



# THE WANADA BULLETIN

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

WANADA Bulletin # 35-06

August 30, 2006

## INDUSTRY UPDATE

### Speed Sells at Mazda & Chevy DC Events

*“Zoom-Zoom Live” & “Rev it Up” Draw Crowds to FedEx Field*



**Burning rubber and knocking over cones at Chevy’s “Rev It Up Tour” at FedEx Field.**

Race on Sunday, sell on Monday. That’s what Chevrolet and Mazda had in mind as they spiced up the dog days of August with two exciting events at FedEx Field in Landover, MD, designed to attract younger buyers and performance enthusiasts.

Most recent was the final stop on Chevrolet’s six-city “Rev It Up Tour,” which is billed as the “World’s Largest Performance Driving School and National Racing Competition.” For a fee of \$50, anyone in the Washington area got a chance to combine fast cars and instruction by expert trainers for a high-energy experience that made news in Sunday’s Washington Post.

After instruction from professional racers, participants were able to polish up their skills in practice laps driving eight high performance Chevy

“SS” models before striding up to the “Competition Course” for a shot at the National Championship and a chance to win a brand new Chevy Cobalt SS Supercharged Coupe. No wimpy vehicles here, by the way. The fleet included no less than the 400hp Corvette, a 205hp Cobalt SS Supercharged and the 303hp Impala SS.

The automotive media got  
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## KINDRED KORNER

### Mattos Pro Finishes Shines Through the Years

Like many of WANADA’s now prominent Kindred-Line members, Mattos Paint Company had humble beginnings. The company was started in 1928 when John Arthur Mattos began selling commercial and decorating paint products out of the basement of his house in Washington, DC. His sole proprietorship grew to the point that when DuPont Company decided to close its automotive refinish distribution store in DC, it asked Mattos if he would become DuPont’s supplier for the area.



**Joe Mattos**

Mattos’ business grew and branch locations were added in Maryland (1952), Virginia (1963) and elsewhere in DC (1958) as John Arthur’s sons, John F. Mattos and Paul Mattos, supervised the sales and management functions of the business. Today, *Mattos Pro Finishes* is comprised of over 100 employees in its home office, warehouse and branch stores in Florida, Pennsylvania, Tennessee,

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## INDUSTRY UPDATE

**Speed Sells** *(Continued from page 1)*

their turn last Friday where reporter car buffs got the chance to burn rubber, avoid cones and put up or shut up.

The marketing strategy is part of a bigger GM plan “to get people to drive our new vehicles and experience just how good they are,” said Kathy Hamilton of GM’s Northeast Communications.

On August 12 & 13, Redskins’ Stadium also hosted Mazda’s 2<sup>nd</sup> Annual “Zoom-Zoom Live Tour.” “What requires 3,100 cones, devours 1,100 tires, and takes 15 trucks to move from city to city,” Mazda queried? That describes what it takes to stage this 10-city tour, beginning with DC, that typically turns out 50,000 car buffs who want to smoke the tires, hone their driving skills, and, Mazda hopes, leave with a hot desire for the product.

Open to the public and free, Zoom-Zoom Live featured four dynamic drive courses where the performance-minded put the new Mazdas through the paces. The all-new CX-7 crossover SUV was the star of the “Target Hunt Course,” where drivers attempted to pilot the CX-7 within a predetermined time range and hit all targets for a chance to win prizes. Drivers also had the opportunity to fully realize their driving ambitions by experiencing the 270-hp MAZDASPEED6 on a specially designed “Challenge Course.” On the “Sports Course,” drivers could let it all hang out with MX-5 and RX-8 sports cars.

And, finally, test drivers got a chance to win prizes for the best time on the “Matched Time Gymkhana Course.”

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Spokesman for both events reported large crowds, great success and no major mishaps – all the which we have to believe translates into added Chevrolet and Mazda sales. For more on these events, check out these websites:

[www.RevItUpRacing.com](http://www.RevItUpRacing.com) and  
[www.ZoomZoomLive.com](http://www.ZoomZoomLive.com).



Mazda drivers get ready to “Zoom-Zoom” (top) around a challenging course set up at FedEx Field

**KINDRED KORNER****Mattos Pro Finishes** *(Continued from page 1)*

and Hampton and Virginia Beach, Virginia.

“We are involved in the community through various charitable events and individual local projects,” according to the company’s website, [www.profinishes.com](http://www.profinishes.com). “We participate in our industry through local auto body associations, ICAR committees and ASA functions. To aid in the continued growth of our industry, we provide assistance to many Career & Technology Centers in our trading areas. Mattos employees serve on advisory committees in Virginia and Maryland concerning environmental policy and we have been proactive on state and federal legislative issues through extensive involvement in the Automotive Aftermarket Industry Association.”

As for the benefit derived from being a WANADA Kindred-Line Member, current CEO Joe Mattos, says “there are many.” The most tangible benefit came this year when Mattos, like many area companies, got hit with a serious increase in their health insurance premiums. With WANADA’s John O’Donnell’s help, “we went back and forth analyzing things and basically came up with a strategy that minimized the increase,” says Mattos.

In addition to “all the support we have gotten from the WANADA insurance department over the years, Mattos says their WANADA membership is “a great way to keep in contact with our many dealer costumers and stay current with what the market needs.”

Joe Mattos can be contacted at Mattos Pro Finishes, 4501 Beech Rd., Camp Springs, MD 20748; tel: (301) 423-1142; e-mail: [joemattos@profinishes.com](mailto:joemattos@profinishes.com).

**SAFETY UPDATE**

## **Highway Fatality Rate Increases in 2005 With Spikes in Motorcycles and Pedestrians Death**

An increase in motorcycle and pedestrian deaths contributed to an overall rise in highway fatalities in 2005, according to the National Highway Traffic Safety Administration (NHTSA). The total number of fatalities rose 1.4 percent, from 42,836 in 2004 to 43,443 in 2005, while the rate of fatalities was 1.47 per 100 million vehicle miles traveled (VMT), up from 1.45 in 2004.

Despite a 13 percent increase in motorcycle deaths (from 4,028 in 2004 to 4,553 in 2005) and a slight increase in pedestrian fatalities (from 4,675 in 2004 to 4,881 in 2005), NHTSA noted other fatality trends were improving. The number of young drivers dying in car crashes declined in 2005 for the third straight year, while the number of children who were killed in crashes also declined. The largest drop was for children ages 8-15. NHTSA data also showed the number of people injured in motor vehicle crashes declined 3.2 percent, from 2.8 million in 2004 to 2.7 million in 2005. Passenger vehicle occupant fatalities also dropped by 451, from 31,866 in 2004 to 31,415 in 2005, the lowest level since 1994.

## **Dealer Requirements Unchanged Under New Black-Box Rule**

Beginning with model year 2011 vehicles, automakers must tell new-car buyers if Event-Data Recorders (EDRs), or so-called "black boxes," are installed in their motor vehicles. However, the new NHTSA rule does not require dealers to inform new-car buyers about EDRs; that information will be in their owner's manuals, according to NADA, which supported the use of EDRs to collect real-world data to improve road and vehicle design as well as driver behavior. The extent to which state laws concerning EDRs are preempted by NHTSA's new rule is unclear. EDRs capture data before, during and after crashes that are severe enough to deploy an air bag. NHTSA's rule standardizes the minimum information EDRs must monitor. Automakers are not required to install EDRs, but 64 percent of model year 2005 passenger vehicles are equipped with the devices.

## **Automakers Step Up Gear and Brake-Shift Safety**

Automakers recently announced a voluntary agreement with the National Highway Traffic Safety Administration (NHTSA) to equip all vehicles with safety equipment that will prevent children and others from accidentally shifting a vehicle into gear by 2010. About 80 percent of vehicles currently have brake-shift interlocks, and the number is expected to rise to 98 percent in 2009, reports *The Detroit News*. A letter to NHTSA, signed by Fred Webber, president and CEO of the Alliance of Automobile Manufacturers, and Michael Stanton, president of the Association of International Automobile Manufacturers, said the agreement "represents a model for responsible industry action." Beginning Sept. 1, automakers will disclose what vehicles have brake-shift interlocks.

## **States Raise Speed Limit on Major Highways**

States around the country, including Texas and Michigan, have increased speed limits on hundreds of miles of interstate highways, with other states, including Virginia, expected to follow soon, reports *The Wall Street Journal*. Lawmakers in states that support raising speed limits say a raise in the limit will make roads safer by restoring credibility to speed-limit signs and making driving speeds more uniform. While transportation engineers acknowledge that raising speed limits hurts fuel efficiency, they contend that careful studies of traffic flow and driver behavior show that many speed limits are actually too low.

**DON'T MISS OUT! SIGN UP TODAY!****Attention General Managers, Controllers and Service Managers****SAFETY & ENVIRONMENTAL COMPLIANCE SEMINAR*****Greenbelt Marriott, September 13, 2006***

WANADA invites General Managers, Controllers and Service Managers to a seminar on safety and environmental compliance issues at the Greenbelt Marriott, Wednesday, September 13, 2006, 9:00 a.m. – 12:00 Noon (with continental breakfast).

The Seminar will be conducted by Kip Prah & Associates and representatives from the Maryland Injured Workers Insurance Fund (IWIF), who will address the following issues:

- Controlling Workers Compensation Costs
- Claims Reduction Management
- Hazardous & Chemical Waste Minimization
- Best Management Practices to Improve Loss Control
- Federal & State Regulatory Compliance

The fee for the seminar is \$99 per person. To register, see the form enclosed with this WANADA Bulletin. For more information, please contact Ruby Gerald at WANADA, (202) 237-7200.

**WANADA Tech Team Strikes Again!*****Potomac/Bethesda Rotary Donates Second Time***

Matching an earlier donation, the Potomac/Bethesda Rotary Club recently demonstrated their added support for the WANADA Technician Training Program with an another \$500 donation for the purchase of tools for Delante Williams, who began as a lot attendant at Ourisman Rockmont Chevrolet, and is now – thanks to WANADA training – a line technician at the dealership. Williams is one of 128 WANADA graduates now employed in dealer service departments throughout the area.



Pictured, from left, are Potomac/Bethesda Rotary Club President Jerry Gross, Delante Williams, WANADA's Wil Desjardins and former Rotary District 7620 governor, Bob Nelson.

**Staying Ahead...**

*Be who you are and say what you feel, because those who mind don't matter and those who matter don't mind.*

--Dr. Seuss

**Enclosures:**

- Environmental Seminar flyer and registration form