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2012 Washington Auto Show to Present *Special Tribute to the Troops!* Tues. Jan. 31 Ticket discounts and evening reception celebrities

In honor of the dedicated service of U.S. troops who are abroad and in harms way, The Washington Auto Show® (WAS) will present a Special Tribute to the Troops on Tues, Jan. 31, 2012.

The WAS, produced by the Washington Area New Automobile Dealers Association will offer free admission for all active-duty military coming out and presenting a military ID on Auto Show Tuesday. At 6 pm that evening, a special Veterans Reception and Press Conference will feature celebrity guests, musical entertainment and information from automakers about vehicle discounts and career tracks for military personnel. A featured non-profit partner of the celebration is the USO of Metropolitan Washington.



J.R. Martinez
Dancing with the
Stars winner

This Special Tribute will include evening appearances by former U.S. Marine and WWE® Legend Sgt. Slaughter™ and J.R. Martinez, the latest winner of "Dancing with the Stars." Martinez, a former U.S. Army infantryman who was wounded in Iraq, has visited the troops overseas on a consistent basis. His visit is sponsored in part by Toyota Motor Sales. Also that evening, The Washington Auto Show will host a performance by the world-class Downrange pop ensemble from the U.S. Army Band, a.k.a. "Pershing's Own."

The group gets its name from its evolution, when volunteer performers joined then-Sergeant Major of the Army Jack L. Tilley on his 2002

“Hope and Freedom Tour” in Southwest Asia. These volunteers were the first members of “Pershing’s Own” to go “downrange” into a theater of foreign combat operations since World War II.

“The auto industry has long been a stalwart supporter of our military,” said Robert Fogarty, chairman of The Washington Auto Show of Sport Chevrolet/Honda. “We are truly honored to give back to our courageous servicemen and women with a celebratory day in their honor at the show where they can see firsthand the many OEM vehicle purchase programs and career opportunities.”

Automakers will provide information about the specific opportunities they are making available to military at their Auto Show exhibits.

For more information and a detailed schedule of the *Special Tribute to the Troops*, please visit: www.washingtonautoshow.com.

Full WAS Public Policy Day next Thursday, Jan. 26, followed by Preview, Receptions and AN dinner in the evening



Transportation
Secretary
Ray LaHood

Public Policy Day at The 2012 Washington Auto Show next Thursday Jan. 26 is shaping up to be a bell-to-bell, morning til’ dark program with continual OEM and U.S. Government announcements and press conferences. And when the day is done, major evening events roll out, commencing with the Sneak Peek Preview and WANADA Member Reception, all capped off by the *Automotive News* Lifetime Achievement Award Dinner recognizing auto dealer extraordinaire and racing icon Roger Penske.



Hyundai EVP
Dave Zuchowski

Keynoting Public Policy Day next Thursday, is U.S. Secretary of Transportation Ray LaHood in the afternoon and Hyundai Motors of America executive vice president Dave Zuchowski mid morning. SAE International is hosting breakfast at 8: 00 am at the start of a provocative panel discussion followed later in the morning with a presentation by Assistant Secretary of Energy, David Sandalow and Volkswagen of America president Jonathon Browning.

The dinner honoring Penske will be emceed by *Automotive News* publisher Keith Crain with remarks by Mark Reuss, president of General Motors.

The complete timeline for WAS Public Policy Day follows below.

8:00 a.m. – 10:00 a.m.

SAE International Plenary Session at the 2012 WAS

A conversation on meeting the growing global demands for fuel efficiency, personal mobility and safety.

Moderator: Jason H. Vines, senior vice president, Fleishman-Hillard International Communications

Panelists: Mitch Bainwol, CEO, Alliance of Automobile Manufacturers; Roland Hwang, Transportation Program Director, Natural Resources Defense Council; Adrian Lund, President, Insurance Institute for Highway Safety; Ronald Medford, Deputy Administrator, National Highway Traffic Safety Administration; Margo Oge, Director, Office of Transportation & Air Quality, U.S. Environmental Protection Agency; David Sargent, Vice President, Global Automotive, J.D. Power and Associates;

10:00 a.m. – 10:20

2012 Washington Auto Show Opening address:

David Sandalow, Assistant Secretary for Policy and International Affairs, Dept. of Energy



10:25 a.m. – 10:45 a.m.

Industry Keynote Address:

Dave Zuchowski, Executive Vice President, National Sales, Hyundai Motor America

10:50 a.m. - 11:05 a.m.

Volkswagen, **Jonathan Browning**, president and CEO

11:15 a.m. – 11:40 a.m.

Ford

11:45 a.m. – 12:00 p.m.

Jeep

12:00 p.m. – 12:15 p.m.

Dodge

12:20 p.m. – 12:30 p.m.

Sen. Jeff Merkley (D-OR)

12:30 p.m. - 1:15 p.m.

General Motors (LUNCH)

1:15 p.m. - 1:25 p.m.

Washington Automotive Press Association, Golden Quill Award.

1:35 p.m. – 1:55 p.m.

Mazda

2:00 p.m. – 2:30 p.m.

Government Keynote Address:

2012 Launch of the Advanced Technology SuperHighway

Ray LaHood, U.S. Secretary of Transportation

2:35 p.m. – 2:55 p.m.

U.S. Coalition for Advanced Diesel Cars

3:00 p.m. – 3:20 p.m.

Presentation of *The Green Car Vision Award*

3:25 p.m. – 3:45 p.m.

Greenspeed - Boise State U.

3:50 p.m. – 4:10 p.m.

Press conference TBA

5:00 p.m. – 8:00 p.m.

Sneak Peek Reception

7:00 p.m. WANADA Reception

AN Lifetime Achievement Award Tribute to: **Roger Penske**

8:00 p.m. AN Dinner

WAS Policy Summit on Capitol Hill, next Wed. Jan 25

The day before Public Policy Day at the convention center , January 25, The Washington Auto Show and the National Journal will present a Capitol Hill Policy Summit, **DRIVING INNOVATION: THE ROLE OF THE AUTO INDUSTRY IN THE GREEN ECONOMY**, to be held in the Caucus Room, Cannon House Office Building: 8-10:30 a.m.

The Policy Summit, where registration has already reached 1,000 key Capitol Hill staff, will feature panels made up of members of Congress, industry leaders, and experts exploring job creation and innovation in the automotive industry today. The multi-panel program will be moderated by the National Journal's Energy and Environment Correspondent Amy Harder and Economics Correspondent Jim Tankersley.

WANADA members can register for the Sneak Peek Preview, WANADA Reception and *Automotive News* dinner the by clicking [here](#). Ticket sales for the WANADA Reception and *AN* dinner go to benefit the Automobile Dealer Education Institute (ADEI) and all but \$100 of each ticket is tax deductible.

ADEI mentors and students gather for second semester luncheon

Friendship Heights Rotary sponsors join in the gathering



New and current students in the Automobile Dealer Education Institute's (ADEI) NATEF *Certified* Technician Training Program gathered at Montgomery College this week for the annual second semester luncheon that kicks off the eight week study program.

Nearly 100 students, their dealership mentors and associated service directors were on hand, along with Montgomery College instructors and a dozen Friendship Heights Rotarians, whose club sponsors students, turned out for the affair, which featured a cook-out style lunch and prize drawings, before the business at hand that included distributing course materials for classes that begin January 23, 2012.

There are 31 students in the WANADA program this year, a near record number that reflects the growing service demand being seen at area new car dealerships as the economy and new vehicle sales strengthen in the Washington region.



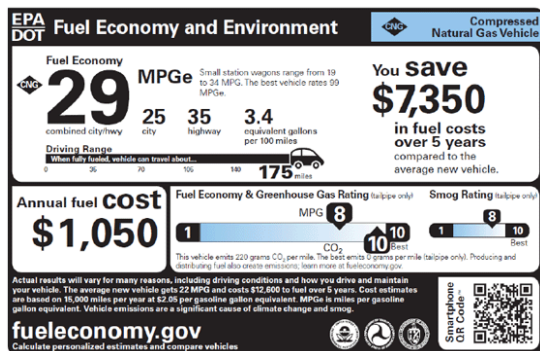
WANADA's Archie Avedisian, second from left (Front), and members of the Friendship Heights Rotary, founders of ADEI's *free* "Tool Box" program, at the second semester luncheon at Montgomery College.

The Friendship Heights Rotary presence was particularly noteworthy as the organization is responsible for formulating ADEI's unique program that provides a *free* \$1,000 starter tool set to students six weeks into their *successful* participation. Following Friendship Heights' lead, 19 other Rotary clubs in the Washington region have come together and provided *free* tool sets to nearly 250 ADEI students since the training program launched in 2004. "We are particularly grateful to the Friendship Heights Rotary for their initiative and longstanding support of our students and the tools program," said ADEI director Jake Kelderman in his remarks to the attendees.

WANADA members in need of entry-level technicians are urged to contact ADEI and WANADA field representative Billy Painter at (202) 237-7200 or bp@wanada.org for more information on the program, or visit www.adei-programs.org.

NADA calls for more information to car buyers to understand and appreciate fuel economy rules

The National Automobile Dealers Association (NADA) told two federal agencies today that car buyers would benefit from more information on the "pay-back" equation for federal fuel economy rules.



At the second of three public hearings on proposed fuel economy rules for model year 2017-2025 passenger cars and light-duty trucks, which calls for corporate average fuel economy of 35 miles per gallon, NADA director and Delaware dealer Bill Willis stressed that fuel economy performance was important but typically not high on a customer's list of priorities.

"When prospective purchasers come to my new vehicle showrooms, they rarely, if ever, spend time working out the pay-back analysis of higher fuel economy and higher vehicle costs," Willis said at a joint hearing held by the Environmental Protection Agency (EPA) and National Highway Traffic Safety Administration (NHTSA) in Philadelphia. "First and foremost, they are looking for vehicles that meet their needs and that they can afford."

NADA remains concerned that as vehicle prices on new-cars and-trucks are expected to climb an average of \$3,200 (EPA estimate) to \$5,000 by 2025 as a result of fuel economy increases beginning in model year 2011, buyers may have difficulty seeing a return on their investment.

"Any 'pay-back' will depend on several variables, including the number of miles driven and fuel prices," Willis added. He noted that even customers who are not credit-constrained and who care a lot about fuel economy need more information on upfront costs to do a reasoned "pay-back" analysis.

Next month, NADA intends to release a detailed analysis of the proposal's impact on sales, especially with respect to certain sensitive market segments. This report will also contain an analysis of *the real-world role fuel economy plays in customer decision making, and of the*

willingness and ability of prospective new vehicle purchasers to pay higher prices for vehicles offering improved fuel economy performance.

Bottom line NADA told the panel: consistent with the Consumer Information section of the Energy Policy and Conservation Act, we urge NHTSA and EPA to explore in this rulemaking how to provide prospective purchasers with the all of the information necessary to conduct transparent “pay-back” analyses. [Click here](#) for NADA's full testimony.

WANADA Special Seminars @ The Washington Auto Show ***A presentation of the Automobile Dealer Education Institute (ADEI)***

New Union Organizing Rules and your Dealership – Feb 2, 2012

New NLRB rules make it easier than ever for unions to organize your dealership. In 2011, the NLRB issued a series of decisions and regulations which make it much easier for labor unions to organize your dealership. WANADA, as part of its Automobile Business Seminar Series, has arranged for a special seminar to review these changes, which will be presented by Stephen Shawe, of Shawe Rosenthal LLP. The topics he will cover include:

- The shortening of the 42-day period between filing of a petition and the NLRB Election
- No pre-election litigation, appeals, or delays
- The new period between petition and election could be as short as 21 days
- Key changes to the post-election appeals process
- New NLRB poster advising employees of their right to select a union as bargaining agent

These rules *significantly* shorten the time an employer will have to communicate with employees about unionization in the event of a petition. Effective April 30, 2012, the old rules are *out!* Plan to attend this important WANADA seminar so you can be aware of what you need to do *now* in order to prepare for any union activity! For details and to register, click [here](#).

Regional Tag and Title Seminar set – Feb. 2, 2012

WANADA, as part of its Automobile Business Seminar Series, will once again hold its *annual* Regional Tag and Title Seminar for area dealers during The Washington Auto Show. The date this year is Thursday, Feb. 2, 2012. Representatives from each of the area jurisdictions' motor vehicle departments (DC DMV, MD MVA and VA DMV) will be present to brief attendees on the latest developments in tag and title matters. Event particulars:

Registration: 9:30 to 10:00 a.m. **Session:** 10:00 a.m. until 12:00 Noon

Cost: \$80 per person / \$60 each additional attendee from the same dealer organization.

Includes breakfast, seminar materials and a ticket to the 2012 Washington Auto Show.

To register for this popular seminar, please click [here](#).

Area sales representatives must register to work The 2012 Washington Auto Show **(see attachment)**

Sales representatives from WANADA dealerships in the Maryland and Northern Virginia suburbs must register with the District of Columbia through WANADA to receive a waiver from DC automotive sales licensing law if they will be plying the trade at The 2012 Washington Auto Show, January 27-February 5, 2012. This is a regulatory accommodation made annually by the District of Columbia to the Auto Show.

Please fill out the *registration form* included at the end of this Bulletin by Monday, Jan 23 with the names and sales license numbers of the dealership and all dealership representatives who will be exhibitors at The 2012 Washington Auto Show and fax it to WANADA at (202) 237-9090. WANADA will file the paperwork with DC regulators. 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!

WANADA welcomes new Kindred-line members!

WANADA welcomes its newest Kindred-line members and urges the dealer membership to consider their services whenever in need. The new Kindred-line members are:

Baker Communications, an advertising company, where Neil Stout is the usual representative;

Contractor Management, a provider of temporary and permanent drivers, where Peter Butler is the usual representative;

Imperial Supplies, which is a distributor of various automotive products and materials, where Lauren Myers is the usual representative; and

WorkforceTactix, Inc., which provides human resources services and consulting, where Christopher Swan is the usual representative.

Staying ahead ...

Do not condemn the judgment of another because it differs from your own. You may both be wrong.

--Dandemis, 3rd Century Hindu philosopher

-Participating-

Non-D. C. Automotive Sales Representatives

**2012 Washington Auto Show
Washington Convention Center
Due by January 19, 2012**

Dealership Name _____

Address _____

Telephone _____ Fax _____

Dealer License Number _____

Completed By _____ Title _____

Sales Representative's Name

State

License Number

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 19th 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