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It's Show Time!

The 2011 Washington Auto Show to launch with industry/media days, Jan. 26-27

With the latest in advanced technology vehicles rolling into place at the Washington Convention Center, an advertising and marketing program in full swing, and industry, Capitol Hill and federal regulatory agency



officials on deck to participate in numerous industry and media events, The 2011 Washington Auto Show, is set to launch its Public Policy Days next week, Jan. 26-27.



Public Policy Days kick off on Wed., Jan. 26 at 1 pm in the Caucus Room of the Cannon House Office Building with The Green Car Summit, where more than 400 members of Congress and senior staffers have registered to listen in on a provocative panel discussion on energy independence for the U.S. and the auto industry's role in that. Produced jointly by The WAS and Green Car Journal, the Summit will be opened by Sen. Jeff Merkley (D-Or.) and the symposium panel discussion will be chaired by Max Baloga, BMW vice president for engineering/US. The panel will include representatives from Ford, Hyundai, Argonne National Laboratory, NRG Energy, the Center for American Progress and Rentech, a producer of synthetic fuels. Warren Brown, automotive columnist for The Washington Post, will co-moderate the event with Ron Cogan, editor and publisher of Green Car Journal.



GM's Mark Reuss

Public Policy Day *on site* at the Auto Show is set for Thursday, January 27, 2011, commencing with a breakfast sponsored by Mazda, to be followed by a keynote OEM presentation by Mark Reuss, president GM/North America, mid-

morning. Among a full complement of other press conferences scheduled throughout the day is one to be conducted by BMW/NA president Jim O'Donnell and another by Volkswagen of America president Jonathan Browning. VWoA will also sponsor lunch.

In the afternoon, the Society of Automotive Engineers International (SAE) will hold its Plenary Session with a panel discussion moderated by Karl Simon, deputy director, Environmental Protection Agency (EPA) with panel participants, including Ronald Medford, deputy administrator, The National Highway Traffic Safety Administration (NHTSA), Mike Stanton, president of the Association of International Automobile Manufacturers (AIAM) and Ed Tonkin, chairman of NADA.

Evening activities on Jan. 27 begin with the annual "Sneak Peek" Reception and Preview for members of Congress, senior Hill staffers, federal regulators, administration operatives, diplomats and auto industry executives. WANADA dealer members and guests will have valet parking and cloak room facilities available to them at the L Street entrance. Light refreshments, hors d'oeuvres and side show entertainment will add to the festive character of the Preview. The Sneak Peek Preview is sponsored by the Auto Alliance, AIAM, NADA, EDTA, MEMA, Novozymes, Scuderi Engine, and Hargrove.

Sneak Peek Preview capstoned with WANADA member reception and dinner honoring iconic car designer, Carroll Shelby



Carroll Shelby

Rounding out the Sneak Peek Preview on Jan. 27 will be a special reception for WANADA members and guests, sponsored by Comcast Spotlight and a dinner to honor auto industry designer *extraordinaire* and International Motorsports Hall of Famer, Carroll Shelby. A highlight of the dinner will be the presentation to Shelby of the Keith Crain/Automotive News Lifetime Achievement Award, by none other than Keith Crain, AN editor-in-chief. Shelby will be further feted by Jim Farley, Ford group vice president for global marketing, Rep. Ralph Hall (R-TX) and Rick Titus, seasoned Shelby car racing professional. The reception will be adorned with a priceless collection of classic Shelby cars for the up close and personal edification of attendees.

Tickets for the WANADA member reception and Shelby dinner are \$250 per person, with tables of ten discounted to \$2,000 and tables of eight to \$1,600. 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/autol1pre.

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.

VADA schedules “Assault the Hill” for Jan. 27 in Richmond

VADA is calling on Virginia dealers to come to Richmond on Jan. 27 for its annual "Assault the Hill" effort. The collective lobbying drive has as its focus this year a number of franchise measures the association has had introduced in the General Assembly aimed at limiting various manufacturer practices that are seen as coercive for dealers. These practices include requirements for facilities construction and manufacturer site control, along with restrictions on successorship. Franchise proposals also put forward include fair vehicle inventory delivery rules and the establishment of the dealer right to acquire goods and services beyond the manufacturer when it makes business sense for a dealer to do so.

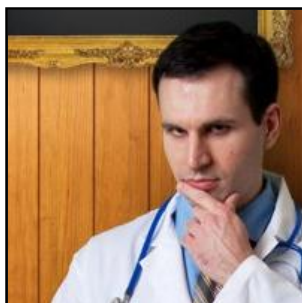
Dealers can register for the day long activities online at www.vada.com/ATH or get more information from VADA staff by phoning 804.545.3004.

Test drives to be a big part of The 2011 Washington Auto Show, Jan. 28 – Feb. 6

Auto shows are all about giving consumers the opportunity to see and experience the full array of the *latest and greatest* new vehicle innovations the model year has to offer, in an exciting and dynamic environment. At The 2011 Washington Auto Show, visitors will have ample opportunity to enhance their experience with test drives.

Building on an effort launched at last year’s show, GM will be offering test drives of all its products on *both* weekends of The 2011 Washington Auto Show, meaning, for example, that any consumer in the market for GM’s North American Car of the Year, the award winning Chevrolet Volt, will have a chance to give the electric car a spin around the city in real driving conditions! GM will be joined in offering test drives at the show this year by Toyota and Kia, which also will offer them on the two weekends.

Have you seen this guy? Dr. Guy, that is.



“Dr. Guy”

Dr. Guy, the stir-crazed character created especially for The 2011 Washington Auto Show, is hitting the airwaves in a big way this week and next, all part of a comprehensive advertising/marketing program. WANADA has retained the advertising agency, White + Partners, to drive consumers to The 2011 Washington Auto Show over the entire course of its ten day run at the Walter E. Washington Convention Center, Jan. 28 – Feb.6.

“The focus of our efforts this year is to inspire consumers to visit the show and ultimately the showroom,” said Auto Show chairman Charles Stringfellow, Brown Automotive. “We think the Dr. Guy character and our new auto show tagline ‘Get Out, See Cars, Have

Fun,’ is going to deliver one of the most successful shows we have ever had,” he added.

The Dr. Guy advertisements are running in all traditional, social and digital media throughout the D.C. Metropolitan area and he and his “nurses” will be making selected appearances around town, handing out discount ticket “prescriptions” to cure “cabin fever.”

A variety of local and national celebrities are on tap for the upcoming Auto Show, headlined by reality TV starlet, Nicole “Snooki” Polizzi, who will be on hand to sign autographs Monday evening, January 31. For a full rundown on all the celebrities appearing at the show go to

www.washingtonautoshow.com

“Snooki” of The Jersey Shore to appear Jan. 31



Reminder! 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, Jan. 28-Feb. 6, 2011. This is a regulatory accommodation made 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!

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

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

3. 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

Three Senate Democrats OK IRS Form 1099 relief

Three Senate Democrats have indicated to House Speaker John Boehner (R-Oh.) that they are willing to *repeal* the controversial new 1099 reporting requirement of the new health care law that dealers and other small business owners say will drown them in IRS paperwork. In a spirited letter sent Jan. 19, Sens. Ben Nelson (Neb.) Maria Cantwell (Wash.) and Amy Klobuchar (Mn.) urged the House speaker to send the Senate a stand-alone measure on the tough reporting rule, which is widely unpopular with small business and has been the target of an extensive lobbying campaign by NADA and other trade groups.

“We have heard from small business men and women in our states who have voiced concern that this provision is burdensome and unnecessary and potentially a threat to our nation’s economic recovery,” the three Senators wrote, adding “we are confident that the Senate can quickly act on repealing this provision” once the House passes it.

The troublesome rule requires businesses to fill out a 1099 every time they buy \$600-worth of goods or services from anyone outside their company. It’s meant to give the IRS a better picture of individual taxable income.

The U.S. Constitution requires that tax measures begin in the House, which means the House must act on the 1099 repeal before the Senate can take it up.

Speaker Boehner said he also supports eliminating the 1099 requirement, but that “it was not the only job-destroying provision in the health care law that the House this week voted to repeal completely.”

Capitol Hill watchers say the Democrat led Senate is not likely to ever take up the House action to repeal the health care law, let alone adopt it.

Auto show brochures go digital

Auto show attendees will have the ability to download electronic brochures instantly to their mobile phones as an alternative to printed copies if they stop by the Audi booth at The 2011 Washington Auto Show. The move is part of an ongoing effort by automakers to deliver product information in a digital format whenever, wherever and however consumers would like it. The effort will also likely result in the demise of printed materials one day. Audi launched its program at auto shows.

The move to digital distribution is expected to reduce the amount of printed material handed out at shows by up to 90% by the end of the 2010-2011 season. It’s also expected to have considerable impact on the printing, shipping and distribution costs associated with delivering brochures to millions of attendees over the course of the auto show season.

Mentors and students meet to launch ADEI's spring tech training semester

WANADA's Automobile Dealer Education Institute (ADEI) entry-level technician training program kicked off another semester at Montgomery College this week as students and their dealership mentors sat down for a lunch and a discussion of goals for the spring semester. There were more than 50 students present at the luncheon, including a number who began in the program and then became mentors to younger students themselves.

The ADEI program is the only one of its kind nationwide that is NATEF Certified and has produced nearly 300 technicians for WANADA dealer members since its inception. It places students in dealerships in Maryland, Virginia and DC as fulltime entry-level technicians and sends them to dedicated classes at Montgomery College and the NOVA college campuses in Alexandria and Manassas. The two-year program graduates students as productive line technicians with ASE Certifications in a number of critical repair skill set areas.

Before entering the program the students are carefully screened by ADEI staff and upon entry are field monitored. Participating dealers pay a \$1,000 per semester fee, which is tax deductible, to offset the cost of the nationally recognized program. ADEI also receives funding from government agencies and local foundations. ADEI currently has a number of well qualified applicants. Dealers in need of entry -level technicians and wishing to participate in the program should call Bill Belew, program director, at 202-237-7200 or via email at bb@wanada.org.



Left to right, ADEI instructor Mike Carretta, Montgomery Works business services representative Lisa Reilly, ADEI program director Bill Belew and ADEI director Jake Kelderman at Montgomery College.

Thought for the week...

You've achieved success in your field when you don't know whether what you're doing is work or play.

--Warren Beatty
actor, director, & producer

