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WANADA members set the association's 2011 Board of Directors

WANADA dealer and Kindred-Line members came together last week, Nov. 23, 2010, for the association's Annual Meeting and Luncheon and, among other things, elected peers to open seats on the association's Board of Directors. Seven directors were elected or reelected to WANADA's Board, bringing the total number on the governing body to 18. Board members serve three-year terms with a portion of the seats coming up for election before WANADA's membership each year at the association's Annual Meeting. Members of the 2011 WANADA Board who were on hand for the photo opportunity at last week's Annual Meeting are pictured below:



From the left: Frank McCarthy, Jr., Sheehy Auto Stores, newly elected; John Bowis, Chevy Chase Cars; Gerard Murphy, president/CEO; George Doetsch, Apple Ford, chairman, reelected; Chip Lindsay, Lindsay Automotive, vice chair, reelected; Tamara Darvish, DARCARS, immediate past chair; Benjamin Ourisman, Ourisman Companies, newly elected; Dick Patterson, RRR Automotive, treasurer, reelected; Rory Schick, Manassas Chrysler; Harold Redden, Fitzgerald AutoMalls; Tony Santy, Chesapeake Petroleum, Kindred-Line; and Jim Gramm, Safford Automotive Group. Not pictured: Robert Fogarty, Sport Automotive; Danny Korengold, Ourisman of Virginia, secretary, reelected; Harry Martens, III, Martens Cars, reelected; Ralph Mastantuono, American Service Center; Kevin Reilly, Alexandria Hyundai; Sue Seboda, Congressional Motors; and Charles Stringfellow, Brown Automotive.

The 2011 Executive Committee to the Board, consisting of the association officers and key committee leaders were reappointed for another year by the newly constituted Board at the conclusion of the Annual Meeting. They are: George Doetsch, chairman; Chip Lindsay, vice chair; Danny Korengold, secretary; Dick Patterson, treasurer; Tamara Darvish, immediate past chair; Gerard Murphy, president/CEO; Ralph Mastantuono, chairman, Insurance Committee; and Charles Stringfellow, chairman, Washington Auto Show.

For a full report on last week's Annual Meeting and Luncheon to include the keynote presentation by Chris Wallace of Fox News, see last week's WANADA Bulletin of Nov. 25.

Join us for the MADA/VADA/WANADA Reception at the NADA Convention – Feb 5, 2011



The annual MADA/VADA/WANADA Reception at the NADA Convention will be held at the Julia Morgan Ballroom at Merchants Exchange Building on Saturday, Feb 5. If you are planning to attend the NADA Convention in San Francisco, we hope you will join your fellow dealers from around the Washington area for this annual event. The high-floor view of San Francisco from this venue is spectacular!

We'll have more details shortly, but please put the date on your calendar for San Francisco, 2011.

Electric Vehicles – what consumer think, but plan to do

Seen as the key to energy independence, but fewer than half expect to drive them

Seven out of ten Americans say that it is important to expand the use of electric vehicles as a way to reduce dependence on foreign oil, according to results from a new Market Strategies International E2 (Energy + Environment) study, but fewer than half (43%) see themselves personally driving one in the next ten years.

Market Strategies' E2 (Energy + Environment) Study is a national survey designed to gain an understanding of American's attitudes and opinions about energy and environmental issues and how they intersect.

Jack Lloyd, Market Strategies vice president, says the likely reason so few respondents see themselves in an electric vehicle in the immediate future is "range anxiety."



Concerns about range and/or battery life were the most frequently mentioned potential roadblocks to the success of EV adoption according to 28% of the survey respondents, he said.

"Clearly, the automotive industry has to remove 'range anxiety' from the equation before it can expect wide acceptance of EV technology," said Lloyd.

The respondents cited several other roadblocks to be overcome before EVs could be successful, including:

- 20% were concerned about the availability of recharging stations and a recharging infrastructure
- 17% were concerned about total cost/affordability
- 9% were concerned about the cost of the vehicle

Respondents also were strongly supportive of the U.S. energy industry taking steps to accommodate electric vehicles in the future.

- 66% support EV recharging infrastructure investment by electric utilities
- 54% believe EVs will account for about 20% of new vehicles sold in 15-20 years
- 52% would like to see electric utilities take a leadership role to encourage a shift to EVs

Meanwhile, a new study from Kelly Blue Book indicates that only seven percent of car shoppers are likely to consider an electric vehicle for their next new-vehicle purchase or lease.

Mirroring the Market Strategies study findings, the majority (87%) of survey respondents were concerned about range and availability of charging stations (84%).

The Kelly Blue Book study found that most car shoppers (78%) would use an electric vehicle as an everyday or commuter vehicle and they would expect it to get 340 miles per charge in order for it to meet their needs.

Concerning value, nearly all car shoppers (9 %) feel that electric vehicles are expensive, and 43 percent expect that electric vehicles will not retain their value as well as conventional gas cars.

Less than half of respondents (45%) said they are interested in electric vehicle technology. For those interested in electric vehicle technology, the primary reason cited was reduction in reliance on foreign oil (85%), reduction in pollution (83%) and reduction in vehicle emissions (83 %).

Only 37% said they were interested in electric vehicle technology due to potential tax credits, and a mere 8% said they were interested because of potential access to carpool lane stickers.

Of those interested in electric vehicle technology, the majority (65%) said they were open to purchasing an electric vehicle from a company that has not previously sold vehicles in the United States.

In gauging awareness of particular electric vehicle models, shoppers identified that they were most aware of the Chevrolet Volt at 71%, followed by the Toyota Prius Plug-In Hybrid at 68%.

The Ford Escape Plug-In Hybrid came in third for awareness at 46%, while the Nissan LEAF came in fourth at 45%. The Tesla Roadster came in fifth, with 39% awareness among consumers.

Consumers responding positively to new American cars

A Rasmussen Reports poll fielded in November – before General Motors' IPO – finds a rise in the preference of "American-built" vehicles, as well as a willingness to accept U.S. built Toyota and BMW products as the same as buying an "American" product.

Forty-one percent of respondents said they look for an "American-built" car first when they're in the market for a vehicle. That sentiment is attributed by many analysts and researchers to a sense that people are showing more and more sentiment for "buying local." That's just a few points below the 44 percent who said they look for "the best possible deal regardless of where it was manufactured" while just 12 percent said they look first for a foreign-built car.



2011 Buick Regal GS

The sentiment favoring American-built car brands has risen quite a bit since Rasmussen conducted a similar poll in June 2008 when just 32 percent said they looked for an American brand first.

This report is good news for foreign owned automakers building vehicles in the U.S. Forty-one percent of respondents said they viewed buying a foreign brand of car that's manufactured in the U.S. as "the same as buying an 'American' product" meaning those people believe a Mexican-built Ford Fusion is just as American as an Ohio-built Honda Civic. Forty-two percent, however, dissented from that notion while the rest were unsure.

The report also found 59 percent saying they "consider just the Detroit Big Three – Ford, General Motors and Chrysler – to be American car companies."

Staying Ahead ...

Don't ever take a fence down until you know the reason it was put up.

--G. K. Chesterton

English author