

THE WANADA BULLETIN

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

WANADA Bulletin # 52-05

December 28, 2005

THE 2006 WASHINGTON AUTO SHOW



The Countdown Begins!

Final Preparations for '06 Show Cap History of Growth

The newspaper ads and radio and TV promotions are already running and preparations are in the final stages as the countdown begins for The 2006 Washington Auto Show (WAS), which makes history this year by moving from the holiday timeframe to **Jan. 24 – 29, 2006** at the Washington Convention Center.

The new show dates put Washington's largest public show in an ever-increasing national and international posture, capturing the excitement and activity of the city while Congress is in session and the District is host to visitors from around the world. Manufacturers have responded with larger, more interactive exhibits, now possible in the expanded convention center. That's all good news for the true VIPs of the show – consumers.

This year's show theme, *The State of The Auto* says it all – more than 700 new makes and models from 37 domestic and import

manufacturers displayed in a two-story, multi-acre automotive showcase many describe as “new car heaven.” The 64th staging of The Washington Auto Show will feature more concepts and prototypes, more elaborate displays, more high-tech breakthroughs, and more entertainment, celebrity guests and contests.

A History of Growth

While today's America embraces the automobile like no

other country or culture, it wasn't always so. In 1921, a group of 20 Washington area car dealers and distributors planned the first show to sell the public on the virtue of the horseless carriage. From that humble beginning, The Washington Auto Show has been on the fast track in terms of growth and popularity.

Housed in a variety of area venues, the show was staged during the 1950s and '60s in the DC

(Continued on page 2)

Special Show Promotion: “Flip Your Whip!”



Last year's Automotive Rhythms' urban restyling contest was a big crowd pleaser.

The Flip My Whip™ contest will transform one lucky owner's vehicle into the hottest restyle in town with a \$10,000 state-of-the-art custom restyling, made possible by The Washington Auto Show®, Automotive Rhythms, McDonald's® and Big Boys Toys of Oxon Hill, MD. The customization will be completed at The 2006

Washington Auto Show (WAS) on Wed., Jan. 25, at 11:00 a.m. at the Washington Convention Center.

Even Washington DC Mayor Anthony Williams, chairman of The Washington Auto Show Host Committee, will be a part of the custom revolution, unveiling his loaned, “flipped” Cadillac, provided by Capitol Cadillac Hummer, at his weekly press briefing to be held at the WAS on Wed., Jan. 25, at 11:00 am.

To register, folks should log on to www.AutomotiveRhythms.com by Jan. 3, 2006, and send pictures of their ride with a short, but compelling

(Continued on page 2)

Inside...

Elements of a Good Pay Plan for Salespeople.....p.3
WANADA Regional Tag & Title Seminar, Thurs, Jan. 26.....p.3
MD, VA Sales Reps Must Register for 2006 Auto Show.....p.4
How Do You Know It's the Last Week of 2005?.....p.4
Happy New Year.....p.4

THE 2006 WASHINGTON AUTO SHOW

Countdown Begins

(Continued from page 1)

National Guard Armory. The show has gone on hiatus twice in over six decades – once for war and once due to poor economic conditions. The Washington Auto Show even captured presidential attention in the 1930s and was used by President Roosevelt to overcome seasonal buying peaks disrupting the economy.

After a break in the 70s, the Washington Convention Center and The Washington Auto Show opened together in 1983. By this date, the auto show had grown to require every available foot of display space, covering nearly eight acres – almost four times the physical size of the Armory shows with three times as many models.

Steady growth in size and prominence has made The Washington Auto Show one of the industry's most prestigious events. In 1988, The Washington Auto Show began using the week between Christmas and New Year's Day as its annual staging ground, garnering a tremendous base of loyal fans and establishing its reputation as a family destination.

"A late January show is a big win for consumers. The manufacturers are bringing vehicles and exhibit features that would not have been here in December," says George Doetsch, chairman of The Washington Auto Show. "We expect that auto show visitors will find it well worth the wait."

The Washington Auto Show now includes features its founders could have never foreseen, with "Government Days" (Tues., Jan. 24 and Wed., Jan. 25) and International Media Day (Wed., Jan. 25). International Media Day

is attended by scores of registered media reporting to a public that now eagerly awaits every new development of the "horseless carriage." The auto show's tradition of charitable giving would also be lauded by those early planners, already active in civic causes. The 2006 Washington Auto Show Congressional Gala and VIP Charity Preview will benefit seven area health and children's charities. The Washington Auto Show is proud to have raised almost a \$1 million for the community.

Finally, planners in 1921 who looked for every imaginative twist to draw attention to that new-fangled mode of transportation would be amazed to learn that today's auto show features a full-slate of entertainment, contests, interactive displays and family activities that can actually offer visitors a break from all those cars!

For detailed, up-to-date information visit our website at www.washingtonautoshow.com.

"Flip Your Whip!" *(Continued from page 1)*

reason why we should "flip your whip." Radio personalities from WPGC will be on hand to provide music, fun and prizes while the judges from Automotive Rhythms accept and process "Flip" hopefuls. The flipped vehicle will be displayed at the auto show.

With consumer excitement growing, organizers have just added a second custom package to the contest. Consumers can enter this second chance contest on Sat. Jan. 14, 2006 and Sat. Jan. 21, 2006, at one of two remote on-site WPGC promotions with Automotive Rhythms at McDonald's locations, to be announced. Contestants must stay tuned to WPGC throughout the month of January for location and time information. One winner will be selected from all entrants at both events to receive \$5,000 towards a customization from Big Boys Toys. (Customization will not be performed or displayed at The Washington Auto Show.)

The Flip My Whip winner and the Mayor's custom Cadillac won't be the only restyled models on display at the auto show. The Washington Auto Show and Automotive Rhythms are presenting the Urban Restyln' Salon, a special showcase of customized vehicles, featuring flipped whips and custom rides from manufacturers, local celebrities and area residents. Car lovers eager to see the Urban Restyln' Salon and the 700 other new makes and models on display at The 2006 Washington Auto Show can pick-up discount coupons for the auto show at more than 350 participating DC metro area McDonald's prior to the show.

The Urban Restyln' Salon is also sponsored by WPGC 95.5, UPN Channel 20, Capitol Cadillac/Hummer, Volkswagen of America, American Honda Motor Co., Koon's Ford of Rockville, Mazda, Scion, Land Rover, Shell V-Power and GM Accessories. Customizing sponsors include Rennen Auto, Wagensport Performance, Strut, JL Audio, Audiobahn, Davin Wheels, K-40 Electronics, 410 Motoring, Michelin, Sony, Brandywine Foreign Car Parts, TireRack.com, BIRA.org, Meguiar's, Vogue Tyre & Rubber Company, Stromung Exhaust Engineering, Pro Motion Tuning, and Chips-ur-s.com/MRC.

NADA MONTHLY DEALER OPERATIONS COMMENTARY

Elements of a Good Pay Plan for Salespeople

The first objective of any pay plan is to determine what the total compensation should be for the position. How much do salespeople earn in your area?

The next goal is to determine the responsibilities of the salesperson. Does the salesperson control the gross? Salespeople certainly control their volume and they have a major impact on customer satisfaction. The salesperson can also have an impact on whether he or she starts the month on the 1st, or doesn't really get down to work until the 20th.

What bearing does the salesperson have on the success of other departments? One consultant suggests paying a salesperson a commission on customer-paid labor performed on vehicles he has sold, because the salesperson has a personal interest in making sure the customer returns for service work. You are faced with answering many questions about various portions of a complete compensation package, including:

- Is a salary necessary to attract the quality of individual that you want to have working in your dealership?
- What percent of the total compensation package should be salary?
- Should you pay for longevity?
- Should you establish a bonus pool that everyone shares according to his or her volume or gross contribution?
- How many paid vacation, sick leave, and annual holidays should there be, and how do you calculate the compensation?
- Should you provide health and/or dental plans?
- Should you provide a paid maternity/paternity leave plan?
- What about access to a profit sharing/pension/401(k) plan?
- Do you provide sales contests? Are goals attainable? Does the same person win each time?
- Do you want to provide a "personal improvement allowance" that reimburses salespeople for participation in personal or professional improvement programs (such as improve sales/management skills, earn sales certification, lose weight, stop smoking, learn a foreign or sign language, and so forth)?
- Do you provide demonstration vehicles and how do they figure into the compensation package?

This article was adapted from *A Dealer Guide to Using Pay Plans to Motivate Your Sales Force* (SL23). Check NADA Management Education's catalog at www.nada.org/mecatalog for the full publication. See also *Paying to Motivate, Update '05: Regional Compensation Trends for Automobile and Truck Dealerships in 2004* (PF14), as well as NADA's Salesperson Certification program.

WANADA's Regional Tag & Title Seminar, Thurs. Jan. 26 at The Washington Auto Show

Learn about all the new tag, title and registration changes in DC, Maryland and Virginia direct from DMV representatives from all three jurisdictions. In addition, you will receive a number of valuable tips and contact names to speed your dealings with the three DMVs.

This is the only titling seminar to cover the entire region, and one tag and title coordinators, controllers, and other interested representatives from metro area dealerships cannot afford to miss!

So don't! Sign up today for WANADA's Annual Tag & Title Seminar held in conjunction with The Washington Auto Show, Thursday, Jan. 26, 9:30 a.m. to 12:00 noon at the new Washington Convention Center, 801 Mount Vernon Place, N.W., Washington, D.C. The seminar cost is \$60 per person, and \$40 for each additional person from the same company. Admission to The Washington Auto Show is included in the registration fee. For more information on both seminars, see the information sheet and registration form enclosed with this Bulletin, or call Barbara Martin at WANADA, (202) 237-7200.

FOOTNOTES

Important Reminder!**MD, VA Sales Reps Must Register for 2006 Auto Show**

Sales representatives from Maryland and Virginia dealerships who plan to be working at The 2006 Washington Auto Show, Jan. 24 - 29, 2006, *must register* with the District of Columbia government through WANADA in order to receive a waiver from DC automotive sales licensing law requirements. Please have sales reps fill out the registration form enclosed with this *Bulletin* with the names and sales license numbers of the dealership and all dealership representatives who will likely work at the show, and FAX it to the WANADA office, (202) 237-9090, by **Thursday January 19, 2006**. Reps who do not register may trigger regulatory scrutiny not only for themselves but for the auto show as well.

Your immediate attention and cooperation is appreciated!



How Do You Know it's the Last Week of 2005?

Well, If you don't have a calendar, look at the masthead on this WANADA Bulletin and check out the number: **52-05**. That's right, 52 weeks in a year and this is the 52nd WANADA Bulletin in 2005.

WANADA is proud of its weekly member letter tradition, going back well over 50 years. See you next week with issue #01-06!



Thought for the Week...

*Then sing, young hearts that are full of cheer,
With never a thought of sorrow;
The old goes out, but the glad young year
Comes merrily in tomorrow.*

Emily Miller (1833–1913), U.S. journalist, writer, poet. *New Year Song*.

HAPPY NEW YEAR!

Enclosures:

- 2006 WANADA Tag & Title Seminar information sheet and registration form
- 2006 Washington Auto Show Non-DC Automotive Sales Representatives Participation form