

### Headlines...

Senate measure would ban rental of recalled cars  
Senator Mikulski named to Women's Hall of Fame  
Number of women auto buyers continues to grow  
AIADA will host 5th Annual International Auto Industry Summit  
Electric Drive Industry to Showcase Electric Drive Advances  
Europe takes aim at gas and diesel cars  
Bananas may be the way to lighter cars  
**2011 WANADA OPEN**  
Updating WANADA's Directory data for 2012  
That's the spirit!

## Senate measure would ban rental of recalled cars

In one of the ironies of federal safety laws as they pertain to new automobiles, auto dealers are barred from selling any new vehicle that is subject to a recall until that recall has been remedied. Rental car companies, on the other hand, are perfectly free to rent those same vehicles absent any repairs.

That discrepancy has led to tragic accidents, most recently a fatal one in California that led to the death of two sisters when their recalled vehicle caught fire. Now, Sen. Charles Schumer (D-NY), has introduced legislation that would ban rental car companies from renting any recalled vehicle, pending repair of the defect.

Schumer's Safe Rental Car Act also comes in the wake of an alarming NHTSA study that details the failures of major rental car companies to fix safety recall issues before renting their vehicles. NHTSA examined the percentage of dozens of GM and Chrysler vehicles in rental car fleets that had been fixed within 90 days of ten different recall notices from 2006 to 2010. Automakers have previously told the federal government that rental car companies typically fix less than a third of recalled vehicles within a month of the recall, and over the course of a year that number climbs to just 50%. According to the NHTSA audit, only 34% of Hertz's rental cars under recall had been fixed within 90 days. Avis/Budget had only fixed 53% of the cars under recall during the same time period, and Enterprise, the top performing member of the group, had only addressed recall notices in 65% of their cars after 90 days. The study suggests that tens of thousands of rental car drivers have unknowingly rented vehicles under recall, posing a serious threat to safety on roadways.

### Save the dates!

**WANADA Automobile Business  
Seminar Series:**

**April 21**

***Surviving a Factory Warranty Audit***

**May 21**

***F&I Certification***

**Register at**

**[www.wanada.org](http://www.wanada.org)**

Dealers are reminded that 49 USC Section 30120(i)(j) specifically prohibits the delivery of *new* vehicles or equipment subject to recall until the recall is remedied. This prohibition does not apply to used vehicles, though it is common practice in the industry to ensure that all vehicles offered for sale (new or used) are in safe working order before being sold.

*Friend to dealers in the U.S. Senate*

## Senator Mikulski named to Women's Hall of Fame



Sen. Mikulski being interviewed in 2009 about legislation to aide dealers and the auto industry. She is joined by Sam Weaver, Chevy Chase Cars.

Sen. Barbara Mikulski (D-MD), a friend to franchised dealers and the longest-serving female senator in U.S. history, will be inducted into the National Women's Hall of Fame this fall.

“Her work over the years, the fact that she's now the longest-serving female senator, her efforts on behalf of educational initiatives, veterans' affairs, and women's health issues, all

combine to make her an exceptional candidate,” said Christine Moulton, executive director of the Hall of Fame.

Mikulski was first elected to the House of Representatives in 1976 and served there until winning election to the Senate in 1986. She was reelected to a fifth Senate term last year.

Mikulski was instrumental in protecting dealer rights during the financial crisis that led to the bankruptcies of GM and Chrysler and was also a champion of the “Cash-for Clunkers” program instituted the previous year to jump start the auto industry at the depths of the Great Recession.

She is the first female Democratic senator elected in her own right, and serves as the chairwoman of the Senate Appropriations Committee's subcommittee on Commerce, Justice, Science and Related Agencies. She is also a member of the Health, Education, Labor and Pensions Committee and the Select Committee on Intelligence.

During her tenure, the senator has been a staunch advocate for women's health issues, helping to create the Office of Women's Health at the National Institutes of Health.

The formal induction for the National Women's Hall of Fame's 2011 class of inductees is scheduled to take place Sept. 30 and Oct. 1 in Seneca Falls, N.Y.

"Baltimore is no stranger to Hall of Famers — like Major League Baseball legend Cal Ripken, the Iron Man. You might say I'm the Iron Woman," Mikulski said in response to notification of the honor. "That's how we do it in Baltimore — go to work every day and get the job done."

## Number of women auto buyers continues to grow

The number of women buying cars has steadily increased as a percentage of total sales over the past four years, according to R. L. Polk, the consumer marketing firm. Women now make up 38.5% of all new-vehicle registrations, up from 36% in 2006.

Polk researchers say Honda and Toyota are the big beneficiaries of that development, noting that the two Japanese brands account for more than 1 out of 4 cars purchased by women, or 29.7%.

That is not to say, however, that other brands aren't popular with women. Nearly half of all Mini car buyers, or 47.9%, are women. That's the most out of any brand.

The top five brands for female car buyers and the top five brands most dependent on female shoppers chart as follows, according to Polk:

### Top Five Brands based on Passenger Vehicle Sales to Women Brand / Share of Women Market

- Toyota 15.7% (Represents 15.7 of every 100 sales to women is a Toyota)
- Honda 14.0%
- Ford 10.0%
- Chevrolet 8.9%
- Nissan 8.8%

### Top Five Brands based on Women's Share of Brand Sales

- Mini 47.9% (Represents 47.9 of every 100 Minis sold are registered to women)
- Kia 46.8%
- Honda 46.0%
- Nissan 45.5%
- Subaru 45.0%

## **AIADA will host 5th Annual International Auto Industry Summit May 25-26, Capitol Hilton, DC**

AIADA will host its annual International Auto Industry Summit in Washington, D.C., on May 25-26 at Washington, D.C.'s Capital Hilton.

The Summit is attended by dealers, manufactures, legislators, and industry insiders seeking to share strategies and learn about the pressing issues affecting the international auto industry in America. It is also an opportunity for participants to reach out to members of Congress as a unified front through specially arranged meetings on Capitol Hill. The 2011 Summit will feature former Minnesota governor Tim Pawlenty, Pulitzer Prize winning author Paul Ingrassia and a panel of leading manufacturers to take dealers' questions. The 2011 recipient of AIADA's Grassroots Advocacy Award will also be presented.



Dealers can register for the event online at [www.AIADA.org/events](http://www.AIADA.org/events), or call 1-800-GO-AIADA.

## **Electric Drive Industry to Showcase Electric Drive Advances**

A motorcade of battery, hybrid and fuel cell powered vehicles will parade through Washington D.C. on Tuesday, April 19th, as part of the Electric Drive Transportation Association (EDTA) Conference during Earth Week.

EDTA is a significant partner with WANADA in the annual Washington Auto Show and also a key contributor in the show's hallmark Advanced Technology SuperHighway (ATS) pavilion.

Secretary of Energy Steven Chu will kick-off the "Innovation Motorcade" from the Department of Energy. The following day, Transportation Secretary Ray H. LaHood will be the keynote speaker at the opening of the 2011 EDTA Conference, where leading government and industry experts will discuss the latest advances in electric drive technology and policies to accelerate the electrification of transportation.

Many of the same companies that displayed their EV concepts and production models in The 2011 Washington Auto Show, including Audi, BMW, GM, Toyota, Volkswagen and Nissan, will participate in the motorcade.

"We are excited to show consumers and policymakers how many electric drive choices are available and how rapidly innovations are being brought to the market place," said Brian Wynne, EDTA president. "These cars and trucks, and the technology that supports them, are helping to reduce our nation's dependence on foreign oil, reducing driving costs and creating advanced energy jobs."

## Europe takes aim at gas and diesel cars

Selling conventionally powered cars in Europe may get to be difficult in the years ahead if The European Commission, the planning group for the European Union countries, goes ahead with a proposal it announced last week to ban conventionally fueled cars in the city centers by 2050 and shift 50% of road based passenger and freight travel to rail.

EU transport commissioners, Siim Kallas, said the measures combined would generate a 60 percent overall cut in carbon emissions on the continent, as well as reduce deaths caused by road accidents by 50 percent by 2020, and possibly eliminate nearly all auto accident deaths by 2050.

The United Kingdom has already rejected the Commission's proposal with the country's transport minister Norman Baker saying the EU should not be involved in cities' transport choices. "We will not be banning cars from city centers any more than we will be having rectangular bananas," Baker said.

Baker's comments aside, however, it should be noted that a number of European cities already ban or severely restrict cars in city centers as well as limit when trucks may make deliveries. Further, the EU also has established goals for electrifying a portion of the new vehicle fleet, building a Europe-wide EV charging infrastructure, reducing overall CO2 emissions from mobile sources and significantly reducing oil imports into the EU countries.

In response, nearly all the European based automakers have begun extensive programs to develop and produce EV models for passenger and trucking use.

## Bananas may be the way to lighter cars

Here is yet another example of "necessity being the mother of invention." Brazilian scientists have developed a way of using fibers from bananas, pineapples and other plants to create plastic that is significantly lighter than what's used in cars today and rivals Kevlar in strength.

In a presentation at the 41st National Meeting & Exposition of the American Chemical Society in Anaheim, CA, researchers from Sao Paulo State University in Brazil said a new process they have developed produces material that is 30 percent lighter and three to four times stronger than conventional plastic and is recyclable as well. They reported the material, which is produced using nanotechnology, was also more resistant to heat, gasoline and water and can easily be used for dashboards, bumpers and some body panels.

The basic process involves cooking plants in a device similar to a pressure cooker that produces something resembling talcum powder, but is actually nanocellulosic fiber so small that 50,000 such fibers fit within the diameter of a human hair. These fibers are then added to other raw materials to produce reinforced plastic.

One pound of nanocellulose can produce 100 pounds of plastic, the researchers said, while noting that pineapple is the most promising source of nanocellulose, but bananas, coconut shells, agave and curaua, a plant related to pineapple, also work well.

There is no word yet on the cost of producing the material in volume, but the researchers are already talking about using it to replace steel and aluminum automotive parts.

**Save the date! May 16****2011 WANADA OPEN**

Lakewood Country Club



WANADA member golfers and fans of a good time will want to put Monday, May 16 on the calendar, as that is when the 2011 WANADA Open will be played at Lakewood Country Club, Rockville, MD. There will be several new competitions this year that recognize the different skill levels of players. Getting around the course this year will be easier, too, as players will be allowed to drive carts directly to their golf ball rather than having to stay on the paths.

The registration fee for the 2011 WANADA Open is \$235 per golfer and \$100 for those coming only for cocktails and dinner.

Register early by calling or e-mailing Kristina Henry, WANADA's director of events at (202) 237-7200, ext. 18 or [kh@wanada.org](mailto:kh@wanada.org). The registration form can also be downloaded at [www.wanada.org](http://www.wanada.org)

**Updating WANADA's Directory data for 2012****Member cooperation requested!**

Earlier this year, WANADA mailed to all members a comprehensive 2011 Membership Directory with updated business and contact information for all those listed. This information includes addresses, phone and fax numbers, franchises sold, and website address, as well as known dealership/company contacts with titles and emails. Among other things, it is very important that we have at least one good email address for each dealership/company. Please note any corrections, additions, and deletions in this directory and contact Ralph Frisbee at (202) 237-7200, ext 11, or [rf@wanada.org](mailto:rf@wanada.org) with the updated information.



Thank you.

**That's the spirit!**

"There is no agreement on numbers and nothing will be agreed to until everything is agreed to."

--House Majority Leader John Boehner on the budget plan