

WANADA Bulletin # 32-04

August 10, 2004

HELPING DEALERS HELP THEMSELVES

Yikes! Time to Start Planning for Flu Season

Norvar Health Services to Again Provide Dealership Flu Program



We know that planning for flu season in August – just about the time you're headed for that end of summer vacation – is akin to a 20 year old shopping for a burial plot. But it's never too early to begin planning for the inevitable. And the hard truth is that employers lost over 32 million hours of productive employee work time last year due to influenza related absence.

So, based on a successful experience last year, WANADA is pleased to announce it has again entered into an agreement with Norvar Health Services in Centreville, Virginia to provide on-site flu shots as well as other health screening and wellness programs to member dealerships. On-site immunization services will be available to member dealers during the October to December timeframe

for **\$19 per immunization** with a minimum guarantee of 20 participants per store.

"This service will ensure that dealer personnel can conveniently take advantage of this important health benefit at their worksite," says Norvar. As a local small business, Norvar Health Services, a division of Norvar Services, is capable of delivering a range of services

from flu shots to "turn key" health facility operations. Their health providers are licensed in the jurisdiction where practicing, maintain current professional liability insurance (malpractice) and maintain a current CPR certification. Norvar clients include a number of federal and local government agencies.

The influenza vaccine is refor-

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SAVE THE DATE!

Tri-Dealer Association

Reception At NADA

Hosted by WANADA/MNCTDA/VADA

Saturday, January 29, 6-8 p.m.

PAT O's ON THE RIVER

(In the French Quarter)



That's right. We're returning to Pat O'Brien's *newest* entertainment spot on the Mississippi in New Orleans for our 2005 NADA Convention reception. If you were with us in 2002, you remember Pat O's latest bar, which captures the charm of the world famous French Quarter establishment, renowned for its sing-a-long style Piano

Lounge, Patio Bar, Courtyard Restaurant and its extensive beverage selection, including the original "Hurricane." So mark your calendars now for this fabulous "don't miss" event!

(See page 4 for more information on the 2005 NADA Convention.)

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WANADA Flu Program *Continued from page 1)*

mulated each year to match the currently circulating viruses. The three strains in this year's vaccine are: A/New Caledonia, A/Fujian, B/Shanghai. Although the U.S. Centers for Disease Control and Prevention (CDC) has not indicated any shortages of influenza vaccine, as was the case last year, dealers looking to protect their employees are strongly encouraged to sign up early to make sure anyone who wants a flu shot can get one in October, giving themselves time to develop immunity before the flu season starts. The program is offered on a first come/first served basis.

The CDC points out that more than 36,000 people die each year in the United States alone because of influenza, and 114,000 get sick enough to have to go to the hospital. And while flu shots do not always offer complete pro-

tection from infection, they greatly lower the risk of a patient becoming seriously ill. Yet only about 65 percent of U.S. adults who should get the vaccine actually do.

For more information on Norvar Health Services – **the only company recognized by WANADA to deliver this on-site flu immunization program** – see the fax-back reservation form enclosed with this WANADA Bulletin, or contact John O'Donnell at WANADA Employee Benefits, (202) 237-7200.

Improved Fax Legislation Passes House

Last year the Federal Communications Commission (FCC) issued an unworkable rule that would require businesses and trade associations to obtain written consent prior to sending commercial faxes, even to their own customers or association members. Because of the tremendous burden this rule would place on dealers and dealer associations, NADA has been a leader in advocating legislation to restore the established business relationship exemption, which will permit businesses and associations to send commercial faxes to existing customers and members without prior consent.

Following testimony from NADA president Phil Brady, improved legislation, H.R. 4600, has passed the House. The Senate bill, S. 2603, has passed the Senate Commerce Committee and is on a fast track in the Senate. NADA has emphasized to Congress that because the rule is scheduled to take effect January 1, there is an urgent need to pass this legislation quickly. Otherwise, dealers will soon need to begin collecting prior written consent from customers, including the recipient's signature and the specific fax number to which material may be sent. NADA will keep members informed of the bill's progress.

Automotive News Publishes New DC Auto Show Dates

In case you missed it, last week's Automotive News carried an article, "Washington show seeks spotlight," announcing the new dates for the show and WANADA's goal to elevate The Washington Auto Show "into the top tier of vehicle expositions" worldwide.

Washington is slated to move from its current Christmas season dates to Jan. 23-29, 2006.

"It means more new-model introductions, concept cars, and the opportunity to showcase the industry's latest innovations before Congress and the agencies, and that's powerful," WANADA CEO Gerard Murphy told Automotive News.

The date change will permit direct contact between industry executives and government officials, and will encourage participation by members of Congress, administration officials and the diplomatic community, according to WANADA.

Washington reporter Harry Stoffer noted that the new 2.3 million square foot DC Convention Center provides a new setting "just blocks from the Capitol and White House."

Under the current schedule, the DC show is held just a week before the Los Angeles Auto Show and two weeks before the Detroit Auto Show.

Stoffer also noted that, in order to escape the calendar squeeze, sponsors of the Los Angeles Auto Show will move their show from early January to November beginning in 2006.

NADA SPECIAL ANNOUNCEMENT**NADA Board Designates October "Booster Seat Safety Month"**

The following letter sent by NADA Chairman Charley R. Smith to all NADA members August 4, 2004.

This unprecedented industry-wide initiative, part of NADA's national "Boost for Safety" campaign, depends on your active involvement. We urge you to be a part of this important initiative by hosting a child safety seat event in October.

While there has been progress on some fronts, and perhaps you've even held a safety seat event in the past, statistics show that there is still much work to be done:

- Auto crashes are the leading killer of children nationwide.
- Eighty-five percent of booster-aged children between four and eight years old are not properly secured.

Dr. Jeff Runge, administrator of the National Highway Traffic Safety Administration, will help kick off the campaign at a special child seat inspection day at a Houston-area dealership on September 23rd. We have commitments from dealers in all 50 states, but the more the better. To maximize national publicity, let us know about your event by e-mailing us at nadainfo@nada.org.

NADA has produced the resources you need, including:

- A "how-to" guide to hosting an inspection event, including links to finding technicians, media tips, fact sheets and step-by-step guidance;
- A consumer brochure on proper booster seat use for customer handout;
- A video for showing at the event and to provide to your local media.

These materials can be accessed on www.nada.org/boostforsafety. You can also request "hard copies" of the brochure and a broadcast-quality video by calling (703) 760-7562.

To further demonstrate what we dealers do in our communities, invite members of Congress - who will probably be home campaigning in October - to attend your safety event. As dealers and leaders, we can play a vital role in making the roads safer for children of all ages. This will not only help save lives, it will also help improve dealer image.

After Years of Decline, Leasing Regains Favor with Car Buyers

"Auto leasing is gaining popularity again after four years of decline as higher prices for used vehicles prompt U.S. automakers to offer attractive deals, analysts said," reports *Reuters*. "Leased vehicles accounted for nearly 14 percent of new-vehicle sales by Detroit automakers in the second quarter, up from about 8 percent a year ago. Industry wide, leases have accounted for 20 percent of new-vehicle sales so far this year, up from 18 percent last year, but off from a peak of 36 percent in 1999."

"The popularity of leasing is on the rebound as residual values have recently firmed," Merrill Lynch auto analyst John Casesa said in a note to clients.

Vehicles coming off leases at the end of contracts are usually sold at resale auctions. When residual values, or used car prices, fall more than expected, automakers can lose money. But with the firming of used car prices, which were up 2.7 percent in June from year-ago levels, automakers are expanding their lease offers, said Paul Taylor, NADA's chief economist.

Some of the vehicles that are returned at the end of a lease contract are mechanically and cosmetically refurbished and sold to consumers as certified used cars, backed by factory warranties. "It is very lucrative," according to CNW Market Research President Art Spinella. For example, Honda's Accord sedan is now available for \$189 per month on a three-year lease, half the monthly payment cost when purchasing it. "It is a pretty good profit generator for the auto companies," Spinella told *Reuters*.

NADA CONVENTION NEWS**Carlos Ghosn to Give Keynote Speech at NADA's 2005 Convention**

Featured speakers also include Jordan's Queen Noor, American hero Scott O'Grady

Carlos Ghosn, president and CEO of Nissan Motor Company, will be the keynote speaker at NADA's 88th Annual Convention and Exposition, in New Orleans, January 29 - February 1, 2005. Joining Ghosn in the convention speaker lineup is Her Majesty Queen Noor of Jordan, wife of the late King Hussein, and Scott O'Grady, an Air Force fighter pilot who survived in war-torn Bosnia after his jet was shot down.

Ghosn will present his views on the state and future of his company, as well as its relations with dealers, at the convention's Opening General Session on Saturday, January 29.

"Carlos Ghosn is the architect of one of the industry's most remarkable turnarounds," said Charley Smith, NADA chairman. Queen Noor is a leading voice for peace in the Middle East, and author of the autobiography entitled *Leap of Faith*. She will share her views on today's global challenges at the General Session on Monday, January 31. U.S. fighter pilot O'Grady, the author of the *New York Times* bestseller, *Return With Honor*, will tell his harrowing tale of survival and rescue at the convention's inspirational session, on Sunday, January 30.

Registration Options Expanded

Additional convention information, including a registration form, hotel list and searchable listing of exhibitors, is available. Those registering online for NADA's 2005 Convention can now list up to five names on a single online form, then link to reserve hotel rooms for all. Go to www.nada.org/convention. Traditional registration forms can also be retrieved online, via fax-on-demand at (800) 778-7209 (document 60), or by calling the Convention Department at (703) 821-7188. For those paying by credit card, the completed form can be faxed to (703) 883-9480.

Women's Networking Event Set For NADA Convention

"We had a responsibility to develop an opportunity for women to get together," said NADA at-large director Marcy Maguire, so NADA will host a Women's Networking Breakfast Jan. 29 during the 2005 NADA Convention. All female dealers are invited.

According to Maguire, attendees will meet "major titans of the industry," including keynoter Ann Moore, Time Inc.'s first female CEO. At-large director Kathleen Sims said the women will be able to discuss key issues and hear about Dealer Academy courses and other NADA programs helpful to women. More information is at www.nada.org/convention, or click the convention icon on NADA's home page online at www.nada.org.

Staying Ahead...

(an historical perspective)

"You're two faced!" a woman jeered at Abraham Lincoln at a political rally. "Madam, if I had another face," Lincoln responded, "do you think I'd be using this one?"

— Sen. Bob Dole on presidential humor

Enclosures:

- Flu Shot FAX Back Form
- Universal Underwriters Loss Prevention Series: *Complying with the Telemarketing Sale Rule*