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WAS reps at the New York Auto Show

Exhibitors bullish on the industry

As it does every year, WANADA took a delegation to the pre-auto show media/industry days in New York recently to see the latest in tier one auto shows and gauge the direction of the industry for purposes of Washington Auto Show (WAS) planning, already in full swing for 2012. Representatives on the visit included Auto Show Chairman Robert Fogarty and WANADA Chairman George Doetsch, along with Gerard Murphy and John O'Donnell

from the staff and Barbara Pomerance, who handles WAS media relations. In visiting with OEM and non-OEM exhibitors in New York, the WAS delegates found the mood to be upbeat, and optimism for improved new vehicle sales running high.

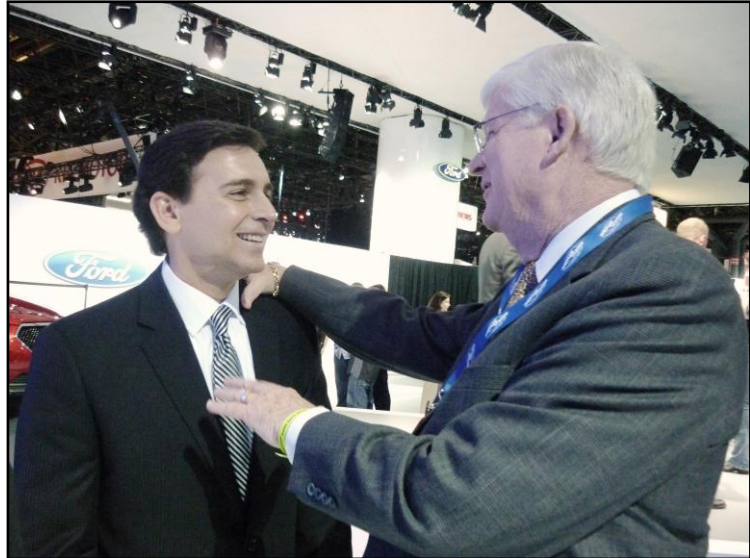


Center left, George Doetsch, WANADA chairman; and Robert Fogarty, Washington Auto Show chairman (center right); with Honda representatives at the Honda exhibit.

Part of WANADA's strategy for the WAS is to interact with senior OEM executives and allied contractors supporting the industry at major auto shows in the U.S. and internationally to ensure that WANADA's mission of delivering the public policy show on the global industry circuit remains front and center.

“Great strides have been made with our Auto Show in the last five years due in no small part to focused WANADA leaders successfully interacting with OEMs,” said Mr. Fogarty. “The industry has come to appreciate the importance of spotlighting green and safety technologies in the Nation’s Capital where members of Congress and the federal regulatory establishment are situated,” he said.

Getting around to see the various exhibitors in an expanse like a major auto show can make for a fast paced project, but it pays off, WAS organizers believe. “We’re always well received by the OEMs when we see them at other auto shows,” said Mr. Doetsch, a former WAS chairman. “They’ve come to know us and what we can do for them as the public policy show and they tell us what we can do better, so it works out well for everyone,” he said.



A couple of Ford men: Mark Fields (left), Ford EVP of The Americas, with George Doetsch, Apple Ford.

The 2012 Washington Auto Show tracks the dates from 2011, ending January into February, over two weekends (January 27 – February 5) at the Washington Convention Center. Industry/media days and the VIP Preview precede public days in 2012 on January 25 and 26.

NADA challenges environmentalists’ campaign against single national fuel economy standard

NADA is challenging an email campaign by the Save Our Environment Action Center (SOEAC), an umbrella group of environmental organizations that is arguing against a single fuel economy standard and misconstruing the auto industry’s consistent stand against multiple and conflicting fuel economy regulations. NADA became aware of the campaign when several NADA dealer leaders reported receiving the email, which then solicited funding.

SOEAC includes among its members the Union of Concerned Scientists, which spearheaded a similar email campaign last year. NADA had told the group to accurately portray the industry’s position on improving fuel economy standards and reiterating to them the need for a coherent approach to fuel economy standards. NADA is also providing a sample reply letter for dealers to use should they receive an email from SOEAC like those sent to its directors. The letter reads as follows:

Reference is made to your recent email regarding the National Automobile Dealers Association’s (NADA) support for a single national fuel economy standard.

You may be unaware that today there are three different fuel economy programs administered by three different agencies – U.S. DOT, EPA, and the California Air Resources Board – under three different sets of

rules, pursuant to three different laws. Instead of multiple and conflicting fuel economy programs, NADA supports a single national fuel economy standard under the CAFE program. The CAFE program was designed by Congress specifically to meet consumer demand and increase fuel economy. Only CAFE can ensure our nation's energy security and environmental goals are met without unduly frustrating consumer demand and disrupting the economy.

NADA also objects to the triple regulation of fuel economy to the extent that it creates an unlevel playing field. For example, EPA fuel economy standards set lower requirements for some automakers, while California's fuel economy program outright exempts a dozen automakers, including potentially Chinese manufacturers. The fair treatment of all automakers is the best way to reduce greenhouse gases and to increase fuel economy.

NADA's support for a single national fuel economy standard does not impact the Obama Administration's ability to require every automaker to raise fuel economy standards and reduce greenhouse gases. In fact, last year the administration raised the fuel economy standard to its highest level ever (34.1 mpg by 2016).

On a related note, automobile and truck dealerships are national leaders in environmental protection, a fact about which I am very proud. For information in that regard, see www.nada.org/green/.

Feel free to visit our dealership where I will be happy to show you some of the most fuel efficient cars on the road today.

As China buys more cars, is gasoline power sustainable?

A new report from China and the recent run up in gasoline prices should give pause to all those in the automobile industry still confident about the future of gasoline power.

The key bit of information comes from China's latest five-year plan which foresees at least 170 million new vehicles on its roads over that time frame as the country's burgeoning middle class find themselves able to buy a car and all the major automakers in the world prepared to sell them one. That means sales of 30 or more million new vehicles per year added to the 25 million already being sold annually in the U.S. and Europe, not to mention rising sales in South America and the prospect of millions of consumers in India joining in on the act.

China's 170 million new car sales in five years is as many cars as there are currently in Germany, France, Spain, Italy and Britain combined. To power those cars takes about 8 million barrels of oil daily, which, according to the U.S. Department of Energy, is about as much as the U.S. imports every day. With gasoline prices across America currently averaging just over \$4 per gallon, it is anticipated the increase in demand from China alone will at least double gas prices by 2016.

Automakers believe that gasoline prices at \$4 per gallon or more are necessary to sustain and build demand in the U.S. for higher mileage hybrid vehicles and EVs. New vehicle sales figures for the first quarter of 2011 suggest they are correct. Consumers bought more of the alternative fuel models than ever. Further, a new Nielsen Energy Survey indicates that an overwhelming 85% of American consumers now say they would be interested in purchasing a plug-in electric vehicle; either right away (3%), when their current car needs replacement (57%) or when the technology is proven and becomes mainstream (25%).

All the major automakers have already announced plans to expand their hybrid line ups and develop all-electric models. It would appear those plans have arrived in the nick of time.

2011 WANADA OPEN in two weeks

Lakewood Country Club– May 16

WANADA members and friends who play golf and enjoy networking with business associates are reminded that the *2011 WANADA Open* is just around the corner, scheduled Monday, May 16 at Lakewood Country Club in Rockville. If past is prologue, the WANADA Open will be a second-to-none right-of-spring celebration out on the links at a great golf course! There will be several new tournament competitions this year that recognize different skill sets of players, along with the next chapter of the Maryland/Virginia golf team Ryder Cup style competition that was started last year.

The registration fee for the 2011 WANADA Open is \$235 per golfer and \$100 for those coming for cocktails and dinner only. Bear in mind that even if you don't golf, you'll have a fabulous evening reconnecting with scores of business friends from across the region.

Register now by calling or e-mailing Kristina Henry at (202) 237-7200, ext. 18 or kh@wanada.org. The registration form can also be downloaded at www.wanada.org



Annual WANADA F&I Certification Workshop

Legal/regulatory roadmap for dealership F&I professionals – May 24

Once again, WANADA has scheduled the popular Finance and Insurance Certification Workshop for dealership professionals put on by JM&A. With increasing regulatory scrutiny of dealership F&I practices, this workshop is as important as ever. The topics covered include the following:



- ✚ Unfair and deceptive trade practices
- ✚ The Tax Reform Act 1984 and FinCen Form 8300

- ✚ The Truth in Lending - Regulation Z
- ✚ Consumer Leasing - Regulation M
- ✚ Rate spread issues
- ✚ Equal Credit Opportunity - Regulation B
- ✚ Fair Credit Reporting & FACT Act
- ✚ The Gramm-Leach - Bliley Act
- ✚ The Magnusson-Moss Warranty Act
- ✚ The USA Patriot Act & OFAC

Workshop participants will take an exam at the conclusion of the seminar to ensure they received a working knowledge of the information. Certificates will be distributed to all who pass.

Arrangements for the workshop are as follows:

Date: Tuesday – May 24, 2011
Time: 9:00am – 5:00pm (Registration begins at 8:30am)
Where: WANADA Headquarters
5301 Wisconsin Avenue, NW, Suite 210
Washington, DC 20015
Cost: \$199.00 per Person

For more information contact, Kristina Henry at 202-237-7200, ext. 18 or kh@wanada.org. Register here by downloading the form: http://www.wanada.org/2011-events/F&I-Certification-Workshop-Registration-Form_05-24-11.pdf.

MADA post 2011 Maryland legislature legal/regulatory briefing for dealers

May 25, Gaithersburg Holiday Inn

MADA will present a special briefing on May 25, 2011 covering the new laws recently passed during the 2011 Maryland General Assembly. Dealers will also be updated on the variety of complex compliance issues they must face day in and day out.

Topics to be covered include:

- Dealer processing fees
- Issuance of temp tags with pending insurance violations
- Advertising compliance
- Prior use disclosure
- Protecting against liability from class action lawsuits

Dealer lawyer Mike Charapp of Charapp & Weiss will join Peter Kitzmiller, MADA CEO, in rolling out the presentation. With the Gaithersburg, MD locale of this state association session, WANADA senior staff will be on hand as well. Arrangements are as follows:

MADA Legal & Regulatory Briefing

Wednesday, May 25, 2011

10:00 am - Noon

Holiday Inn

2 Montgomery Village Ave

Gaithersburg, MD 20879

The cost to attend the briefing is \$99 per person.

Click to download the MADA sign up paper here [Registration Form](#)

AN spotlights Tammy Darvish for interaction with inner city students on car business

DARCARS principal Tamara Darvish was featured in an *Automotive News* story last week for her personal involvement with students at Ballou High School in SE, DC whose automotive technology lab has been enhanced with an ongoing Toyota philanthropic partnership with the DC Public Schools. On site at Ballou, Ms. Darvish interacts with the students in a teaching setting, supplementing their auto technology curriculum with business and life skill topics, to include financial literacy, team building and effective use of social media. On other occasions, she has hosted Ballou students on field trips to DARCARS stores where they've been taken on tours of the various dealership operations, which, besides service, included vehicles sales and accounting.

Toyota's DC schools initiative includes the funding of internships for the Ballou students and scholarships at community colleges, *AN* reported.

Over the years WANADA, through its Auto Dealer Education Institute and the DC Department of Employment Services, has been involved with Ballou's auto technology program working with high school students and young adults seeking careers in auto technology.

Thought for the week...

When good men die, their goodness does not perish, but lives though they are gone. As for the bad, all that was theirs dies and is buried with them.

--Euripides