

WANADA Bulletin # 42-05

October 19, 2005

SAVE THE DATE!

AutoNation Chairman & CEO Mike Jackson To Keynote WANADA Luncheon, Nov. 22



Mike Jackson

AutoNation Chairman and CEO Mike Jackson, one of today's best known and most highly regarded auto industry executives, will be the featured speaker at WANADA's Annual Meeting and Luncheon, Tuesday, Nov. 22, 2005, at the McLean Hilton in Tysons Corner, VA.

Washington area new car dealer principals, kindred-line affiliates, associates, key managers, and business friends will not want to miss Jackson's take on today's fast-changing auto retail environment and his vision of retailing in the 21st century.

Headquartered in Fort Lauderdale, FL, AutoNation is America's largest Automotive Retailer, with approximately 27,000 employees at 281 dealership locations

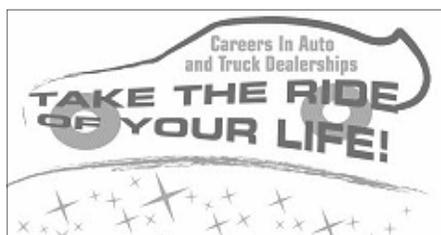
representing 349 new vehicle franchises across 17 states. With \$19.7 billion in annual revenue, AutoNation ranked #112 on the 2005 Fortune 500, and is a member of the S&P 500. Jackson has served as CEO and as a director of the board at AutoNation since September 1999 and chairman of the board since January 1, 2003. In 2003, Jackson was named "Industry Leader Of the Year," by the *Automotive Hall of Fame*.

Previously, Jackson served

as president and CEO of Mercedes-Benz USA, LLC, where he was responsible for the North American operations, which, at the time, had more than \$8 billion in revenue and 311 dealerships. Jackson is a four-time member of the *Automotive News* "Dream Team" of automotive executives and a

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AUTOMOTIVE CAREER WEEK



600 Dealers to Kickoff National Program

More than 600 dealers in 48 states and the District of Columbia have signed up to

participate in NADA's Automotive Career Week, October 24-29.

Governors in ten states have issued proclamations to recognize the week. The theme is "Careers at Auto and Truck Dealerships: Take the Ride of Your Life!" During the week, new-car-and-truck dealers across the country will host teens in their dealerships to talk to them about jobs and career opportunities in the automobile industry.

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DEALERS IN THE SPOTLIGHT**Lindsay, Moorehead, Reilly Appointed to VA Dealer Board**

Governor Mark Warner recently announced the appointment of 10 individuals to the Virginia Motor Vehicle Dealer Board (MVDB), including WANADA members Chip Lindsay, Lindsay Cadillac Company; Thomas Moorehead, Sterling BMW; Kevin Reilly, Alexandria Hyundai and Vince Sheehy, Sheehy Auto Stores (who was reappointed).

Also newly appointed to the MVDB were: Jonathan Blank, Esquire, McGuire Woods, LLP (Consumer representative); Wanda

Lewark, Auto Buying Service, Inc.; Jim Mercer, Enterprise Rental Car; Jimmy Whitten, Whitten Brothers, Inc.; and Thomas Woodson, Woodson Auto Sales. Also reappointed was Lynn Hooper, Hooper's Quality Cars, Ltd.

Members of the MVDB who have two years remaining on their four-year appointments are E. Todd Hyman, Hyman Wholesale Corporation; David Lacy, Lacy Auto Parts, Inc.; Hugh B. McCreight, Car Finders, Inc.; William T. Patrick,

Jr., Patrick Auto Group; Frank S. Pohanka, Pohanka Auto Center, Inc.; Larry Shelor, Shelor Motor Mile; and Robert M. Woodall, Jr., Woodall Chevrolet, Cadillac, Mazda, Nissan, Hyundai and Mitsubishi.

The other two members of the MVDB are J. Carlton Courter, III, Commissioner, Dept. of Agriculture & Consumer Services and D.B. Smit, Commissioner, Department of Motor Vehicles, and MVDB chairman.

Coalition Launches F&I Website

NADA and the American Financial Services Association (AFSA) recently launched a new website www.autofinancing101.org to inform consumers about dealership finance and insurance practices. It is the first major project of Americans Well-informed on Automobile Retailing Economics (AWARE), a coalition of dealer groups, manufacturers and financial organizations formed last March.

The website, available in English and Spanish, advises consumers to obtain their credit scores when they shop for a vehicle, to set a realistic price range that fits their budget before they visit a dealership, and to compare interest rates from several sources.

NADA Vice Chairman William Bradshaw, a multi-franchise dealer in South Carolina, says AWARE seeks to help consumers understand their choices when they buy and finance a vehicle, according to *Automotive News*. AWARE is developing plans to advertise the website. Coalition leaders say they will encourage member organizations to promote the site.

Annual Meeting *(Continued from page 1)*

four-time member of *Advertising Age's* "Marketing 100."

As the former managing partner of Euro Motorcars of Bethesda, MD, Jackson is a long-time friend and former member of the WANADA Board of Directors and Executive Committee. He was selected for the 1990 Sports Illustrated All-Star Dealer Award and served as chairman of the Mercedes-Benz National Dealer Council for two years.

Jackson began his automotive career as a technician at a Mercedes-Benz dealership in Cherry Hill, NJ. He later served as a district manager for Mercedes-Benz of North America before joining Euro Motorcars. He returned to Mercedes-Benz in the early 1990s as a senior marketing executive, where he provided the vision and direction that led to the reinvigoration of the Mercedes-Benz brand in the United States.

Come and hear one of today's auto industry leaders in what is certain to be one of WANADA's most informative Annual Meetings ever. The Annual Meeting will also feature an association update and election of 2005-2006 WANADA officers and board members.

For more information, see the information sheet and registration form enclosed with this WANADA Bulletin.

DEALER ALERT:**NADA Warns of Credit Card Fraud**

In an alert to state and metro dealer associations, NADA warns that several dealers have reported being the victim of credit card fraud directed at their parts departments. "These incidents should remind dealers of the need to carefully scrutinize telephonic or other credit card orders from unfamiliar persons," the NADA Legal and Regulatory Group advises.

The following are some risk management measures that various organizations have recommended to reduce this risk:

- Take extra steps to validate each order. Do not accept orders unless complete information is provided (including full address and phone number);
- When taking orders, ask for the three-digit number imprinted on the signature panel of the credit card. This will help verify that the customer is in actual possession of the card. If the purchaser only has the 16-digit credit card number and the expiration date, he may not physically possess the card, signaling a potentially fraudulent transaction;
- Be very wary of orders with different "bill to" and "ship to" addresses;
- Be extra cautious with transactions involving any of the following: first-time shoppers, orders placed by fax or e-mail (particularly those originating from a free e-mail address or an e-mail forwarding address), larger than normal orders, orders consisting of several of the same item, orders made up of "big-ticket" items, orders shipped "rush" or "overnight" and orders shipped to an international address. Do everything you can to validate an order before shipping your product to a different country;
- If you are ever suspicious about a card, call your credit card authorization center;
- If you have the misfortune of being cheated by a credit card thief, contact your merchant processor immediately and inform the processor of the situation. Be advised that some credit card companies offer a safeguards program to protect against this risk.

AUTOMOTIVE CAREER WEEK**Kick Off**

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Participating WANADA member dealers include: Martens Volvo-VW, Washington, DC; King Automotive Group, Gaithersburg, MD; Fitzgerald Auto Mall, Rockville, MD; Congressional Motors, Rockville, MD; Sheehy Auto Stores, Upper Marlboro, MD; Lindsay Cadillac, Alexandria, VA; BMW of Arlington, Arlington, VA; and BMW of Sterling, Sterling, VA.

For more information, including a current list of dealer participants, visit www.nada.org/careers.

AYES Invites Dealers to Attend Business Meeting

In conjunction with NADA's Automotive Career Week, Oct. 24-29, Automotive Youth Educational Systems (AYES) is inviting dealers throughout the country to attend "Business and Education Council Meetings" to learn more about AYES and get the best, most loyal and well-trained technicians working for your dealership.

Locally, the 90-minute meeting will be held at the Arlington Career Center, Nov. 1, 2005 at 10:00 a.m. The agenda will include video presentations; local success stories presented by instructors, mentors, dealers and service managers, and students; and an "Intern Value Calculator" to demonstrate how an intern begins to make money for the dealership.

As a longtime supporter of AYES, WANADA encourages dealer members to play an active role assisting in training student technicians while becoming privy to the best, most loyal and well-trained service technicians available. By partnering with your local school, you can also be an important part of the success of high school students aspiring to be service technicians.

For more information or to RSVP for this important event, contact WANADA's AYES Manager Ric Glenn at (301) 730-9960.

Hybrids, Diesels Dominate EPA Fuel Efficiency List

Alternative fuel vehicles dominated the EPA's 2006 Fuel Economy Guide released last week, reports The Detroit News. Topping the list of the most fuel efficient vehicles for 2006 was Honda's Insight hybrid, with 60 mpg city and 66 mpg highway, followed by the Toyota Prius with 60 mpg city and 51 mpg highway. Volkswagen models took four of the top ten spots with diesel versions of its Beetle, Golf and Jetta models. Toyota's 2006 Corolla was the only gasoline-powered vehicle to make the top ten, averaging 32 mpg city and 41 mpg highway. Ford's Escape hybrid SUV was the only domestic model to make the top ten.

Besides the host of ratings, the EPA report provides consumers tips on ways to improve fuel economy, including: keeping up with regular maintenance, replacing dirty air filters, and making certain tires are inflated to the proper pressure. For more information on the top ten most fuel efficient models for 2006, visit <http://www.fueleconomy.gov>.

NOTE: Dealers Can Now Order 2006 Fuel Economy Guides

With fuel economy a growing concern for car buyers, dealers are reminded that they are required by law to have available Fuel Economy Guides published by the Department of Energy. These guides can be downloaded at www.fueleconomy.gov or ordered at no cost by writing to NREL, 1617 Cole Blvd., MS1633, Golden, CO 80401.

Halloween SoberRide to Run From 8 p.m. to 4 a.m., Oct. 29, 30 & 31

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

This year's Halloween SoberRide Campaign, sponsored by the Washington Regional Alcohol Program (WRAP) will operate from 8 p.m. through 4 a.m. on Saturday, Oct. 29, Sunday, Oct. 30 and Monday, Oct. 31. Just dial 1-800-200-TAXI (8294). AT&T Wireless users can dial #TAXI. SoberRide provides a free cab ride home up to a \$50 fare for callers 21 or older—and SoberRide can't be reserved!

For more information on WRAP and its programs, call (703) 893-0461 or log onto www.wrap.org.

1-800-200-TAXI
 Designate Customers Dial #TAXI (8294)

WRAP
 WASHINGTON REGIONAL ALCOHOL PROGRAM

DRUNK DRIVING BITES

SoberRide

IF YOU CHOOSE TO CELEBRATE WITH ALCOHOL THIS HALLOWEEN, DESIGNATE A DRIVER OR CALL **WRAP's SoberRide at 1-800-200-TAXI** (8294) or dial #TAXI on a cell phone.

For a **FREE taxi HOME** between 8 p.m. and 4 a.m. on Saturday, October 29, Sunday, October 30 and Monday, October 31, 2005 up to a \$50 fare.

cingular **NO TOPIC**

Enterprise Rent-A-Car Foundation **WANADA**

Some restrictions apply. See www.soberride.com for further details or call WRAP at 703-893-0461.

Staying Ahead...

Ability is the art of getting credit for all the home runs somebody else hits.

—Casey Stengel

Enclosures:

- 2005 WANADA Annual Meeting & Luncheon information and registration form
- SoberRide Halloween Posters