

**Headlines...**

Transportation Secretary LaHood and Hyundai EVP Zuchowski to speak on WAS Media Day, Jan 26

National Journal *Live* Automotive Policy Summit, Jan 25

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Auto Show tickets "on the way" next week

Electric vehicle charging tax break ends

2012 Payroll Tax and Mileage rate changes

Necrology, 2011

Thought for the week with the New Year in mind ...

## Transportation Secretary Ray LaHood to open ATS Pavilion at The 2012 Washington Auto Show on Media Day, Jan. 26

Hyundai's Dave Zuchowski will be OEM Keynoter



DOT Secretary,  
Ray LaHood

U.S. Secretary of Transportation Ray LaHood will join the media, members of Congress, regulators, and industry operatives at the Walter E. Washington Convention Center on Thursday, Jan. 26, 2012 to open The Washington Auto Show's signature pavilion, The Advanced Technology SuperHighway (ATS), at 2 pm, setting off the second media and industry day, or Public Policy Day *OnSite*.

Hyundai Motor America Executive Vice President Dave Zuchowski will launch the day's events with an opening keynote automotive exhibitor presentation to the media at 9 am.

LaHood, a Republican, was nominated by President Obama as Transportation Secretary in December 2008 and has been deeply involved in a number of significant auto industry issues, including the bankruptcies of GM and Chrysler and the extensive, unintended acceleration recalls at Toyota.

David Zuchowski, a 27-year veteran of the automotive industry, joined Hyundai in February 2007 as vice president of sales. As EVP, he is responsible for all sales, sales operations, market representation, field operations and overall dealer relations in the U.S. at the fast-growing Korean automaker.

Zuchowski began his career in 1980 at Ford Motor Company, where he spent 23 years in various executive-level positions. He is credited with being a major driving force in Hyundai's dramatic sales growth in the U.S. over the past ten years.



Hyundai EVP  
Sales,  
Dave Zuchowski

## National Journal *Live* Automotive Policy Summit – Jan. 25, 2012

Caucus Room, Cannon House Office Building, Capitol Hill



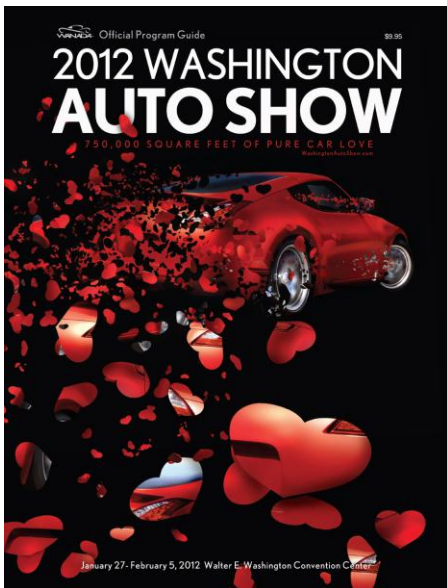
The *National Journal*, with WANADA and The 2012 Washington Auto Show is hosting the The National Journal *Live* Automotive Policy Summit on Jan. 25, 2011 in the Caucus Room of the Cannon House Office Building, which will roll out the first of two Auto Show media and industry days.

Entitled **Driving Innovations - The role of the auto Industry in the Green Economy**, this National Journal Policy *Live* Summit will feature panels with members of Congress, industry leaders, and experts exploring job creation and innovation in the automobile industry as well as the state of manufacturing in the U.S. auto sector, the latest trends in green technology and how are they affecting the auto industry's financial health and historic reliance on fossil fuels.

Produced by *National Journal* and underwritten by The Washington Auto Show®, the two panel program will be moderated by the *National Journal's* Energy and Environment Correspondent Amy Harder and Economics Correspondent Jim Tankersley

The two and-a-half hour program launches the 2012 Washington Auto Show Public Policy Days and will run from 8-10:30 a.m.

## 2012 Washington Auto Show marketing begins in earnest



The promotional wind-up for The 2012 Washington Auto Show has begun under the advertising tagline “750,000 Square Feet of Pure Auto Love.” Dealers and WANADA members everywhere should soon begin seeing Internet ads and Metro signs with the show's iconic image of a sports car leaving a trail of hearts behind it.

The campaign, created by WANADA's ad agency, Smith/Gifford, is part of a multi-dimensional media campaign covering the entire Washington market area that will run from now through the first week of February, with the goal of filling the Walter E. Washington Convention center with prospective car buyers on each of the ten days the show will be open to the public (Jan. 27 through Feb. 5, 2012).

“We've taking a more proactive approach in this year's promotional effort to remind people that the Auto Show is a great way to reconnect with the fun and excitement of owning a new car,” said auto show chairman Robert Fogarty, Sport Automotive. It's an innovative campaign and we're using all the traditional media sources as well as the new social media to tell our story in a way we believe will fill the show halls,” he said.

WANADA members are encouraged to link to the show's official website, [www.washingtonautoshow.com](http://www.washingtonautoshow.com) as a way of joining in on the promotional efforts.

## 2012 Auto Show tickets: on the way next week

WANADA members will shortly be receiving packages in the mail with their allotment of *complimentary* 2012 Washington Auto show tickets for distribution to staff, customers and business associates. The ticket packages will also include a VIP, or the official pass for dealer principals that will admit groups up to four throughout the public days of the show, Jan. 27 through Feb. 5.

## Electric vehicle charging tax break ends

Even as more and more manufacturers are gearing up to sell electric cars in America in response to higher fuel economy standards and tighter vehicle emission standards, Congress this month let the federal tax credit for home fast charging stations lapse.

The credit allowed taxpayers to deduct up to 30% or \$1,000 of the cost of installing an EV charging station in their garage. Commercial installers could have deducted up to \$30,000.



The charging station credit was *in addition* to the \$7,500 tax credit given to buyers of electric vehicles, which were both designed as stimulants to get the EV market off the ground.

The dedicated home charging stations that were eligible for the tax break run on a 220-volt electric outlet which can cut the standard 8-10 hour charge time in half.

Automakers with EV products says they don't anticipate a significant drop in sales because of the credit loss, noting many customers are content with using a wall plug and letting them charge while they sleep. They also said the rollout of rapid charging stations by municipal governments in many states make charging less of an issue than it first was.

## 2012 Payroll Tax and Mileage rate changes

### Social Security Rate and Wage Base

The Social Security Old Age Survivor's and Disability Insurance (OASDI) taxable wage base for 2012 increases to \$110,100 from \$106,800.

The rate for the employee portion of Social Security is 4.2% for the first two months of 2012 as a result of ongoing payroll tax relief signed into law on December 23.

### Retirement and Pension Plans – 401(k), 403(b) & 457(e) Type Plans

The 2012 limit on the exclusion for elective deferrals in Section 401(k)-type plans, Sec. 403(b) plans, and Sec. 457(e) (15) plan will be \$17,000, up from \$16,500 in 2011.

The "catch-up" contribution limit for those aged 50 and over remains unchanged at \$5,500.

## Federal Unemployment Tax Act (FUTA) Rate and Wage Base

The FUTA wage base is staying at the \$7,000 for 2012 and the rate is staying at the 6.0% with the credit of 5.4% for a net tax rate of .6%.

## Mileage Rates

The 2012 business deduction mileage rate remains 55.5 cents for business miles driven, the same as the adjusted mid-year rate, the Internal Revenue Service said December 9th. Starting January 1, 2012, the rate for medical or moving expenses and deductions will be 23 cents and the rate for miles driven in service of charities will be 14 cents per mile.

## Necrology, 2011

It is altogether fitting as New Years Day approaches to remember those members of the WANADA community who died in 2011. They're listed by time of passing.

- **Charles Strother Stringfellow**, father of WANADA member Charles Stringfellow, Brown Automotive.
- **Erica Paul**, daughter-in-law of Joe Paul of Early, Cassidy and Schilling, wife of Michael Paul, formerly of Pallone Chevrolet.
- **Sam Weaver, Sr**, father of WANADA member Sam Weaver, Jr., Chevy Chase Cars.
- **Robert Lee "Bob" Bell**, founder of Bob Bell Automotive in greater Maryland.
- **Brad Rock**, stepson and business partner of WANADA Kindred-line member Corky Crovato of BG Products & Services.
- **Jerry Fader**, principal in the MileOne Automotive.
- **Steve Horvath**, formerly of Tysons Toyota, past chairman of AIADA and WANADA.

### Thought for the week, with the New Year in mind ...

*The measures of success.*

*To laugh often and much; to win the respect of intelligent people and the affection of children; to earn the appreciation of honest critics and endure the betrayal of false friends; to appreciate beauty, to find the best in others; to leave the world a little better; whether by a healthy child, a garden patch or a redeemed social condition; to know even one life has breathed easier because you have lived. These are the measures by which all achieve real success.*

**--The Editor**