

WANADA Bulletin # 40-07

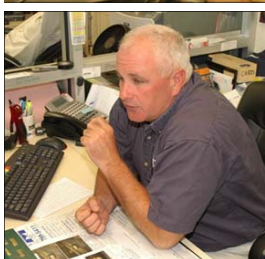
October 25, 2007

ADEI UPDATE: FOCUS ON FORD

Ford/WANADA Tech Training Partnership an Unqualified Success *All Washington Area Dealerships Can Now Benefit from ADEI Training Program*



Diesel tech Tyler Witt (above and Service Manager Steve Capps at Sheehy Ford of Gaithersburg



"If you have a good guy with a genuine interest in making this his career, it's a *great* program," says Steve Capps, service director for Sheehy Ford of Gaithersburg, speaking about the WANADA Technician Training Program. And Capps ought to know. He has a "hat trick" of three graduates of the program who have been working in his shop as line technicians for more than three years – plus a new tech he just hired who is now enrolled in Module 1 at Montgomery College in Rock-

ville, Maryland, the key training site of WANADA's Automobile Dealers Education Institute (ADEI).

These young men are prime examples of the extraordinary success of the partnership between WANADA and Ford Motor Company, which spawned the WANADA Technician Training Program that has helped more than 160 indi-

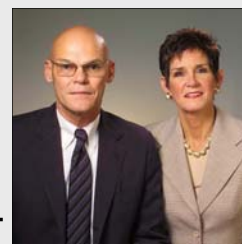
viduals begin or enhance their careers at Ford and its family of brands dealers - and numerous other dealers - in the Washington, D.C. region. And with the creation of ADEI last year, the program has evolved into a flexible, "mix-and-match" training resource able to fill critical tech training needs – from certified MLR (maintenance and

(Continued on page 2)

REGISTER ONLINE! www.wanada.org/annualmeeting

WANADA Annual Meeting & Luncheon

Tuesday, November 27, 2007; McLean Hilton
Featuring James Carville and Mary Matalin
Sponsored by



What's the best show in town? Why politics, of course. And the upcoming WANADA Annual Meeting and Luncheon promises a full course of political theater with this year's outstanding keynote speakers, James Carville and Mary Matalin. Representing opposite ends of the political spectrum, Washington's foremost political odd couple and savvy political consultants, authors and media pundits can be counted on to offer a balanced and highly entertaining analysis of the Presidential race and Washington's ever-changing political scene.

WANADA thanks AutoTrader.com for its generous sponsorship of the 2007 WANADA Luncheon. "Washington area dealers are among the most entrepreneurial and successful in the nation, and we are pleased to be a part of that tradition," said Chip Perry, president and CEO of AutoTrader.com.

This is an event Washington area new auto dealer principals, key managers and business associates will not want to miss! Please act now and *register online at www.wanada.org/annualmeeting* or use the enclosed registration form to reserve your seat for lunch with WANADA leadership and what promises to be a memorable Annual Meeting on Nov. 27.

Inside...

MD Vehicle Title Tax Survey
Results.....p.3
WANADA Honored
at WRAP Awards.....p.4
Halloween SoberRide.....p.4

ADEI UPDATE: FOCUS ON FORD



by the end of this year.
"Shawn was a very good candidate for training," says Service Manager Paul Heister. He really applies himself and is self driven. In fact,

From left : Sheehy Ford's "hat trick" of successful techs Mike Austin, Gary King and Tyler Witt, plus new trainee Lucas Kresse. Below, Martens Cars soon-to-be Master Tech Shawn Stanley and Service Manager Paul Heister.

Ford/WANADA Partnership

(Continued from page 1)

light repair) to master technician – of dealerships of all makes.

Sheehy Ford's Gary King, for example, is a front-end technician on Capps' alignment team, where he and a senior tech split the hours. Mike Austin is a regular line technician who also supervises the quick lube team. He's the guy who fields the questions and oversees the work to make sure it's done right, which earns him a percentage of the hours that they turn. Tyler Witt is a diesel technician in the Sheehy Ford truck center, where Capps says he "is doing very well," and is working on becoming certified. Lucas Kresse is the latest hire, and he is training to become certified as an automatic transmission technician.

"They've all done well in the WANADA program. They all really valued the training and they highly recommend it," Capps adds.

From Marine to Master Tech

Shawn Stanley, who served with the Marines in Kuwait, heard about the WANADA program through his wife, who works in the titling department at Martens Cars of Washington.



He was particularly interested because WANADA's Montgomery College training facility is an approved training site under the Department of Veteran's Affairs "On-The-Job Training and Apprentice Training" program, which allows veterans to receive a monthly stipend for up to two years of post-service training.

Eight months before his discharge, Stanley called Archie Avedisian, a top recruiter on WANADA's "tech team," and signed on. In early 2005, he enrolled at MC, where it was obvious from the start that he had the "right stuff." Today, Stanley is on track to become a fully certified master tech in Martens' Volvo service operation

rarely does a tech push me for training as hard as Shawn does, so I pretty much let him loose and let him take as many classes as he can digest." Currently, Stanley is signed up for four Volvo training classes that will qualify him for master tech.

Heister calls the WANADA tech training "a very well organized, structured program. They try to screen and pick the right candidates for the class, and we all know how tough that is. I'm surprised that all dealers are not involved in it."

A Unique Partnership

Active recruitment and thorough screening of top high school graduates, mentoring and support while in training, and ongoing follow-up assistance at the work site to ensure the success and advancement of trainees were core elements of the Ford WANADA Apprenticeship Training Program when it was launched in 2001 as the first cooperative effort between a manufacturer and a dealer association to "grow your own" qualified technicians. And it is still these personalized services administered by the association's experienced "tech team that set WANADA's program apart from other industry training programs.

From the beginning, the

(Continued on page 3)

How to Retain Lease Customers

How Leasing Benefits You

Your single biggest benefit is customer retention. Lease customers keep coming back to your dealership. They replace their vehicles sooner than buyers because leases generally have shorter trade cycles. Also, since the lease end date is known in advance, the dealership can be proactive in helping customers complete their current leases and select new vehicles.

Customer Retention: New-Vehicle Department

The shorter lease trade cycles can help boost profits. Though sales might be more profitable on a per-transaction basis, the increased volume from leasing can more than offset the per-transaction difference. A vehicle sale, for example, may generate a \$3,000 profit, whereas leasing the same vehicle may generate a \$2,000 profit. On a per-transaction basis, you would prefer to sell it. Over time, though, your lease customer comes back every two or three years, roughly twice as often as purchase customers. Generating a \$2,000 profit twice in six years is more profitable than generating a \$3,000 profit once.

Another way to boost profitability is to sell maintenance packages along with the lease. These packages can include basic services such as oil changes and tire rotation, and the package cost can be rolled into the lease agreement. Encouraging customers to return for regular maintenance boosts service productivity and ensures dealers will have access to more valuable, higher-quality vehicles at lease-end.

Customer Retention: Used-Vehicle Department

With today's more accurate leasing residuals and the rising average cost of used vehicles, selling off-lease vehicles can be profitable. Off-lease vehicles are useful in building used-vehicle inventory, complementing regular trade-ins and auction purchases. And, since the dealership has serviced the vehicles, you can trust the care and condition.

Have a knowledgeable leasing person work with your used-vehicle manager to select off-lease vehicles for used-vehicle inventory. Used-vehicle managers and sales personnel should communicate regularly about customer demand for vehicles that may be coming off-lease. If dealerships track when lease customers are returning their vehicles, salespeople (or your business development center) can be proactive in contacting customers with in-demand vehicles. They may be able to help those customers terminate existing leases early and lease new vehicles, and the dealership can sell the off-lease vehicles to the customers who requested them.

This article is excerpted from *A Dealer Guide to Leasing as a Finance Alternative* (SL20). The guide can be ordered online at www.nada.org/mecatalog or by calling NADA at 800-252-NADA, ext. 2.

Ford/WANADA Partnership

(Continued from page 2)

WANADA program was designed as a structured, industry-centric curriculum based on National Automotive Technicians Education Foundation (NATEF) standards and focused on Automotive Service Excellence (ASE) certification. This would be combined with full-time, on-the-job training and employment at participating dealerships. Originally a training specific program for Ford family dealerships, the program was

opened to dealerships of all makes in 2004.

Building on Success

ADEI, a 501c3 corporation, was established by WANADA in 2006 to further focus on the specific needs of dealerships. An immediate goal is to expand ADEI training to Northern Virginia Community College (NOVA), and, eventually, to include training in sales, managerial and financial career areas also in high demand at area dealerships. And building on its many successful partnerships, ADEI is actively seeking addi-

tional support from auto manufacturers, allied industry sources, and educational and community groups to achieve its goals.

"WANADA salutes the Ford Motor Company for its long time support as the driving force behind the success of our technician training program, which we believe can serve as a model for the nation," said WANADA CEO Gerard Murphy.

For more information on ADEI, contact Steve Arabia or Bill Belew at (202) 237-7200.

WANADA IN THE SPOTLIGHT

WRAP Honors WANADA With WRAPPY and Founder's Awards

WANADA was one of the honorees at the Washington Regional Alcohol Program's (WRAP) 25th Annual Luncheon Meeting & WRAPPY Awards Ceremony held October 19 at the Acela Club® in the Verizon Center. WANADA received the WRAPPY Corporate Partnership Award for its long time and unfailing sponsorship of WRAP and its award winning SoberRide program. Since 1993, alone, the SoberRide program has provided 37,835 free cab rides home to would-be impaired drivers in the Greater Washington area.

Nicole Nason, Administrator of the National Highway Traffic Safety Administration, was the featured speaker to commemorate WRAP's 25th year of fighting drunk driving and underage drinking in the Washington-metropolitan area. Keith Garvin, anchor at News4 Today (NBC) presented special plaques to the original founders of WRAP, which included WANADA President & CEO Gerard N. Murphy.



WANADA President & CEO Gerard N. Murphy, CAE (second from right) joins fellow co-founders of WRAP at its 25th anniversary Annual Luncheon Meeting & WRAPPY Awards. Pictured with Murphy are (from left) Gary Smith (GEICO), Jerry Sachs (Capital Centre), Maryland Delegate William "Bill" Bronrott, Sue Morris (Equals Three) and John Moulden (NHTSA).

Don't be Scary on Halloween, Use SoberRide

From 8 p.m., Oct. 31 to 4 a.m. Nov. 1

Halloween ranks as the second leading holiday in the percentage of traffic deaths attributable to alcohol, with 6 of 10 highway fatalities due to drunk driving.

The Washington Regional Alcohol Program's (WRAP) 2007 Halloween SoberRide program will be offered from 4:00 pm Wednesday, October 31st through 4:00 am November 1st. To receive a free cab ride home (up to a \$50.00 fare), please call 800-200-8294 (TAXI) or #8294 (TAXI) on your AT&T telephone. You must be 21 or older to use the SoberRide service, and SoberRide can't be reserved!

For more information on SoberRide go to sober-ride.com.

1-800-200-TAXI
AT&T Customers Dial #TAXI (#8294)

WRAP WASHINGTON REGIONAL ALCOHOL PROGRAM

DRUNK DRIVING BITES

IF YOU CHOOSE TO CELEBRATE WITH ALCOHOL THIS HALLOWEEN, DESIGNATE A DRIVER OR CALL **WRAP's SoberRide® at 1-800-200-TAXI** (You must be 21 or older to use this service) REST customer dial: #TAXI (#8294)

For a **FREE taxi HOME** on Wednesday, October 31, 2007 from 8 p.m. to 4 a.m. Thursday, November 1 (up to a \$50 fare)

Some restrictions apply. See www.soberride.com for further details or call WRAP at 703-493-0401

Staying Ahead...

If one morning I walked on top of the water across the Potomac River, the headline that afternoon would read "President Can't Swim".

—Lyndon B. Johnson

Enclosures:

- WANADA Annual Meeting & Luncheon Registration Form
- SoberRide Halloween posters