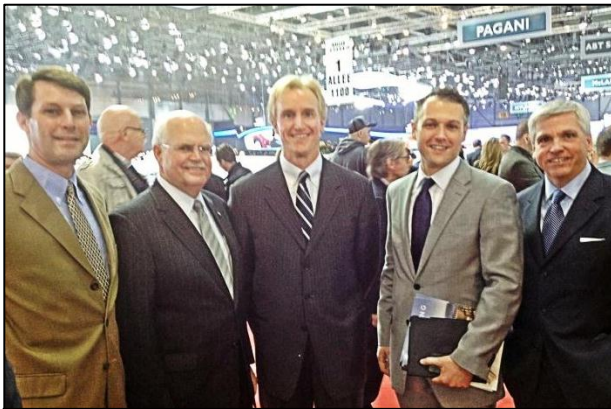


Headlines...

WAS reps. travel to Geneva Motor Show to advance The WAS
Satisfaction with dealer service keeps rising – J.D. Power
Dealers show improved response to Internet leads
Va. Board warns dealers to control their advertising data
Maryland tax credit for plug-in electrics ended March 16
Auto dealers support WRAP SoberRide for St. Patrick's Day
Dealers must use new Form I-9 starting May 7
FTC issues revised online advertising guidelines
Save the date – WANADA Open, June 5
Petroleum association calls E15 fuel mandate 'unworkable'
Chinese airline plans to sell cars to passengers
Kindred Korner – Planning Solutions Group
Rotary drive lift for sale
Thought for the Week...

WANADA reps. travel to Geneva Motor Show to advance Washington Auto Show WAS gains industry recognition as top tier event



At the Bentley Motors display in Geneva. From the left, John O'Donnell, The WAS; Peter Welch, president, NADA; Kevin Reilly, chairman, The WAS; Corey Profitt, communications mgr., Bentley; Michael Regan, industry rel., NADA.

For many years WANADA has sent dealer group leaders to the world's most prominent auto shows to network with high level OEM and allied industry exhibitors to further Washington's mission as the Public Policy Show on the global industry circuit. With this in mind, WAS chairman Kevin Reilly of Alexandria Hyundai earlier this month led WANADA representatives to the Geneva Motor Show's media days to be part of one of Europe's foremost annual industry events. Having produced the Auto Show in Washington for nearly 100 years, WANADA has forever recognized the inherent value of the Show in promoting the automobile business in the all-important Washington, DC (regional) market. In recent years the industry,

too, has recognized the importance of Washington, not only as a key U.S. car market, but also as the only auto show venue in the world "that has Congress down the street," an ever more important attribute, given the burgeoning and ubiquitous role the U.S. government plays in automotive design.

“Leaders of the industry unequivocally recognize the imperative of maintaining open channels of communication with Congress, the regulatory agencies and The White House itself to its success,” said Reilly referring to the WAS he chairs for 2014. “This is why an auto show that spotlights federal Public Policy, which is what we do here with Washington, has become an industry priority,” he said.



Marking Washington’s certification as an OICA Auto Show. Members of the *Organisation Internationale des Constructeurs d’Automobiles* (OICA) join WAS reps in a toast to Washington’s certification. From the left, Dominique Legendre, OICA; Barbara Pomerance, The WAS; Patrick Blain, president, OICA; Gerard Murphy, The WAS; and Yves van der Straaten, sec. gen., OICA.

While visiting the Geneva Show, Washington was recognized by the International Organization of Motor Vehicle Manufacturers as one of the top five auto shows in the U.S. and as a first tier show in the world. Certified by OICA (the acronym for the French translation of the aforementioned group, to wit, *Organisation Internationale des Constructeurs d’Automobiles*), Washington now joins Detroit, New York, Los Angeles and Chicago which

share the OICA certification here, along with world class auto shows abroad, the likes of Paris, Frankfurt, Tokyo, and, of course, Geneva.

Joining Mr. Reilly in Geneva were WANADA senior staff, Gerard Murphy and John O’Donnell along with WAS organizers Barbara Pomerance and Bob Yoffe, who together called on OEM and allied industry exhibitors, set up in their Geneva Motor Show exhibits, to report the positive results of the recently concluded Washington Auto Show.

Industry association stakeholders supportive of the WAS Public Policy Show mission were in Geneva as well, notably from NADA and the Alliance of Automobile Manufacturers.

Automotive journalists Warren Brown and Kimatni Rawlins interacted with the WAS representatives as well, which included a visit to the residence of the U.S. Ambassador to Switzerland Don Beyer, who also happens to be WANADA’s longstanding and esteemed dealer member.

At the U.S. ambassador’s residence, Bern, Switzerland. From the left, Barbara Pomerance, The WAS; Ambassador Don Beyer and wife Megan; Warren Brown, Washington Post syndicated columnist.



Satisfaction with dealer service keeps rising – J.D. Power

Overall customer satisfaction with dealership service rose 10 points to 797 (on a 1,000-point scale) from a year ago in J.D. Power and Associates' 2013 U.S. Customer Service Index. The score has jumped 29 points since 2011.

The improvement is widespread: Three of the 11 luxury brands and five of the 19 mass market brands rose in overall satisfaction by at least 20 points.

The study found that 77 percent of customer visits to dealer service departments are for vehicle maintenance, up from 72 percent in 2012. This shift is one factor in increased satisfaction, says J.D. Power.

“Dealers have made significant investments in key customer touchpoints – people, improved processes and customer waiting areas – which are having a profoundly positive impact on their customers,” said Chris Sutton, senior director at J.D. Power. It also helps that dealers are putting more emphasis on service advisors.

The CSI rankings are based on dealer service performance in the first three years of new-vehicle ownership, which typically covers most of the warranty period. Five measures are examined: service quality, service initiation, service advisor, service facility and vehicle pick-up.

The study finds a direct correlation between service satisfaction and loyalty. Overall, 79 percent of vehicle owners say they “definitely will” return to the dealership for warranty work, and 64 percent say they “definitely will” return for service after the warranty expires.

Lexus ranks highest in satisfaction among luxury brands, followed by Cadillac, Jaguar and Acura. Among mass market brands, GMC took the top score, followed by Mini, Buick and Chevrolet.



More than three-fourths of trips to dealership service departments are for maintenance.



Quick response to online leads can boost a dealer's sales.

Dealers show improved response to Internet leads

Nearly half of dealerships responded to Internet leads within 30 minutes in a mystery shopper study by Pied Piper Management. Two years ago, it took an hour.

That's the good news. The bad news is that nearly 25 percent of online inquiries remain unanswered 24 hours later.

“Dealers who handle Internet leads effectively sell a lot more vehicles than dealers who do not,” Pied Piper president Fran O'Hagen told *WardsAuto*. “Doing well in that area pays off in incremental sales.” The company looks at response time and quality of response.

The domestic brands have improved markedly in the past three years. Toyota and Honda have dropped below the industry average. The top three brands are Porsche, Nissan and Audi. Not doing as well with Internet leads are Mini, Mitsubishi, and Scion. Mercedes is just slightly above Mini.

Va. Board warns dealers to control their advertising data

Virginia dealers were warned at the March Motor Vehicle Dealer Board meeting last week of the perils of the “skinny feed.”

This doesn't mean you need to worry about eating too little and contracting one of those teenage wasting diseases. The term refers to information sent from one data aggregator to another, often without the dealer's knowledge. That means you might have a new or used car listing on a site you didn't know about. Data may get dropped along the way (making it a “skinny” feed) – sometimes important data, such as advertising disclaimers required by the Federal Trade Commission.

Dealers are responsible for complying with all regulations any time a car listing or other advertising appears under the dealership's name in the commonwealth, even though the dealer may not have known about the listing.

Another risk: A third-party site might run the listing after the car has been sold. Attorney Michael Charapp of Charapp & Weiss recommends that dealers review their contracts with their suppliers. The contract should limit what the supplier may do with the dealer data.

Maryland tax credit for plug-in electrics ended March 16



PEVs, like this popular Nissan Leaf, no longer get tax credit in Maryland.

As of March 16, 2013, Maryland discontinued the excise tax credit for plug-in electric vehicles (PEVs). A recent notice from the Motor Vehicle Administration says simply, “The funds for this program have been depleted.”

All electronic registration and titling (ERT) transactions needed to have been processed by midnight March 15. Those not completed by that date may be subject to excise tax based on 6 percent of the vehicle's purchase price.

Auto Dealers tangibly support WRAP Sober Ride for Saint Patrick's Day



Launch of WRAP's 2013 St. Patrick's Day SoberRide Program, March 17, Murphy's Grand Irish Pub, Alexandria, VA. Foreground, from left, Kurt Erickson, president of WRAP; Kevin Reilly, Alexandria Hyundai and WANADA Board member presenting sponsor's check; Wayne Miller, Red Top Cab Company, one of the area taxi services providing complimentary taxis for SoberRide.

Area auto dealers were front and center last weekend in support of one of WRAP's twelve hour SoberRide program marking the Feast of St Patrick. With a bona fide Irishman representing WANADA, Kevin Reilly of Alexandria Hyundai was on hand at Murphy's Grand Irish Pub, also in Alexandria, for the launching of the St. Patrick's Day SoberRide where celebrants of the occasion had the option of a free taxi ride (up to \$30) as an alternative to driving under the influence of alcohol. SoberRide taxis were on call from 4:00 pm, Sunday,

March 17 through 4:00 am, Monday, March 18 across the area.

The SoberRide program of the Washington Regional Alcohol Program, which operates complimentary taxis on major holidays and occasions throughout the year that are associated with parties and the free flow of alcoholic beverages, is credited with keeping 58,000 drunk drivers off Washington Area motorways over the years. WANADA, a founding business group with WRAP in the 1980s, is one of nine SoberRide program sponsors, which, besides auto dealers, includes Budweiser, Volkswagen, AT&T, Giant, and the Restaurant Association (RAMW). Along with St. Patrick's Day, other SoberRide holidays include the 4th of July, Halloween, and New Year's Eve. John O'Donnell of WANADA currently chairs the WRAP Board of Directors which has representatives from the aforementioned businesses as well as area police agencies and public and private highway safety advocate groups.

Dealers must use new Form I-9 starting May 7

Beginning May 7, 2013, dealerships must use a new Employment Eligibility Verification I-9 form when making new hires or re-verifying existing employees. Use of the revised form, found [here](#), is optional until then.

Changes to the form include extra data fields in Section 1 for foreign passport information (if applicable), telephone numbers, email addresses and other information. Extra space was also added for "List A" documentation information. The form is now two pages.

For more information, see NADA's [A Dealer's Guide to Employment Eligibility Verification](#) or the Department of Homeland Security's [I-9 home page](#).

FTC issues revised online advertising guidelines

The Federal Trade Commission has issued revised [guidelines for mobile and other online advertisers](#) that detail how to make clear and conspicuous disclosures to avoid being found in violation of the law for deceptive advertising. The new guidelines, *.com Disclosures: How to Make Effective Disclosures in Digital Advertising*, covers smart phones and social media advertising. It also includes mock ads that illustrate the updated principles. The FTC emphasizes that the guidelines apply to all media, whether a desktop computer, mobile device, TV, radio or print.

Save the date – WANADA Open, June 5

Mark your calendar for the always enjoyable WANADA Open Golf Outing, taking place this year on Wednesday, June 5. It will again be at the beautiful Lansdowne Resort in Leesburg, Va. Watch this space for details!



Petroleum association calls E15 fuel mandate ‘unworkable’

At an Environmental Protection Agency hearing in Ann Arbor, Mich., the American Petroleum Institute asked Congress to repeal EPA’s renewable fuel standards, which would require more use of E15 – gasoline with 15 percent ethanol blended in. The standard blend is E10.

Institute vice president Kyle Isakower called the new mandate “unworkable.” “This sudden, added cost of producing gasoline and diesel fuel could have profound effects on the marketplace,” he told the EPA.

The Institute has sponsored research about the harmful effects of E15 on all cars except the newest models. Automakers have said they would cancel the warranties of cars that used E15.

Chinese airline plans to sell cars to passengers

Periodically, someone has an idea for a way to get around the dealer franchise system in the U.S. So far, nothing else has worked as well. But in China, entrepreneurs don’t have to worry about any such legal hurdles. China’s low-cost Spirit Airlines will add a line of cars to its in-flight shopping magazine starting in April, according to a report in Hong Kong’s *South China Morning Post*.

“We have been in talks with a wide range of mainland car makers for a long period of time,” Spirit Air spokesman Zhang Wuan told the newspaper. The first group of cars will cost about \$16,000. Passengers can use their credit cards to make payments.

Spirit Air is still working on how to train its flight attendants to sell the features of the cars properly, the report says.

Kindred Korner

Planning Solutions Group



Planning Solutions Group's team, left to right: Roy Dixon, Timothy Kvech, Greg Armstrong.

Timothy Kvech and Roy Dixon are both seasoned wealth advisors with Planning Solutions Group, LLC, and have been involved with WANADA for many years. Together with other PSG advisors, Tim and Roy provide seminars focused on the auto industry while managing the variety of complex financial planning and business succession needs faced by their auto dealer clients.

Planning Solutions Group is a holistic, fee-based financial planning firm. PSG's innovative solutions are the

result of what they describe as a collaborative approach. The firm coordinates with clients' existing advisors and reviews their financial outlook to design a comprehensive plan to fit their needs. Their approach is unique according to PSG because they make recommendations based on all aspects of clients' lives.

Over the years, PSG has been proud to serve as a trusted advisor in wealth management, estate planning, business succession, retirement and risk management. Their team considers legal, accounting, and financial perspectives to offer a cross-disciplinary approach to planning. They then provide the input and advice their clients need to make timely and informed decisions. They are committed, too, they say to providing clients with the highest level of service and exceeding expectations to ensure a positive planning experience.

With more than 20 years of experience each in advising auto dealer owners and their families, Tim and Roy have a thorough understanding of the typical challenges that auto dealers face when planning to reach future goals.

They also collaborate with another advisor on their team, Greg Armstrong, when planning for members of the auto industry. "With the addition of Greg on our planning team, we expect the continuation of our longstanding partnership with WANADA for many more years to come," says Roy.

Securities offered through Triad Advisors, Member FINRA/SIPC. Advisory Services offered through Planning Solutions Group, LLC. Planning Solutions Group, LLC is not affiliated with Triad Advisors.

**PLANNING SOLUTIONS GROUP, 8161 MAPLE LAWN BLVD., SUITE 400, FULTON, MD 20759,
301.543.6000, WWW.PSGPLANNING.COM**

For sale: Rotary drive lift

New Rotary 14,000 lb. 4-post drive on lift, with two 5,000 lb. movable jacks, Model SM14N001, platform 17 ft. long. Make an offer. Call Rick Schaub at 301.428.0500.

Thought for the Week

Part of the Irish *gift of gab* is being charming enough to say awful things to people without offending them.

--- John Dardis
1st Sec. of Agriculture
Embassy of Ireland to the U.S., Washington DC