



THE WANADA BULLETIN

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

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Happy New Year!

December 31, 2014

Headlines...

Public Policy Days shaping up for industry reps and media at 2015 Washington Auto Show

First Public Policy Day on Capitol Hill, Jan. 21

Made Across America

CARtalks symposium, Capitol Hill

Second Public Policy Day on the floor of the Auto Show: Thurs, Jan.22

Media Breakfast at the Auto Show, with Cadillac's Johan de Nysschen

Historic Vehicle Association reveal

SAE Annual Government/Industry Conference at the Auto Show

In a first, 3 Green Car Awards to be given at show

Sneak Peek Preview is great for networking, seeing cars

WANADA Member Reception January 28

Auto Show hosts Military Tribute Day January 27

WANADA Seminars at The Auto Show

Professional Sales Selling Workshop "Negotiating For Gross", Tues., Jan. 27

WANADA Regional Tag & Title Seminar, Wed., Jan. 28

Navigating the National Labor Relations Act, Wed., Jan. 28

F & I Certification Workshop, Thurs. Jan. 29

Thought for the Week...

Public Policy Days shaping up for industry reps and media at 2015 Washington Auto Show

First Public Policy Day on Capitol Hill: Wed., Jan.21

Industry leaders and the media will find a range of unprecedented activities during Public Policy Days at the 2015 Washington Auto Show – and, with any luck, better weather than last year.

Made Across America: The schedule kicks off at 12:30 p.m., Wednesday, January 21, with a "Made Across America" press event. Based on the theme "How America Works," this program will celebrate the jobs and resources created by the auto industry in the U.S. and the communities that benefit. A wide array of cars will be lined up to show the health and vibrancy of the auto industry. Location on Capitol Hill to be determined.

CARTalks: Later that afternoon, several renowned industry speakers will give TED-type talks, dubbed CARTalks. Each speaker will offer very short, rapid key points about a salient industry topic.

“We are entering a fascinating period in which autonomous driving, the connected car and new modes of alternative-fuel transportation are advancing at a rapid pace,” said Kevin Reilly, chairman of the Washington Auto Show. “This event will give industry thought leaders and policy makers a chance to hear some compelling points of view.”

Here is the lineup of topics and speakers:

Facts and Fiction: The Future of Autonomous Driving and What It Really Means.

Peter Sweatman, director of the University of Michigan Transportation Research Institute.

Buying the Future: The Dynamic Friction Between Public Policy on Fuel Economy and Consumer Desire.

Sharon Silke Carty, Editor-in-Chief of AOL Autos-Autoblog-Autobloggreen.

Rethinking Highway Policy for the Modern Age: Why Technology and Pricing are Essential to Achieving a 21st Century System.

Kevin DeGood, Director of Infrastructure Policy at the Center for American Progress.

Why Can't We Gas Up and Go? Understanding Why We Aren't Driving More Vehicles Powered by Natural Gas.

Kathryn Clay, Vice President, Director of Policy Strategy at the American Gas Association.

Is Vehicle as a Rolling Smartphone Really for the Best? In the Connected World, What's a Driver to Do?

Kristin Colodge, Executive Director of Driver Interaction and Human Machine Interface at J.D. Power and Associates.

This Vehicle Matters: Why the Historic Vehicle Register was Created with the Library of Congress.

Mark Gessler, President of the Historic Association.

The CARtalks and reception will take place from 1:30 to 3:30 p.m. in the Caucus Room of the Cannon House Office Building, 44 Independence Ave., SW.

Second Public Policy Day on the floor of the Auto Show: Thurs., Jan.22

Industry keynote/Johan de Nysschen:

The second Public Policy/Media Day, at the Walter E. Washington Convention Center, offers one of the best lineups of press events the Auto Show has presented. Johan de Nysschen will start the day's events with his industry keynote address at the Washington Automotive Press Association/International Motor Press Association Newsmaker Breakfast. As president of luxury brand Cadillac, de Nysschen exemplifies a key thrust of the 2015 show: The resurgence of the auto industry.

“As the public policy show on the global auto show circuit, the Washington Auto Show is proud to present the innovative thinking and can-do spirit that has brought such progress to this critical sector of the American economy,” said Auto Show Chairman Reilly.



Cadillac president Johan de Nysschen will give the media breakfast keynote address on Jan. 22.

Another highlight of the day will be an announcement by the Center for Automotive Research of a major study of jobs in the auto industry, commissioned by the Alliance of Automobile Manufacturers.

The U.S. keynote speaker (to be announced shortly) will speak after lunch. Last year's government keynoter was Energy Secretary Ernest Moniz.

Historic Vehicle Association Reveal: As reported in the *New York Times*, General Motors will bring a 1940 Futurliner, to be included in the National Historic Vehicle Register of the Historic Vehicle Association. (Last year at the Auto Show, the Shelby Mustang became the first car to be added to the Historic Vehicle Register.) Several Futurliners were built for the Parade of Progress, with displays that showed jet engine technology and traffic solutions. Mark Gessler, president of the association, said it took more than 24 volunteers five years to complete the vehicle's restoration, according to the *Times*.

SAE Annual Government/Industry Conference: This will take place in the Walter E. Washington Convention Center at 3:00 p.m. A panel of industry and government experts will discuss the theme "Future Vehicles: Integrating Safety, Environment and Technology." All WANADA dealers and Kindred member representatives cordially invited to hear from the experts.

In a first, 3 Green Car Awards to be presented at the WAS

The *Green Car Journal* will expand its presence at the Washington Auto Show, for the first time giving out *three* Green Car Awards, for technology, SUV and luxury green cars.

Green Car Technology Award finalists comprise an array of technologies that make it possible for vehicle models of all types to achieve improved environmental performance. The field of finalists includes the BMW i8 Plug-in Hybrid Powertrain, BMW i3 Rex Range Extender, Chevrolet CNG Bi-Fuel Powertrain, Ford F-150 Aluminum Body, Ford 2.7-liter EcoBoost V-6, Honda 1.5-liter Earth

Dreams Engine, Kia Soul Electric Powertrain, Tesla Dual Motor AWD, Volvo Drive-E and the VW e-Golf Electric Powertrain. The Cadillac ELR's 'Regen on Demand' system was honored as the Green Car Technology Award winner in 2014, with Mazda's SKYACTIV technology honored in 2013.

Green SUV of the Year finalists include the Honda CR-V, Hyundai Tucson Fuel Cell, Jeep Grand Cherokee EcoDiesel, Lexus NX 300h and Mazda CX-5. These crossovers and SUVs include hybrid, hydrogen, high efficiency gasoline and clean diesel models.

Finalists for Luxury Green Car of the Year are the Audi A8 TDI, BMW i8, Cadillac ELR, Porsche Panamera S E-Hybrid and Tesla Model S. The field includes clean diesel, hybrid, plug-in hybrid and battery electric aspirational vehicles.

"As the central address where the auto industry meets public policy, the Washington Auto Show recognizes the critical role of sustainability in this sector and our role in promoting progress," said Auto Show Communications Director Barbara Pomerance.



The Kia Soul Electric Powertrain is a finalist for the Green Car Technology Award.

Sneak Peek Preview is great for networking, seeing cars

A highlight of Industry Media Day at the Convention Center is the Sneak Peek reception on Thursday, January 22 from 5:00 to 8:00 p.m. The Reception provides an excellent networking opportunity, with thousands of high level federal officials, members of Congress, embassy officials, industry leaders and international media expected.

It's also a chance to get a close look at the impressive new models that will be featured at the show. In keeping with the public policy theme of the show, several manufacturers are bringing their most advanced environmental offering. Honda, for example, will show its Fuel Cell Vehicle, a concept car that debuted in Japan in November. Toyota will bring the Mirai, one of the first hydrogen fuel cell vehicles to be sold commercially. It will start with a limited sale in California only in mid-2015. And the 2016 Volvo XC90 will be shown for the first time in the region.

The Sneak Peek is sponsored by the Auto Alliance, Global Automakers, NADA and Hargrove.

To register click [here](#) or contact WANADA's director of events, Kristina Henry, at (202) 237-7200 or kh@wanada.org with questions.

WANADA Member Reception January 28

WANADA's exclusive networking event is for WANADA dealers, Kindred-Line members, associates and their guests. This year WANADA will honor our Time Dealer of the Year nominee, Charlie Stringfellow of Brown Automotive Group, and the Northwood University Dealer Education Award nominee, Jim O'Connell of Jim Koons Automotive Companies.

The event will take place Wednesday, January 28, from 5:30 to 7:30 p.m. at the Convention Center in Room 103AB. Tickets are \$50/person. Complimentary valet parking is sponsored by Jack Stone Signs. To register click [here](#) or contact WANADA's director of events, Kristina Henry, at (202) 237-7200 or kh@wanada.org with questions.

Sponsors of the Member Reception are Comcast Spotlight and Manheim Pennsylvania Auto Auction. Comcast Spotlight provides TV and online advertising opportunities to more than two million Washington metro area households through Comcast, Verizon FIOS, Cox, DirecTV and Dish Network. The company has a dedicated automotive media sales team that can help dealers promote their brand across the market.

Auto Show hosts Military Tribute Day January 27



The 257th Army Band, which provides musical support for the Washington, DC, National Guard, will perform on Military Tribute Day.

In honor of the dedicated service of U.S. troops, the Washington Auto Show is proud to present Military Tribute Day on Tuesday, January 27. With deep appreciation for their courage and commitment, the Auto Show is offering *free* tickets to all active duty military and veterans who present a valid military ID or retired ID, VA ID or DD214 and photo ID.

“The auto industry has been a longtime supporter of our military,” said Auto Show chairman Kevin Reilly. “We look forward to celebrating the contributions of our courageous servicemen and women with this tribute.”

The Auto Show will also showcase special services for active duty military and veterans by the American Red Cross in the National

Capital region and the Yellow Ribbon Fund. The American Red Cross will have a display featuring volunteers and one of its disaster response vehicles. Also in attendance will be volunteer members of the Rebel Legion, 501st Legion and Mandalorian Mercs, a Star Wars costume club, who will portray characters from Star Wars.

The day will culminate with a performance by the 257th Army Band, the band of the Nation's capital. This band boasts a proud lineage going back to the legendary Corcoran Cadets of 1883, the DC militia that inspired John Philip Sousa to compose his march of the same name. Today, the ensemble provides musical support for the Washington, DC, National Guard.

WANADA Seminars at The Auto Show

Professional Sales Selling Workshop, “Negotiating For Gross”, Tues., Jan. 27

Walter E. Washington Convention Center 801 Mount Vernon Place NW, Washington, DC 20001

WANADA'S HALF DAY workshop attendees learn how to ask for the order and get it, how to isolate and finalize objections, to use winning negotiation strategies, power closes, negotiation tactics and counter tactics, as well as a variety of price justifications that work.

Presented by Gary Long

Registration \$49

Session 1: 9:00 a.m. -12:30 p.m.

Session 2: 1:30 p.m. to 5:00 p.m.

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

WANADA Regional Tag and Title Seminar, Wed., Jan. 28, 9:30 a.m.

Walter E. Washington Convention Center 801 Mount Vernon Place NW, Washington, DC 20001

This seminar provides the latest motor vehicle rules and regulations for the entire Washington Region. The program is a must for tag and title coordinators and all staff involved in motor vehicle agency relations.

Tickets are \$75/person.

To register click [here](#) or contact WANADA's Director of Events, Kristina Henry at (202)237-7200 or kh@wanada.org.

Navigating the National Labor Relations Act, Wed., Jan. 28, 10:00a.m.–12:00 p.m.

Walter E. Washington Convention Center 801 Mount Vernon Place NW, Washington, DC 20001

Sponsored by Shulman, Rogers Attorneys at Law & WANADA

Employers—even non-union Employers—face a potential legal minefield when dealing with the National Labor Relations Act. This Act is complex, and employer missteps in applying its provisions frequently turn minor problems into bottom-line impacting problems down the road.

No Cost for this seminar. To register please click [here](#) or contact WANADA's Director of Events, Kristina Henry at (202)237-7200 or kh@wanada.org.

F & I Certification Workshop, Thurs., Jan. 29, 9:00 a.m. - 5:00 p.m.

Walter E. Washington Convention Center 801 Mount Vernon Place NW, Washington, DC 20001

This workshop will teach you the best practices for reviewing paperwork, general compliance and the keys to good selling. You will also take a multiple choice final exam and receive a legal compliance certification upon passing this exam.

Tickets are \$199/person. To register please click [here](#) or contact WANADA's Director of Events, Kristina Henry at (202)237-7200 or kh@wanada.org.

Thought for the Week...

Be at war with your vices, at peace with your neighbors, and let every new year find you a better man.

--Benjamin Franklin