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Thought for the week ...

Reception & dinner honoring iconic car designer, Carroll Shelby, to capstone Sneak Peek Preview at The Auto Show

Shelby will receive Keith Crain/AN Lifetime Achievement Award, Jan. 27



Carroll Shelby

WANADA members are invited to join the special reception and dinner honoring legendary auto designer Carroll Shelby. The event, which promises to be memorable, will be at 7:30 pm, Thursday, Jan. 27, 2011 at the Washington Convention Center and will capstone The Washington Auto Show (WAS) Sneak Peek Preview evening.

Shelby, the creator of the Shelby Cobra and inspiration for many of the great American sports and high performance vehicles over the past several decades, will be recognized at the dinner event with the Keith Crain/Automotive News Lifetime Achievement Award, presented by AN editor-in-chief Keith Crain, himself!

The AN award recognizes leaders in the public and private sectors who have made profound contributions to the advancement of the automotive industry. The presentation to Shelby will occur in conjunction with the Sneak Peek Preview at the WAS, where members of Congress, high level federal officials, diplomats and industry operatives will be hosted by Auto Show stakeholder organizations and provided a first-time viewing of The 2011 Washington Auto Show. Sneak Peek Preview sponsors include: the Auto Alliance, AIAM, NADA, EDTA, MEMA, Novozymes, Scuder Engine, and Hargrove.

Prior to the dinner there will be a reception for Shelby with WANADA members, front and center, sponsored by Comcast Spotlight. Tickets for the special reception and dinner are \$250 per person, with tables of ten discounted to \$2,000. Ticket proceeds go to benefit the Automobile

Dealer Education Institute (ADEI) and all but \$100 of each ticket is tax deductible. WANADA members are encouraged to register for the Shelby event at www.Regisys.com/auto11pre.

You can also download the registration form at <http://wanada.org/userfiles/pdf/2011WAS/CarrollShelby.pdf> and mail it in, if you wish to pay by check.

Busy Public Policy Day ahead at The 2011 Washington Auto Show, Jan. 27

Public Policy Day at The Washington Auto Show on Jan. 27 is shaping up to be a busy, day-long affair with OEM announcements, press conferences and events filling the day from early morning until evening at the Walter E. Washington Convention Center.

- 8:00 a.m. - 8:55 a.m. Breakfast sponsored by Mazda: Rebecca Lindland, IHS Automotive
- 9:00 a.m. - 9:15 a.m. Bosch
- 9:20 a.m. - 9:35 a.m. Dept. of Energy/Green Car Racing
- 9:50 a.m. - 10:00 a.m. Golden Quill Award, Washington Automotive Press Association
- 10:00 a.m. - 10:30 a.m. *Keynote: General Motors /N.A. president, Mark Reuss*
- 10:35 a.m. - 10:50 a.m. TBA
- 10:55 a.m. - 11:15 a.m. Susan M. Cischke, group vice president, Sustainability,
Environment and Safety Engineering, Ford Motor Company
- 11:30 a.m. - 11:50 a.m. BMW
- 11:55 a.m. - 12:05 p.m. Toyota
- 12:10 p.m. - 1:15 p.m. John Browning, president and CEO, VWoA, followed by lunch
sponsored by Volkswagen
- 1:20 p.m. - 1:45 p.m. 2011 Launch of the Advanced Technology SuperHighway (ATS)
- 1:50 p.m. - 2:00 p.m. Electric Drive Transportation Association (EDTA)
- 2:05 p.m. - 2:20 p.m. Adam Monroe, president, Novozymes/North America
- 2:25 p.m. - 2:40 p.m. Auto Data Direct
- 3:00 p.m. - 5:00 p.m. SAE International Plenary Session
Moderator:
Karl Simon, U.S. Environmental Protection Agency
Panelists:
Ronald Medford, deputy administrator, NHTSA
Scott Miller, CEO, Synovate/North America,
Margo Oge, director, Office of Transportation & Air Quality, U.S.
Environmental Protection Agency
Michael J. Stanton, president, Association of Intl. Auto Manufacturers
Edward C. Tonkin, chairman NADA
- 5:00 p.m. - 8:00 p.m. Sneak Peek Reception
Keith Crain/Automotive News Lifetime Achievement Award
Tribute to automotive designer *extraordinaire*, Carroll Shelby
- 7:30 p.m. WANADA Reception followed by
Shelby dinner and program

The day before, January 26, The Washington Auto Show **Green Car Summit** will take place on Capitol Hill in the Caucus Room of the Cannon House Office Bldg., with a blue-ribbon symposium panel chaired by BMW/NA CEO Jim O'Donnell.

WANADA members can register for the Sneak Peek Preview by clicking on this registration link www.regisys.com/auto11c and can register for the Carroll Shelby Reception and Dinner by clicking here www.regisys.com/auto11pre.

State legislatures in MD and VA convene 2011 sessions

Public finance is a focal point on both sides of the Potomac

The General Assemblies in Maryland and Virginia each launched their respective 2011 sessions last week with lawmakers here concerned, like their counterparts across the U.S., with making ends meet.

Veteran Virginia legislator David Albo (R-Fairfax) perhaps said it best about the task at hand: “There just is no money and we all realize it’s just going to be a continuing belt tightening.” Despite this, tax legislation has been filed to address the failed 2007 Northern Virginia effort to raise revenue targeting nine localities for improvements to the aging transportation infrastructure there.

Maryland lawmakers are coming to terms with budget challenges, too, with Governor O’Malley looking to the localities to absorb unprecedented public expenses before the General Assembly even convened!

WANADA is once again supporting MADA and VADA’s efforts to represent dealer interests in Annapolis and Richmond, respectively.

MADA is looking to ensure that tax proposals likely to come forward do not contain provisions that will set dealers back from the favorable tax treatment the industry gained a couple of years ago when the legislature passed the title tax net-of-trade bill. Part of dealing with taxes in Maryland, too, could include a reassessment of the dealer processing fee cap, which if increased or eliminated, would yield more title taxes for the state treasury.

In Virginia, VADA has announced a series of legislative initiatives aimed at limiting various manufacturer practices that coerce dealers, from facilities construction and site control to successorship. Franchise proposals also put forward include fair vehicle inventory delivery rules and establishing the dealer right to acquire goods and services beyond the manufacturer when it makes business sense for a dealer to do so.

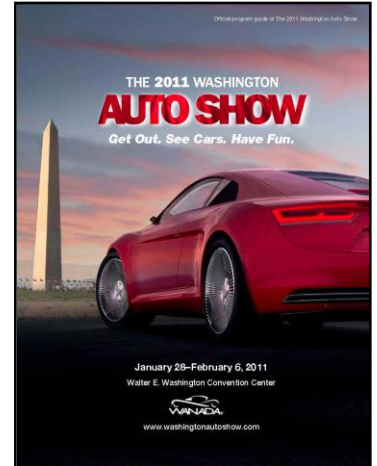
WANADA looks forward to working closely with MADA and VADA as the 2011 state legislative season rolls out in the weeks ahead. Stay tuned!

Official 2011 Washington Auto Show poster sent to WANADA dealers

WANADA dealer members will want to be on the lookout over the next few days for the *official* 2011 Washington Auto Show poster, which should be arriving shortly by U.S. mail. Two, 22" x 33", high quality posters were sent to all members Tuesday of last week, Jan 11.

The poster is a return to the marketing plan the association used in previous years to publicize The Washington Auto Show while identifying WANADA members with their annual event.

Each WANADA dealer will receive two of the colorful, dynamic posters, one for display in the showroom, the other for the service waiting area. The upcoming Washington Auto Show is open to the public Jan. 28- Feb. 6, 2011 at the Walter E. Washington Convention Center in downtown Washington DC.



Area sales representatives must register to work The 2011 Washington Auto Show

Sales representatives from WANADA dealerships in Maryland and Virginia must register with the District of Columbia through WANADA to receive a waiver from DC automotive sales licensing law requirements if they will be plying the trade at The 2011 Washington Auto Show, January 28-February 6, 2011. This is a regulatory accommodation made annually by DC to the Auto Show.

Please fill out the registration form included at the end of this Bulletin with the names and sales license numbers of the dealership and all dealership representatives who will be exhibitors at the show and fax it to WANADA at (202) 237-9090. All are asked to have the forms in by next Monday, Jan. 24, 2011. WANADA will file the paperwork with DC regulators Jan. 25. Sales reps who do not register may trigger regulatory scrutiny, not only for themselves, but for the Auto Show as well. Everyone's cooperation is appreciated!

Insurance with a personal touch WANADA Employee Benefits Program

In this day and age of "push this button, push that button," customer service can seem remote, if available at all. That's why it's good to know there are still vendors out there that believe in the *personal touch* and WANADA Employee Benefits is one. A hallmark of WANADA's approach to employee benefits is a face-to-face customer service and professional assistance, every step of the way. WANADA also secures for members the *best* employee benefits coverage and pricing that the market has to offer.

“We provide hands on service to members in the health insurance, life and disability products we secure, resulting in an extraordinary level of customer care,” says John O’Donnell, the head of WANADA’s Employee Benefits Program. “We believe in *being there* for our member dealers and their people, which includes regular workplace visits and interceding on behalf of our clientele on all insurance issues that arise,” he added.

WANADA’s Employee Benefits Program has been offering superior products and services since 1946 and specializes in dealer employee benefits, *exclusively*. WANADA is appointed with all major insurance carriers in the market and staffed by a team of skilled, licensed professionals, offering the full range of insurance products required by our Washington area dealer members.

For more information on WANADA Employee Benefits, please contact Martha Kowalski, director of insurance programs at (202) 237-7200 ext. 24, or mk@wananda.org.

Auto marketing to Gen Y

Generation Y, the next consumer segment to drive auto industry sales, wants more high-tech bells and whistles like built-in Bluetooth and Internet connectivity in their vehicles, according to an annual survey. They also want more transparency in the sales process, the survey says.

Generation Y, the term coined for 19- to 31-year-olds, lists "cockpit" technology and the overall shopping experience as the most important factors when buying an automobile, according to a 2011 survey by the automotive sector of Deloitte LLP, a New York-based consulting firm.

In essence, Gen Y wants its cars to be "my iPhone on wheels," said Yosh Shah, a Carnegie Mellon University student who helped guide the study.

By 2012, Gen Y will make up 40 percent of the car-buying population, and 54 percent of those surveyed expect to replace their vehicle in the next two years.

Automakers can better tap into the Gen Y market by concentrating on vehicle technology, marketing that technology and providing a positive shopping experience, the survey concluded. In particular, it noted that social media is the preferred means for Gen Y to shop and research.

Improving the dealership experience and making it more of a brand experience will help win Gen Y customers, the survey found, noting that only 27 percent of respondents said their dealership experience was a positive one. “Think Apple store meets car dealership,” Shah said.

Highlights from Deloitte LLP’s Generation Y survey include:

- More than 69 percent will buy a used vehicle in the future.

- 48 percent plan to drive the same brand in five years.

- 73 percent prefer imports, up from 48 percent in 2009.

- Nearly 89 percent ask friends for advice on a brand or model before buying a car.

- 67 percent look for information on a brand or model on social networking sites, up from 25 percent in 2009.

- More than 52 percent say a bad experience with a dealer would cause them to never consider that brand again.

Sign-up today!
The 2011 Washington Auto Show
Automobile Business Seminar Series
February 2-3, 2011

WANADA dealer members who want a fast start to the New Year are encouraged to sign up their key personnel for the automobile business seminars set to run *on site* at this year's Washington Auto Show. The line-up for 2011 is better than ever and includes the following seminars:

1. Increasing Profitability in Parts and Service – Feb 2, 2011

with Robert Atwood of NADA's Dealer Candidate Academy

2. The Secrets to Credit Approval in Today's Market – Feb 2, 2011

with Tony Dupaquier of American Financial & Automotive Services

3. Consumer Protection, Financial Privacy and the Risk-Based Pricing Rule: A Look Ahead

Feb 3, 2011

with Todd Quentin Clarke, Deputy General Counsel, JM&A

4. Regional Tag & Title Seminar – Feb 3, 2011

with second-to-none panel of regulators from the DC DMV, MD MVA, and Virginia DMV

To sign up for any or all of these seminars, go to www.regisys.com/auto11sem

Thought for the week...

In the spirit of Martin Luther King, Jr.

“I believe we can be better...because that's what a childlike Christina Taylor Green believed. I want our democracy to be as good as she imagined it. All of us need to do everything we can to make sure this country lives up to our children's expectations.”

--President Barack Obama at the memorial service for shooting victims in Tucson, Arizona, Jan. 12, 2011, referring to nine-year old Christina, who was shot and killed.

-Participating-

Non - D. C. Automotive Sales Representatives

2011 Washington Auto Show

Washington Convention Center

Due by January 24, 2011

Dealership Name _____

Address _____

Telephone _____ Fax _____

Dealer License Number _____

Completed By _____ Title _____

Sales Representative's Name

State

License Number

(Photocopy blank for additional listings as needed)

Prepared for Submission to the DC Government

Return by Thursday, January 24th to:

Washington Area New Automobile Dealers Association
5301 Wisconsin Avenue, N.W., Suite 210
Washington, DC 20015
or via Fax (202) 237-9090 or (202) 237-7779

WASHINGTON AREA NEW AUTOMOBILE DEALERS ASSOCIATION