

Headlines...

The WANADA Vehicle Trading Network is off to a running start
Labor board delays rule requiring union posters in the workplace
Washington area vehicle sales up 16% in first half of 2011
Montgomery County dealers urged to attend "Rockville Summit"
VA electric vehicle buyers to have option of lower electric rates
OnStar teams with RelayRides to offer car sharing service
[Leasing 101: A primer for sales associates on the benefits of leasing](#) – November 2, 2011
Thought for the week...

Save the Date!
Dec. 7, 2011
WANADA Annual Luncheon
with
Mike Jackson, CEO, AutoNation

The WANADA Vehicle Trading Network is off to a running start

Exclusive online vehicle trading network will save money, improve inventory turn and expand used vehicle offerings



The WANADA Vehicle Trading Network (VTN), a unique online auction site for WANADA dealer members to exchange aged, off-brand models as well as wholesale units at significantly reduced costs, launched 10 days ago, and, is up, operating and selling cars.

“We are very pleased with how this one-of-a-kind member service has come together and is now happening,” said John O’Donnell,

WANADA’s executive vice president. “This network has the potential to save member dealers significant money in their wholesaling and used car operations, and we are working diligently to get the entire dealer membership familiar with the site,” he added.

WANADA’s partner on the VTN is the online trading company OPENLANE, which many area dealers already use to source manufacturer off-lease vehicles.

To sell vehicles, the WANADA VTN will automatically upload a member’s used vehicle inventory on a daily basis and allow them to price, configure and post aged, off brand and/or wholesale units to the private network for set periods of time. Thereafter, the units are automatically made available to OPENLANE’s national audience, ensuring WANADA dealers get maximum return for each unit.

Buying inventory units is straightforward, too, by simply logging on to the WANADA VTN. The system is available 24/7 and accessible from anywhere. The VTN also offers post-sale

settlement, third-party vehicle inspection and industry standard dispute resolution through its partnership with OPENLANE.

The cost of buying and selling on the WANADA VTN is *well below* usual online auction/wholesaling fees, whether members are buying/selling locally or nationally. WANADA members are also eligible for numerous incentives to use the network.

“Our aim is to virtually eliminate the need for dealer members to physically take vehicles to the auction and thereby greatly reduce wholesaling costs,” O’Donnell said.

The WANADA VTN is supported by OPENLANE’s regional service team, as well as dedicated individual dealer assistance staff at the OPENLANE home office. These VTN service providers will assist in all facets of inventory management to ensure vehicles sell quickly and for the maximum return, while affording dealers the opportunity to acquire the *right* vehicles for retailing.

There is no cost to register and list inventory! WANADA urges its members to take advantage of this unique service and unprecedented opportunity to improve the profitability of their used vehicle operations.

To register your dealership on the WANADA VTN, go to: www.wanadaVTN.com or contact [Barbi Nix at bnix@openlane.com](mailto:bnix@openlane.com) or (866) 969-0321 ext. 5787. For more information on the WANADA VTN, contact Jake Kelderman at: 202-237-7200 or jak@wanada.org.

Labor board delays rule requiring union posters in the workplace



The National Labor Relations Board (NLRB) has postponed a regulation that would require dealers and other employers to post notices that would inform workers of their right to form a union.

The rule was slated to go in effect on November 14 of this year, but has been postponed until January 31, 2012, to give NLRB more time to educate companies about who is and who is not covered by the rule.

"The decision to extend the rollout period followed queries from businesses and trade organizations indicating uncertainty about which businesses fall under the board’s jurisdiction, and was made in the interest of ensuring broad voluntary compliance. No other changes in the rule, or in the form or content of the notice, will be made," the NLRB said in a statement.

The notice rule had attracted wide notice on Capitol Hill, especially among Republican lawmakers. Business groups, like the U.S. Chamber of Commerce and the National Association of Manufacturers, have sued the NLRB over the rule. NADA is involved in one of the suits through its affiliation with the Coalition for a Democratic Workplace.

Big Labor, which pushed for the poster requirement, argued it was a “needed step to protect worker rights.”

Washington area vehicle sales up 16% in first half of 2011

Despite sluggish economy, U.S. auto sales predicted to continue expanding

Washington metropolitan area new auto dealers retailed approximately 120,000 new cars, trucks and SUVs through June of 2011, fully 16% better than in the same time period in 2010 and well ahead of the national sales rate. At half year, auto sales on the national level were up, too, but, at 12.8%, were not as robust an improvement as that of the Washington area. At 6.3 million sales in June, the U.S. auto business is poised to reach 13 million by year's end.

According to R.L. Polk, WANADA's data provider, domestic car sales within the region were up an impressive 20.2% , while imports, hampered by the impact of the tsunami in Japan, rose 6.8% over the same period last year. In the truck market, domestic sales rose a whopping 48.6%, while import truck sales rose 9.8%.

As has been historically true, imports continued to dominate the Washington metro market, garnering a 79% share in cars and slightly over 55% for trucks, though it should be said that the large majority of these "imports" are manufactured in U.S. plants.

WANADA members can view a detailed breakdown of the R.L. Polk sales data by clicking here ► [Member Center](#) ◀ and requesting a temporary password. Once you have received a temporary password by email, you will be able to go back and change it. *Please note* that you will only be able to get a password if we have your email on file! If you have any questions, please send us an email at info@wanada.org.

Meanwhile, J.D. Power and Associates said earlier this week that U.S. demand for new vehicles should continue to rise over the next few years.

Jeff Schuster, J.D. Power's executive director of global forecasting, said he expects U.S. vehicle sales to clear 12.6 million this year, and that 16.5 million annual sales was in reach by 2015, a level the industry hasn't seen since 2006.

He cautioned, however, that since many potential buyers have opted to keep the vehicles they already own longer, that could become a permanent shift in American buying habits. Schuster was speaking to analysts at the Standard & Poor's Auto Industry Hot Topics Conference in New York.

And despite the global economy's roller coaster ride since the end of the summer, U.S. vehicle sales were improved 10 percent in September, the fastest sales pace since April, and automakers expect the pace to stay steady for the rest of this year.



Montgomery County dealers urged to attend “Rockville Summit”



Auto dealers with operations in the city of Rockville, MD and Montgomery County at large, are well advised to attend The Rockville Summit: Roadmap for the Future. The city is in the midst of a major planning exercise to reshape itself into a pedestrian friendly urban center, which has implications for many automobile retailing operations located on the major north/south corridor in the area, Rt. 355 (Rockville Pike).

The morning event will be highlighted by a presentation from economist Stephen Fuller of the George Mason University's Center for Regional Analysis, who will deliver a report on Rockville's economic outlook. The analysis will set the stage for representatives from the business, residential, non-profit, public, and education sectors to have a conversation about Rockville and its future.

The event is free. For more details and to register for the event, click [here](#).

Rockville Summit

October 18, 8:30 a.m. to 11:45 a.m.

VisArts - 155 Gibbs Street, Rockville, MD (Rockville Town Square)

VA electric vehicle buyers to have option of lower electric rates

Dominion Virginia Power is giving electric-vehicle owners a rate break if they charge their cars overnight. Under a program announced last week, customers can choose between two options to charge their vehicles:

- Option 1 - Dominion will install a second meter in their home that measures energy used only for recharging the vehicle. The cost for the meter is \$2.90 a month.
- Option 2 - Lower overnight prices for all household electricity use, including the recharging of vehicles. Dominion Virginia Power will replace the customer's meter with one that records energy use in 30-minute intervals, allowing the company to apply pricing rates at specific time periods.

Under the first option, the utility estimates that an overnight electric vehicle charge good for about 40 miles would cost 54 cents. Under the second option the costs are estimated at 51 cents in the summer and 61 cents in the winter. By contrast, the usual cost to charge an electric vehicle using standard residential rates is about \$1.10.



The program is designed to offset the cost of owning an electric vehicle and test whether people can be encouraged to charge their vehicles during off-peak hours, which is typically overnight, when usage is down.

The Dominion program ends Nov. 30, 2014. Each option is open to 750 people.

Dominion spokesman Tom Kazas said 17 people had already signed up by late afternoon Monday of this week.

The major challenge, of course, for electric-vehicle manufacturers and dealers selling EVs is where the vehicles will be charged. The long-term goal of the federal government is to build a network of charging stations in parking garages, retail centers and other public areas so customers can charge as they go. The U.S. Department of Energy is currently funding a program to put such EV charging grids in place, and last month, the Richmond Electric Vehicle Initiative received a \$429,051 grant to help develop a local network of charging stations for electric vehicles.

The Richmond area is a key market for manufacturers who are introducing electric vehicles, including the Nissan Leaf, the Ford Focus, the Chevrolet Volt and the Toyota Prius.

OnStar teams with RelayRides to offer car sharing service

RelayRides, which is backed by Google Ventures, is teaming up with OnStar to provide an alternative to traditional car rental firms. The company aims to allow individual car owners to rent their vehicle when they are not using it themselves, utilizing OnStar technology to monitor and manage the rental. Someone who might need a car, say, to run a couple errands, could access a vehicle from someone living down the block or working in a nearby office.



The exclusive relationship will begin in early 2012, and will be limited to GM vehicles equipped with OnStar. An owner who wants to make a vehicle available can sign up online and set their own rental rate and after the vehicle is inspected and approved, it is offered to RelayRides customers who pay by the hour.

The service is currently available in Boston and San Francisco. RelayRides claims the average vehicle is generating \$250 in revenue a month. Of that, 65% goes into the pocket of the vehicle owner, 20% covers insurance and the remaining 15% is kept by RelayRides.

“We’re using technology to make both our older and newest models *car share ready* and available for those owners who choose to participate in car sharing,” said Stephen Girsky, GM vice chairman. “Our goal is to find ways to broaden our customer reach, reduce traffic congestion in America’s largest cities and address urban mobility concerns.”

Car sharing is being tried in many parts of the world, especially in crowded urban areas where vehicle ownership can be costly. In Paris, for example, the city has just begun a program which makes available small electric vehicles that can be picked up in one neighborhood and then dropped off at a reserved parking spot on the other side of town without a penalty.

The best-known car share company in the U.S. is ZipCar, which provides a fleet of vehicles that are typically parked at dedicated spots in many cities, particularly those with large college and university communities.

WANADA presents –
Leasing 101: A primer for sales associates on the benefits of leasing – November 2, 2011, WANADA headquarters

A service of the Automobile Dealers Education Institute (ADEI)

The “Leasing 101” training workshop provides sales associates with the information they need to fully understand leasing and how to present leasing as an option (and benefit) to the customer. The target audience for this class will be Finance Managers, Sales Managers, and select Sales Consultants.



Ty Courtney, of JM&A Group, which specializes in lease training, will present the day-long seminar. Courtney received his law degree from the University of South Carolina, and after spending 25 years of his career in the legal profession and politics, changed to an automotive career, where he held Sales Manager, Finance Manager and Finance Director positions. In 2006, Ty became a JM&A Group trainer, where he has been able to share his automotive and legal experiences with dealers throughout the country.

The topics covered in the Leasing 101 class include:

- Background of Leasing & Lease Terminology
- Pros & Cons of Leasing
- Normal Wear & Tear vs. Excess Wear & Tear
- Benefits of Leasing
- The 100% Rule
- Common Leasing Questions and Objections
- How to Calculate a Lease
- Leasing Role-Plays

For more information and to register, please contact Kristina Henry at kh@wanada.org or 202-237-7200, or click [here](#).

Thought for the week...

Never relieve individuals of moral responsibility. The more they have, the more they grow.

--Translated from an ancient Hebrew saying