakfast and seminar materials. For more information, see the enclosed registration sheet or contact Barbara Martin at (202) 237-7200 ext.18, e-mail bjm@wanada.org.

SIGN UP TODAY!

Staying Ahead...

"Happiness is good health and a bad memory."

—Ingrid Bergman

Enclosures:

- WANADA Tag & Title Seminar information and registration sheet
- Focus Point information sheet