

# THE WANADA BULLETIN

NEWS AND INFORMATION FOR AND ABOUT FRANCHISED NEW CAR DEALERS IN THE WASHINGTON AREA

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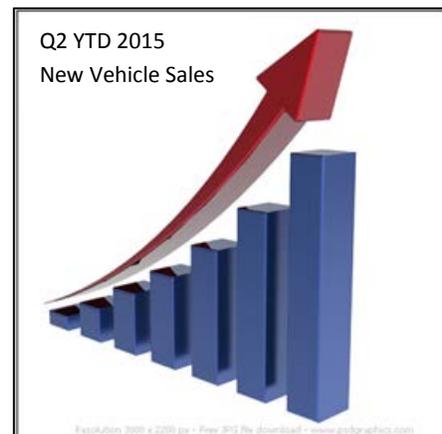
## Metro Washington New Vehicle Sales track U.S. at mid-year, with industry poised for best annual performance since 2000

New vehicle sales in the metropolitan Washington market, January through June 2015, pretty much mirrored mid-year results from a year earlier, being 1.5% improved. But that's good news, with the industry regionally and nationwide set to deliver the best calendar year performance since 2000, the year that new vehicle sales reached the U.S. market record of 17.4 million.

The WANADA Area Report, June YTD from R.L. Polk (see below) documents that the metropolitan region is in *scoring position* to eclipse 300,000 new vehicle sales in 2015 for the second consecutive year. Actual new vehicles sold in the first two quarters of 2015 in the 12 locality metro area were 156,723. Nationally, new vehicle sales, January through June, were improved 4.5% or 8.52 million, which is more than half way to 2015 sales greater than 17 million. In this regard it is noteworthy that NADA revised its earlier 2015 sales forecast from 16.9 million to 17.2 million with the mid-year sales results in hand, buttressed by strong July sales.

Each of the three months in the spring quarter regionally were better than the three winter months, the highest sales month in six being May at nearly 31,000 new units sold.

Interestingly, light trucks constituted 50% of all sales during this time frame, which is a departure for metro Washington auto consumers, who historically have purchased more cars than trucks. This is readily understandable, of course, with gasoline prices as consistently low as they have been for so long. Indeed, light truck sales climbed nearly 12 percent in the first six months of this year, as car sales dropped 7 percent.



Detroit 3 sales here constituted 30 percent of the market during this period as opposed to 45 percent nationwide, where sales of new domestic vehicles have always been stronger than regionally.

For the full WANADA Area Report for the period of June 30 YTD 2015, [click here](#) to log in to the *members only* section of the WANADA website.

## Last call to sign up for ADEI Tech Training term

Classes start soon for line tech refresher courses & tech development



The fall semester will offer the first three of ADEI's five Technician Training modules, campuses at Falls Church, Rockville and Springfield.

Fall classes begin the next two weeks for the Automobile Dealer Education Institute (ADEI), WANADA's popular Technician Training Program, in suburban Maryland classes begin Sept. 1 and Sept. 8 in Northern Virginia. The fall, 2015 term marks the launching of ADEI Technician Training at Hayfield Academy in Springfield, Va, in addition to programs offered at Marshall Academy in Falls Church, Va. and Montgomery College in Rockville, Md.

Technician Development, ADEI's core program, prepares students to become productive line technicians while they work full-time at the dealership. Again, this year, existing line techs can select from a menu of ADEI Technician Training

courses for refresher purposes at any one of the three locations mentioned above. The ADEI curriculum includes five modules, each focused on specific ASE Certifications, plus provision for manufacturer-specific training. The course and curriculum are *NATEF Certified*, the industry's gold standard of technical education.

For more information, call or email Billy Painter, ADEI program manager, at [bp@wanada.org](mailto:bp@wanada.org) or 202-236-2270 (cell) or 202-237-7200 (office).

## ADEI Technician Training Program Kicks Off Fall Semester with Luncheon



WANADA President & CEO, John O'Donnell, welcomed the students, mentors and service directors.

In preparation for the highest enrollment in the program's history, WANADA's Automobile Dealer Education Institute (ADEI) brought technician training students, teachers, mentors and program sponsors together at Montgomery College's Gudelsky Institute for a rousing kick-off luncheon. The gathering included over 50 students, dealership personnel and instructors. Classroom activities begin next week, with **enrollees receiving NATEF certified training** at one of ADEI's three locations in Maryland and Virginia. In addition to Montgomery College in Rockville, classes are held at Hayfield Academy in Springfield and Marshall Academy in Falls Church.

"We thought we had hit a high water-mark last year," said John O'Donnell, WANADA President, "but the program continues to

grow year after year. We're incredibly thankful to our participating dealers for supporting our efforts. It's the best way to simultaneously keep technicians in their personnel pipeline while providing a young person with training and mentorship to begin an eminently successful career."

ADEI's technician training program is distinct from other technical schools in that students go to school tuition-free, receive a free set of starter tools provided by Snap-On, are placed in a dealership where they can earn a paycheck, and are assigned a mentor at their workplace to help bring them along in their educational and professional pursuits.

"The combination of free tuition, job placement, NATEF certified curriculum and mentorship makes our program unparalleled for aspiring auto techs," said Joe Koch, Vice President of Association Operations at WANADA. "From the dealer's perspective, they are making a small financial investment to make sure they have promising young talent in their garages or to enhance the knowledge of their existing technicians. It's an optimal development system for both parties."

Students, mentors and service managers were treated to a lunch of barbeque brisket, pork and all the trimmings while interacting with one another and program architects like Harold Redden of Fitzgerald Auto Malls and Steve Boden of Montgomery County's Automotive Trades Foundation. John O'Donnell offered some brief comments, as did WANADA's ADEI program manager Billy Painter and instructor Mike Carretta. Afterward, Target gift certificates were raffled off to five lucky students.



Students and service directors enjoying the barbeque lunch provided to kick off the Fall Semester.

For more information about, call or email Billy Painter at [bp@wanada.org](mailto:bp@wanada.org), 202-236-2270 (cell) or 202-237-7200 (office).

## Designers offer car color choices for MY 2019

When BASF global designers meet to discuss car color trends, they're not talking about gray, blue or white cars. This year's 65 global automotive paint colors "explore the powerful potential of Real Authentic Ways (RAW)," based on trend findings that "society is focused on simplicity, authenticity and optimism for the future," BASF says.

The designers met in Detroit and felt that the city's revitalization inspired bright and more varied color choices. The importance of water in Detroit and other urban environments contributed to the strong prevalence of blues in this year's color predictions, said Paul Czornij, technical manager for the BASF Color Excellence Group.

BASF's designers came up with five local theme colors available to North America automakers for MY 2019: Deep red, woven with brilliant golds (Perforated); luminous gold (Golden Cavalcade); brighter silver (Spectator); rich blue (Bucket O' Blu); and strong blue-green (Downpour).

Another focus this year is the importance of baby boomer. That means more playful, neutral colors.

This is serious. The designers have a lot of influence on the new vehicle colors that auto dealers sell.

## Virginia, DC are among strictest states in enforcing speed limits

Despite its reputation as a state that doesn't like regulation, Virginia comes in fourth place among all the states and DC for being tough in enforcing speed limits and reckless driving laws. The District, at seventh place, trails the Commonwealth. Maryland is in 16<sup>th</sup> place. The survey is by financial website WalletHub.

Colorado is the toughest on speeding and reckless driving law enforcement, and Texas is the most lenient.

## Don't overlook the 85 year olds!

Perhaps it's because people are healthier and living longer, or because the most senior of senior citizens are more comfortable driving intelligent cars with enhanced safety features, but more people in their middle 80s continue to drive *and* are buying autos.

"Drivers over 85 are among the fastest growing demographic on the road," according to Doug Hecox of the Federal Highway Administration (FHA).

This is good news for the economy because more older people are buying cars, according to FHA. Additionally, it shouldn't be a problem for traffic safety, said Hecox "because the more things we do to make roads safe for older drivers, the safer they will become for everyone else."

With the number of 85 and older drivers having doubled over the past 15 years, according to FHA, this is clearly food for thought at the next dealership sales staff meeting.

### Staying Ahead...

We won't win the game this afternoon because of all the past homeruns.

-- --Babe Ruth

