

THE WANADA BULLETIN

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

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The 2020 Washington Auto Show Opens to the Public With Strong Attendance

The 2020 Washington Auto Show, WANADA's crown-jewel event and the largest annual public indoor event in Washington, D.C., opened its doors to the public last Friday at noon and will remain open every day until Sunday.



Attendance was strong all through the opening weekend, and continued at a relatively strong pace during the week thus far. A large crowd came out to the meet-and-greet on Monday night featuring Washington Nationals star Juan Soto, while more than a dozen members of Congress have either toured the show floor or have plans to do so before closing. In addition, the show has received strong coverage on all four major local broadcast news networks, in addition to heavy coverage from digital and print outlets.

The Auto Show's pre-show programming, including MobilityTalks International, Industry Media Day, and the Sneak Peek Preview, were all well-attended events that generated plenty of positive feedback from attendees. To see more highlights from the show thus far, check out the links below, and if you haven't made it to the show yet, you still have four full days to make it out!

MobilityTalks Gathers Auto, Tech, and Government Leaders to Discuss Smart Cities, Data Privacy

While the future of autonomous vehicles is very much under continued discussion, the focus of this year's MobilityTalks International shifted more to the problems at hand. A repeated theme in many of the sessions was how best to integrate AV technologies into overall domestic and international policy, encourage innovation and at all times promote safety.



MobilityTalks kicked off at 8:30 a.m. last Wednesday morning with an announcement featuring Qualcomm, the Virginia Department of Transportation, and Audi, regarding a partnership to deploy [cellular vehicle-to-everything technology](#) on the commonwealth's roadways, in an effort to greatly reduce car accidents in the future.

Following that announcement, representatives from the EU, France, Germany, Japan and South Korea participated in international Plenary Panel sessions moderated by Leslie Allen, Mobility Editor at Automotive News. Discussions focused on how cities worldwide are planning for near term and future technological innovations aimed at overall mobility.

Safety was the primary concern voiced by all panel members, as was the need to agree on core principles, share information, avoiding trade barriers and utilizing the best science available while protecting individual privacy. Vehicle testing was also discussed, as was the need to be mindful of the possibility that regulations can be made too quickly if proper research lags behind.

Another panel session echoed many of the same points, stressing the tremendous worldwide financial impact of vehicle crashes (over \$1 trillion) and the critical need for a systematic but unified approach toward full autonomy for all types of vehicles.

A "Fireside Chat" featuring Ms. Gretchen Effgen, Vice President of Global Partnerships at Aptiv, brought the conversation back to self-driving technology. Ms. Effgen stressed that any such technology must be about getting the safest cars on the road, not ones that simply offer gadgetry. Ms Effgen spoke of the need to maintain US leadership, particularly in the future use of robotic vehicles such as taxis and shuttles as cities become more and more congested. "It's possible that 200,000 robotic taxis and shuttles could handle as many people in cities that now utilize 800,000 cars," said Ms. Effgen.



Following this session were two more devoted to discussion of Smart Cities and the Future of Mobility and the Partnership for Autonomous Vehicle Education (PAVE). Of particular note in these discussions was the general agreement that the public at large is highly skeptical – or at least concerned – about self-driving vehicles and the need for education. Representatives from NTT Data Services, SmartCities Columbus Partnership, D.C. DOT, City of Pittsburgh, Zoox, Cruise, Securing

America's Future Energy and United Spinal weighed in on the many challenges yet to be addressed.

The joint luncheon session, co-sponsored by the Auto Show and the Society of Automotive Engineers, was the best-attended session of its kind in MobilityTalks' history. The lunch program focused on the subject of "Disruption in Dealerships: A Round Table Conversation" addressed the changes and challenges to the traditional dealership experience and new business models. While these challenges were discussed at length, the panel agreed that little disruption has occurred so far and is not seen on the horizon because the multiple segments of a dealership have shown to take up the slack when one segment is not doing well. Dealership services are unique, and that it's not inevitable that every transaction will be online because people are different.



Breakout sessions during the afternoon focused again on safety, U.S.-China relations and their global implications (right), vehicle privacy and preparing drivers to use advanced technology, particularly in who has the responsibility. Lively discussions took place and many questions left unanswered, but MobilityTalks provided the unique platform that enabled such important discussions to take place and for continued communication.

Highlights from the Washington Auto Show's Industry Media Day

The Washington Auto Show's Industry Media Day, held on January 23 prior to the show's public opening, featured media availabilities from four major OEMs covering a diverse range of the new automobile market – Toyota (pictured at right unveiling the new 2021 Mirai hydrogen fuel cell vehicle), Ford, Honda, and Maserati. In addition, owing to its reputation as the nation's Public Policy Show on



the auto show circuit, Media Day featured some major regulatory agencies and technology leaders announcing new initiatives and policy developments.

In addition, The Washington Auto Show's media day's afternoon program was an awards show of sorts, with *U.S. News & World Report* announcing the winners of their 2020 Best Cars for the Money Awards, and *Green Car Journal* honoring the winners of their awards for the 2020 Luxury Green Car of the Year and Green Car Technology of the Year categories.

Check out each of the links below for a full recap of many of the day's newsworthy events:

- [**Energy Department Leadership Announces \\$300M Transportation Research Initiative**](#) – U.S. Department of Energy Under Secretary Mark Menezes (right) announced a large-scale research and development grant program to support new fuel cell and battery technology in automobiles, designed to promote energy-efficient vehicles. Under Secretary Menezes' keynote address kicked off eight hours of panels, speeches, and announcements from policy leaders, automakers, and tech innovators. 
- [**Uber Advanced Technologies Announces Partnership in D.C. to Begin Data Collection Process Required to Operate Self-Driving Cars in the District**](#) – A capacity crowd gathered to hear a lunchtime presentation from Uber Advanced Technologies CEO Eric Meyhofer, who announced that his organization would begin the process of collecting data in Washington, D.C. to eventually develop and deploy self-driving vehicles on the roads of the nation's capital. The manual process will involve intricately mapping the District's surface roads, highways, and alleys, to help build out the infrastructure that will one day allow cars to operate on the city's roads without physical drivers in them.
- [**Federal Communications Commission Board Member Michael O'Rielly Discusses Various Inter-Connected Vehicle Technologies in Fireside Chat**](#) – Michael O'Rielly (right), one of the three members of the Republican majority on the Federal Communications Commission board, participated in a fireside chat with *U.S. News & World Report* reporter John Vincent during the afternoon portion of Industry Media Day, and the two talked about cellular vehicle technologies like C-V2X and DSRC, and the different ways that the technologies can help foster increased development and end-point adoption of inter-connected vehicle technology. Commissioner O'Rielly delivered his views on these matters, and what the FCC board, under the leadership of Republican chairman Ajit Pai, plans to do with interconnected technology in the near future. 

- [**U.S. News & World Report Announces its 2020 Best Cars for the Money Award Winners**](#) – For the first time, *U.S. News & World Report* held a major awards ceremony for one of their “Best Cars” categories at The Washington Auto Show. The Industry Media day stage was flanked by the 11 award-winning vehicles, which were announced by *U.S. News* executive editor Jamie Page Deaton. The awards highlighted the news outlet’s picks for best values covering multiple vehicle classes, a range of engine technologies, and various-sized cars, SUVs, and minivans.
- [**Two Categories of Green Car Award Winners Revealed at Media Day**](#) – *Green Car Journal* senior editor Cam Benty presented two Green Car Awards at the 2020 Washington Auto Show’s Media Day – for best Luxury Green Car and best Green Car Technology. The award winners were honored on the main stage during media day and their offerings were displayed near the stage in Hall E of the Convention Center for the duration of the day.



Final Chance to Register for WANADA Member Reception at the 2020 Washington Auto Show

The [2020 WANADA VIP Member Reception](#), will be held tomorrow night (Thursday, Jan. 30) from 6 to 8 p.m. at the Walter E. Washington Convention Center. Tickets to the event are \$50 per person, and you can [register for the event here](#). Be sure to arrive early and you may get the chance to meet Washington Redskins running back Derrius Guice, who will be making an appearance at the event in Room 201 before he goes on the show floor to sign autographs for the general public. If you wish to tour the show floor, WANADA recommends arriving ahead of the start of the member reception to do so.

The WANADA Member Reception at the 2020 auto show is generously sponsored by Bank of America Merrill, Crovato Products & Services, and Effectv.

Please Complete the NADA Dealer Attitude Survey by February 6

Earlier this month, the National Automobile Dealers Association sent qualifying dealers a link to complete their Winter 2020 Dealer Attitude Survey. If you believe you should have received this link, please check your inboxes and spam folders for an email from chairman@nadasurvey.com. WANADA encourages all qualified dealers to participate in this survey and to emphasize the importance that auto shows have in helping dealerships sell cars.

The user ID is associated with the dealership, not a specific individual, according to NADA. If you need to register your dealership to get a new ID, just purchased a dealership, or forgot your user ID, please follow the appropriate information links on the [NADA Survey website](#).

Unlike in past years, the NADA survey will not require dealers to enter in their zip code prior to beginning the questionnaire. The survey is open until February 6, and dealers who need help or have questions about the survey can contact questions@nadasurvey.com, or visit the survey website linked above for more information.

Reminder: Financial Fraud Prevention Seminar Feb. 20

Local police departments will be holding an all-day financial and vehicle crime-prevention seminar on Thursday, Feb. 20 from 9:30 to 3 p.m. at the James N. Robey Public Safety Training Center in West Friendship, located just northwest of the intersection of Baltimore National Pike and Interstate 70.

The seminar is tentatively set to cover vehicle crime matters, identifying ID fraud and dealership scams before they harm your business, fraudulent transaction prevention, and of course, ample networking opportunities.

Please stay tuned for more details about this event, or please contact Kathy Teich at kt@wanada.org for more information.