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The WANADA Bulletin was inadvertently launched on April 6. We apologize for any confusion this may have caused.

WANADA joins NADA/IHS Automotive Forum in New York

Industry spokesmen cautiously optimistic about the future



Carlos Ghosn, CEO Renault- Nissan

Cautious optimism abounded among the speaker line up of industry notables weighing in at the NADA/IHS Automotive Forum last Tuesday, April 3, in New York as the *Big Apple's* 2012 Auto Show was opening. Things are looking up in the auto industry, more so than the world economy at large, and that's good news, particularly in comparison to the economic realities three years ago. However, there is still potential for serious setbacks to the industry and world economy.

Among the industry and allied industry representatives attending were dealer associations, including WANADA, which participated in spirited Q&A with panelists over the course of the day long Forum.

Carlos Ghosn, of the Renault-Nissan Alliance, keynoted the Forum and was joined by fellow CEOs Reid Bigland, Dodge brand, Chrysler Group; Jonathan Browning, VWoA; Jim Lentz, TMS; and Ludwig Willisch, BMW/NA. Dealer leaders and allied industry notables delivered presentations also to include Mike Jackson, chairman of AutoNation; Bill Underriner, chairman of NADA; Chip Perry, CEO of AutoTrader; and Jason Stein, editor of Automotive News.

But it was IHS chief economist Nariman Behravesh in the first panel up, who laid the foundation for the discussions that ensued in his auto industry forecast with the theme, "bright spots in clouds of uncertainty." Behravesh's conclusions as he looked globally at "implications for automotive," were the following:

- Sluggish, but promising growth in the U.S;
- Mild recession in Europe;
- Emerging markets offering best growth prospects; and

- Asia being the current growth leader

Overall, Behravesh and the IHS forecasters see “lots of opportunities in the automotive sector, but mostly *outside* the developed markets.” And, while volatility in commodity prices - - most notably oil - - are unsettling, it’s likely to continue to be manageable. All bets are off, however, should oil prices spike much beyond where they have already gone over the last year.

As noted at the outset, cautious optimism regarding the industry’s immediate future in the context of the global economy was the order of the day at last week’s Automotive Forum.

WAS reps attend press days at NYIAS to assess industry trends and to meet with key exhibitors

Consistent with the upswing of the auto industry, the mood among exhibitors last week during press days the New York International Auto Show was decidedly *bullish*, to couch it in Wall Street terms. Indeed, the industry’s confidence in itself also came through ubiquitously in the new car announcements, no less than the stellar display properties at the NYIAS.

WANADA’s Washington Auto Show delegation to the NYIAS, which included its chairman Robert Fogarty and past chairman George Doetsch, had the opportunity to interface with a host of OEM and allied industry exhibitor operatives, which invariably proves worthwhile at important auto shows like New York. Joining Messrs. Fogarty and Doetsch were WAS producer staff Gerard Murphy, Barbara Pomerance and Bob Yoffe.

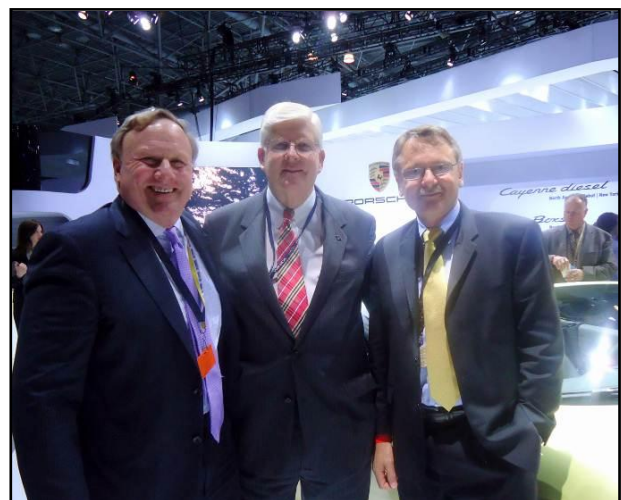
Attendance at 2012 model year auto shows is up across the board, reflecting renewed consumer enthusiasm and demand for new vehicles. This year in Washington, public turnout was up 15% over the previous year. The 2013 WAS will have industry/press days on January 30-31, followed by Public Days February 1-10.



Above, the Infiniti LE all-electric concept sedan introduced in New York. The production version will likely appear at the 2013 WAS.

Above right, George Doetsch (L) with Mark Fields, EVP, Ford North America

Right, Robert Fogarty (L) and George Doetsch with Porsche/NA EVP Michael Bartsch.



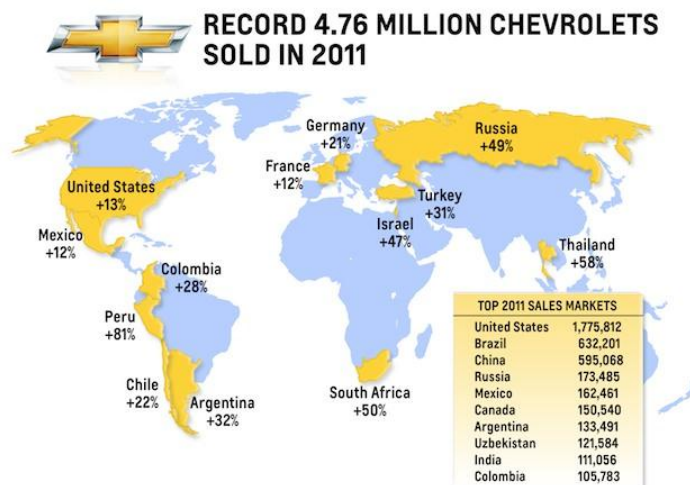
Global auto sales to *double* to 120 million by 2020

Daimler and Renault/Nissan CEOs say electrics only way to meet demand

Daimler CEO Dieter Zetsche says annual global vehicle sales should grow from about 80 million vehicles to about 120 million by 2020, a 50% increase, and that means automakers must embrace electric vehicles.

“The question is not whether this growth will take place, but how it can be made sustainable,” Zetsche told the company’s shareholders at the company’s annual meeting last week. “The greater the total number of vehicles in the world, the harder we must strive to reduce fuel consumption and emissions of each individual automobile,” Zetsche told Daimler shareholders.

Zetsche’s remarks echoed those of Renault/Nissan CEO Carlos Ghosn speaking at the NADA/IHS Automotive Forum at the New York Auto Show last week, where he also suggested automakers had no choice but to invest in EVs as a way to manage sales growth globally.



Auto sales continue global growth, as evidenced by Chevrolet’s success

Zetsche and Ghosn are spearheading major investments in battery and EV charging technology as part of their respective goals to grow electric car sales not only in key Western markets, but also in emerging markets such as China, where each believes the technology has become “a big issue.”

Daimler, the maker of Mercedes-Benz vehicles, has already formed a new joint venture with Chinese partner BYD, a leader in China’s EV technology, to launch the all-new Denza brand which will build a line of affordable electric vehicles. Zetsche also announced the company has developed a rapid charging system that will cut charging times to an hour or less for most EVs.

Industry analysts predict that shortened charging times will become reality for all EV owners in the near future, both in-home and in most major metropolitan areas. The latter will be linked to the GPS systems in cars so they can be readily found by EV owners.

Ghosn’s Nissan and Renault brands have each announced new EV and hybrid-plug-in models for the 2012 model year and Nissan’s Infinity brand unveiled a full EV luxury model at the New York Auto Show last week (see photo in story above) that it will begin building late in the year.

Zetsche said Mercedes-Benz is looking at additional hybrids, including the S500 plug-in hybrid, the first in the premium segment.

NADA files more comments on issues raised at FTC Roundtables

NADA has sent the Federal Trade Commission (FTC) an extended set of [written comments](#) to further educate the commission on several issues that were discussed during the three motor vehicle roundtables that the FTC conducted between April and November 2011, notably the lack of a Congressional directive for rulemaking and the lack of prerequisite conditions for rulemaking.



NADA's comments also included a rebuttal of a series of allegations that consumer advocacy group representatives made against dealers during the roundtable process. NADA's comments include a detailed critique of a 2011 report issued by the Center for Responsible Lending that attacks the dealer assisted financing model. (see [Appendix](#))

NADA's filing with the FTC supplements written comments it submitted to the FTC in April 2011 and verbal comments that dealers, state and metro dealer association representatives (ATAEs), dealer attorneys, and other industry representatives made at each of the three roundtables (which were held in Detroit, San Antonio, and Washington, DC).

The FTC is currently reviewing the information it gathered during the roundtable process to determine what, if any, additional rulemaking, enforcement, or educational steps are necessary to protect consumers who purchase or lease motor vehicles.

Rockville City Council discusses changes to the signage codes

The Rockville City Council held a hearing this week, April 9, to consider changes to the city's signage laws that have been in the works since late 2010, when the Rockville Chamber of Commerce asked for a review of the regulations.

Among the proposed changes that were discussed are the following:

- Signs mounted inside a building and visible from the outside would not be regulated except that they could not exceed 20 percent of the window area.
- Up to 20 percent of the allowable sign area would be used for corporate trademarks or other logos with approval from the owner or leasing agent.
- In addition to the principal color of a sign's lettering, up to two additional accent colors would be allowed.
- If a building has more than 50 linear feet of frontage, the permitted sign area for temporary signs would increase from 32 square feet to 48 square feet.
- In all of the mixed-use zones, one small (four square feet in area) sandwich board sign would be allowed per tenant if placed directly in front of a main entrance. Currently, these signs are only allowed in certain mixed-use zones.

The proposal does not address:

- The use of electronic message boards, flashing LED signs with multiple advertisements.
- Regulation of "sign spinners" as opposed to "sign walkers."
- The size and location of freestanding signs.
- Spacing of street trees so as not to screen business signs from passing vehicles.

A report by city staff, however, suggests these items should be a part of a broader comprehensive review of the sign regulations.

The city planning commission is tentatively scheduled to review the proposed changes May 9. The Council would hold a public hearing on any proposed changes in June.

Monday's Council meeting also included a discussion of a proposed green building tax credit that was postponed from the March 26 meeting.

City staff is recommending that the Council pass an ordinance establishing the program. The Council would have to set money aside in the fiscal 2013 budget to begin offering the credits.

If city dollars were available, the credit program would be piloted over five years, beginning in July with \$60,000 in tax credits in the fiscal 2013 budget. Credits would go to commercial properties that make their buildings more "environmentally friendly" and energy efficient. The credits would increase to \$300,000 in fiscal 2016 and fiscal 2017.

Like the sign regulation changes, the credit is a priority for the Rockville Chamber of Commerce, which began pushing for it in 2010. The chamber worked with the city Environment Commission and city staff to develop the proposed credit program.

Volkswagen Up! city car chosen World Car of the Year



A panel of 64 automotive journalists has chosen the Volkswagen Up! city car as the World Car of the Year. The 2012 Up! beat out the BMW 3 Series and Porsche 911 for the title. The announcement was made at the 2012 New York Auto Show. Thirty four global entries competed for honors in four different categories in the competition.

The World Car awards, now in their sixth year, are the result of voting by journalists based on every continent short of Antarctica, and "reflect the worldwide realities of making (vehicles) successful in the global auto industry," said Matt Davis, one of the program's chief organizers.

Along with the main World Car of the Year award, there were three other trophies awarded, including World Green Car, which went to the Mercedes-Benz S250 CDI Blue Efficiency diesel sedan; World Design of the Year, which went to the Range Rover Evoq – its first-ever crossover-based utility vehicle; and World Performance Car of the Year, which went to the Porsche 911.

The VW Up! is not available in the U.S. nor is the Mercedes-Benz S250. Mercedes-Benz is planning, however, to use the underlying powertrain in the 2013 update of the Mercedes-Benz GLK crossover-utility vehicle.

Register today for the WANADA Open May 16 at Lansdowne Resort

New golf skills and tennis competition set for annual event

Wednesday, May 16 is the date for a fun filled day of camaraderie and competition at the association's annual golf tournament (WANADA Open) returning this year to the beautiful Lansdowne Resort in Leesburg, VA.



Golf registration is \$250 per golfer.

If you don't play golf, plan to be on hand for cocktails and dinner that evening, or come to play tennis, or spend a few hours at the spa!

New this year are three golf skill challenges administered by Albatross Golf Events:

- The Lob Wall – Tests to see who can elevate the ball high enough to clear the lob wall
- The Glass Blast – measures ball trajectory to see who can break a pane of glass from 20 yards away, and
- The Money Putt – Pays \$2,500 to whoever can sink a fifty foot putt with one try.

For tennis players, the Committee has arranged for a one-hour clinic with Lansdowne's tennis professional and day-long open play. Registration for the clinic, locker room facilities, lunch, cocktails and dinner is \$125.

All are encouraged to register *early* for The WANADA Open as the number of golfers is limited to 124 players. To book your golf foursome or tennis clinic, click [here](#) to download a registration form which can be sent in via fax to (202) 237-9090 or email Kristina Henry at kh@wanada.org.

Schedule of events

9:00 AM –	Tournament registration and driving range warm-up
10:45 – 12:00 noon –	Lunch on the patio
12:30 PM –	Shot Gun start
1:00 PM	Tennis clinic
5:30 PM –	Cocktail Reception
6:30 PM –	Awards Dinner

For more information, call Kristina Henry 202-237-7200, ext. 18 or kh@wanada.org

Staying ahead ...

Any man, who isn't big enough to change his mind, has nothing to change.

--Joseph Palmer Knapp, Publisher