

THE WANADA BULLETIN

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

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Political commentator Laura Ingraham to keynote WANADA's Annual Lunch

***Dealer and Kindred line members and business associates cordially invited,
Dec. 8, Ritz/Tyson's Corner***

WANADA's Annual Meeting and Luncheon is always a high water mark in the Washington area dealer community calendar where dealer principals and executives intermingle with key operatives from other levels of the industry and the greater Washington business region along with political leaders from Congress, Annapolis and Richmond and all points in between. The reason for the event's popularity is the second-to-none networking and fellowship the Annual Lunch engenders for sure, but also for the automobile market report, dealer community round up, along with a timely and provocative keynote speaker. On this last note, the 2015 WANADA Annual Lunch is *spot-on* with the highly regarded political commentator, Laura Ingraham who will center-stage WANADA's Annual Lunch Tuesday, Dec 8 at the Ritz/Tyson's Corner.

Longstanding radio talk show host and TV news contributor, Ingraham is well known for her hard hitting, straight forward commentary on what's right and what's wrong with Washington politics. Indeed, Ingraham's *inside-the-Beltway* perspective is reliably up-to-the minute and always insightful, buttressed as it is by well-established conservative credentials and legal expertise emanating from her UVA law degree and practicing lawyer background. Her Washington reference value is also amply evidenced by any number of New York Times Best Sellers, including her most recent *Of Thee I Zing*, and an earlier one, *The Obama Diaries*. Able to handle herself in any political setting she is a guest host for *The O'Reilly Factor* on FOX News, and a contributor on ABC's Sunday show, *This Week* with George Stephanopoulos.



WANADA members and friends of the industry can register for the Annual Lunch by clicking [here](#), bearing in mind that table discounts are available for organization reservations. Questions regarding the Annual Meeting and Luncheon can be directed to Kathy Teich in the WANADA office at kt@wanada.org, or (202) 237-7200. WANADA also wishes to express the appreciation of its auto dealer membership to Kindred line members Corky Cravato, BG Products and Services, and Gordon Smith of SunTrust Bank for their generous sponsorship of this year's Annual Lunch.



BG Products and Services



WANADA and Pohanka receive Clean Cities Coalition honors



From left: Ron Flowers, executive director of GWRCCC; Geoff Pohanka, and Korey Neal, director of business development for Neal International Trucks, who presented the award to Pohanka.



From left: Ron Flowers of GWRCCC; John O'Donnell, president of WANADA, and Claude Willis, deputy director of GWRCCC, who presented the award to O'Donnell.

WANADA was recognized at the Greater Washington Region Clean Cities Coalition (GWRCCC) Annual Awards Luncheon for its green car advocacy through The Washington Auto Show. The Dealer of the Year award went to Washington Auto Show Chairman Geoff Pohanka (Pohanka Automotive) and the Member of the Year award to WANADA President John O'Donnell, who sits on the GWRCC board. The Clean Cities Coalition is a program sponsored by the U.S. Department of Energy.

Pohanka was honored for his environmental consciousness at his dealerships and for activities around the region. He partnered with GWRCCC to offer training to fleet professionals at the 2015 Washington Auto Show and to offer alternative fuel sales training in area dealerships, including Ted Britt Ford and Fitzgerald Auto Malls.

One of the stores in the Pohanka Automotive group has its own 125-foot wind turbine. With a capacity of 20 kilowatts, the turbine supplies electricity directly to Honda of Chantilly as well as to the grid, to allow for less dependence on traditional fossil fuels. With its pitch control system and Internet monitoring, the VP-20 is one of the most technologically advanced systems

available. Honda of Chantilly has a whole host of green features, from systems for reducing and recycling water use to LED lights and indigenous landscaping.

WANADA CEO to speak at Comcast panel on auto industry

Tuesday, November 10, Chima Brazilian Steakhouse, Vienna, Va.



Dealers are invited to an expert panel sponsored by Comcast Business, “The Convergence of Fleet Turnover and New Technology,” where WANADA President John O’Donnell is a featured speaker.

Kevin Tynan, senior automotive analyst at Bloomberg Intelligence, will lead industry experts who will provide insights on the current state of the auto industry, the impact on dealers and how one can prepare for the influx of buyers. The featured panelists are O’Donnell; John McFarland, director of Global Marketing & Innovation at General Motors, and Scot Hall, EVP of operations at Swapalease.com.

The event takes place from 4:00 to 6:00 p.m. Tuesday, November 10, at Chima Brazilian Steakhouse, 8010 Towers Crescent Drive, Vienna, Va. 22182. Heavy hors d’oeuvres and cocktails will be served. To RSVP, click [here](#).

October sales again beat expectations

October sales were a repetition of the good news of the past few months for the industry. The month’s seasonally adjusted annual sales rate (SAAR) translates to a record of 18.2 million. Low gas prices again sent light truck and utility sales soaring, as those sales jumped 15 percent and car sales fell 2.6 percent, according to J.D. Power. Low interest rates and low unemployment helped with sales overall. Additionally, there were five weekends in October this year versus the four of October 2014 against which sales figures were compared.

“October was a huge month for the industry, smashing expectations and continuing its hot streak,” said Bill Fay, group vice president and general manager for Toyota Division.

All major automakers reported sales increases, many in the double digits: GM, up 16 percent, Ford up 13 percent and Fiat Chrysler up 15 percent. Toyota sales rose 13 percent, Nissan 13 percent and Honda 8.6 percent.

“Strong demand for our vehicles provided another double-digit sales increase in October, and Ford vehicles posted all-time record average transaction pricing of \$34,600 per vehicle,” said Mark LaNeve, Ford vice president, U.S. marketing, sales and service.

Average transaction prices (ATP) rose more than 1 percent industrywide, with full-size SUVs, high performance cars, midsize trucks and vans rising more, said analyst Akshay Anand of Kelley Blue Book. But incentives were even higher, according to TrueCar, which predicted an average industry incentive per vehicle of \$3,104. The ratio of incentive to ATP was 9.5 percent, a 14 percent increase from a year ago.

WANADA helps make DC's Ward 8 *Trunk or Treat* a success

WANADA's Washington Auto Show was a sponsor of Ward 8 *Trunk or Treat*, a fun Halloween event for kids and their families in Anacostia, DC. Dozens of decorated vehicles filled Anacostia's "Big Chair" parking lot, stocked with games and candy for neighborhood youngsters.

Hosted by Ward 8 Council member LaRuby May and several local organizations, the event provided Ward 8 residents with a free and safe Halloween celebration, enabling neighborhood kids to trick-or-treat from trunk to trunk in a carnival-like atmosphere.

Toyota and Kia of Bowie also sponsored the event, and dealership representatives came with decorated cars.



Above: Scenes from *Trunk or Treat*, including, above right, Council member May, the Kia of Bowie car and the Kia gerbil. Left: Council member LaRuby May (center) and Mayor Muriel Bowser (in green scarf) dance to a live band at the event.

This year, 56 vehicles participated in the festival, which was attended by some 4,000 participants – among them, DC Mayor Muriel Bowser and Council members Elissa Silverman and May.

“The families of Ward 8 deserve a safe and happy Halloween, and we were honored to be part of this innovative celebration,” said WANADA President John O’Donnell.

The offerings included a mobile skate park, lively music, face painting, prizes, a touch truck, games and, of course, lots of candy. The weather cooperated with a perfect cool-but-not-cold fall evening, and a good time was had by all. A community-wide effort, the success of the event involved a host of sponsors and the tireless work of neighborhood volunteers who posted flyers in local churches, schools, businesses and bus stops.

Self-driving vehicles have more crashes than regular cars

A recent study by researchers at the University of Michigan showed that autonomous vehicles have a higher crash rate per million miles traveled than conventional vehicles, with more injuries per million miles and injuries per crash. But the autonomous vehicles were not at fault in any of the crashes they were involved in. And the severity of the injuries was lower for autonomous vehicles.

The researchers, Brandon Schoettle and Michael Sivak, looked at the real-world driving experience of three companies operating autonomous vehicles, Google, Delphi and Audi. Researchers point out that the total distance those vehicles have driven is still relatively low, about 1.2 million miles. And they have driven in less demanding conditions – for example, not on snowy roads.

Why it may be hard to sell more Hondas and Toyotas

The top 10 cars that owners bought new and kept for 10 years are all Hondas and Toyotas, according to a new study by car search engine iSeeCars.com. Only one in the top 15 is another brand, the Subaru Forester. Researchers looked at nearly 400,000 cars from MY 2005 sold between January 1, 2015, and July 30, 2015.

The top choice was the Honda CR-V, 28.6 percent of whose owners owned it for 10 years. The others, in order, were the Toyota Prius, Toyota RAV4, Toyota Highlander, Honda Odyssey, Toyota Sienna, Toyota Camry, Toyota Avalon, Honda Pilot and Honda Element.



Four of the top five cars and 10 of the top 15 are CUVs and minivans. “These vehicles tend to be largely family cars, so if people buy these cars when they are just starting their families, it stands to reason that these cars would suit them for many years,” said Phong Ly, CEO of iSeeCars.com.

With the exception of the Accord and Camry, the most popular cars are largely absent from the list, noted iSeeCars.com.

NHTSA to recommend automatic emergency braking

Starting with MY 2018, NHTSA will include automatic emergency braking (AEB) as a recommended safety technology for its 5-Star rating System.

“AEB can substantially enhance safety, especially with the number of distracted drivers on the road,” said Transportation Secretary Anthony Foxx.

AEB systems work with or without driver intervention, by combining inputs from forward-looking radar and/or camera sensors and driver inputs to determine if a rear-end crash is likely to happen. AEB technology includes two systems: crash-imminent braking -- which applies the brakes in cases where a rear-end crash is imminent and the driver isn't taking any action to avoid it -- and dynamic brake support, which supplements the driver's braking if the driver isn't applying sufficient braking to avoid a rear-end crash.

The decision is one of a series of steps NHTSA and DOT have undertaken to accelerate the spread of crash avoidance technology. In September, NHTSA and the Insurance Institute for Highway Safety announced that 10 major vehicle manufacturers have committed to making AEB standard on all new vehicles. NHTSA is also completing a proposal to require transmitters for vehicle-to-vehicle safety communications in new cars, and to identify and address potential obstacles to safety innovations within its existing regulations.

Staying Ahead...

In looking for people to hire, you look for three qualities: integrity, intelligence and energy. And if they don't have the first, the other two will kill you.

--Warren Buffett

