



THE WANADA BULLETIN

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

WANADA Bulletin # 07-22

April 6, 2022

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Montgomery County Creates New Auto Crimes Task Force
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ADEI Eyes Prince George's Expansion

WANADA's Automobile Dealer Education Institute (ADEI) has long been the best feeder program for entry level technicians in Montgomery County, and recent expansion into Northern Virginia has created a foothold for NOVA dealers to take advantage of ADEI as well. Now, WANADA is looking to close the loop around the Beltway by expanding into Prince George's County.

"Qualified service technicians are our members' chief need right now," said WANADA President & CEO John O'Donnell. "It's harder for our Prince George's County dealers to utilize our technician apprenticeship program as well as their counterparts elsewhere in the region, so we're seeking to remedy that."

Expanding the program into Prince George's comes with a unique set of challenges, however. The model of partnering with a local community college, which has proven successful in Montgomery County and Northern Virginia, is not viable in Prince George's, as their community college lacks adequate facilities for the robust hands-on training ADEI demands. In response, WANADA is partnering with Employ Prince George's, the Prince George's Economic Development Corporation, and Prince George's County Public Schools to identify an alternative training facility.

"It's still early in the process," said Joe Koch, WANADA Vice President of Operations. "We've assembled a great team of stakeholders who are all invested in seeing this program be successful in Prince George's, and the ADEI Board of Directors is helping us assess the various options."

Another significant hurdle is funding. "Starting from scratch is also more expensive," Koch continued. "The state, county and our member dealers are all being asked to contribute so that the new ADEI branch can start producing trainees as soon as possible. The more we get, the faster we can move and the more technicians we can help produce."

For more information about technician training through the ADEI, visit www.adei-programs.org or contact Joe Koch at jk@wanada.org or 202-821-5824.

Montgomery County Creates New Auto Crimes Task Force

After experiencing a 300% increase in auto thefts following the dissolution of the auto theft task force in Montgomery County, officials have quietly instituted a new unit now dubbed the Auto Crimes Task Force. While this new division is smaller than the previous team, WANADA was pleased to learn that the county is again devoting resources to address auto related crimes. Please note that the contacts that you may have had for county law enforcement have now changed and are published below as well as the WANADA website [here](#).

Montgomery County Auto Crimes Task Force:

Sgt. Robert Grims

Robert.Grims@MontgomeryCountymd.gov

Cell 240-876-7992

Sgt. Mark Hayden

Mark.Hayden@MontgomeryCountymd.gov

Cell 240-876-5518

Sgt. Wayne Nichols

Donald.Nichols@MontgomeryCountymd.gov

Cell 240-400-3803

Det. Dave Wells

David.Wells@MontgomeryCountymd.gov

Cell 240-876-2187

Det. Amanda Coffey

Amanda.Coffey@MontgomeryCountymd.gov

Cell 240-753-9670

Ofc. Brock Dulko

Brock.Dulko@MontgomeryCountymd.gov

Cell 443-854-3717

Det. Ray Collins Raymond.Collins@MontgomeryCountymd.gov

Although we appreciate the County stepping up to reconstitute an auto-related crimes division, it is worrisome that the new unit is half the size of the old task force. Furthermore, the new unit is only currently slated to be in operation for 90 days, at which point the County will reassess the need to continue funding this division. As such, please contact your local elected officials in Montgomery County and urge them to fully fund this division so that automotive crimes can be more effectively prevented, investigated and prosecuted in the county.

Please note that you can always report suspicious activity to the WANADA staff, as many of you regularly do, and we will alert the greater dealer community without divulging your dealership information. Contact Joe Koch at jk@wanada.org or 202-821-5824 for more information or to make a report.

WANADA Past-Chairman Kevin Reilly Featured in Automotive News Interview

Last month Kevin Reilly, owner of Alexandria Hyundai-Genesis and immediate past Chairman of WANADA, gave a lengthy and insightful interview to Automotive News. Reilly answered questions related to Hyundai's product mix and outlook for 2022, supply chain and manufacturing, as well as incentive programs and profitability. [Click here](#) to access the full interview.

Chesapeake Bay Trust "Just Ask!" Dealership Contest

The Chesapeake Bay Trust, the nonprofit behind the Bay Plate, is holding their annual "Just Ask!" dealership contest. Dealerships who sell the highest number of Bay Plates, the highest % of vehicles with Bay Plates, and the most improved in both categories during May, June, and July will be named as winners.

Offering them a Bay Plate is giving them what they say they want. Polling shows that 89% of people in the National Capital region consider themselves medium to strong environmentalists. Of greater DC residents, 32% say they are very likely to buy a Bay plate if they were simply asked at the point of sale. The numbers increase when customers are told where the money goes and learn about the "Plate Perks" program, in which they get discounts worth more than the \$20 cost of the plate, preferred parking, and other "perks" for having a Bay Plate.

What does the Dealership Get in Return? Participating dealerships will be promoted as "Dealers for the Bay" on the Trust's website. Winners will receive prizes such as promotional advertising, press coverage, publicity in the Trust's email newsletter with an extensive network of 50,000+ subscribers, and recognition in the Trust's social media sites totaling over 25,000 followers.

Proceeds from Bay Plates are distributed by the Chesapeake Bay Trust, a consistently top-rated nonprofit, to local groups who become empowered to take the lead on wildlife habitat restoration, clean water, and education projects in local communities. To learn about projects funded with Bay Plate dollars in your communities visit the project map at:

<https://cbtrust.org/impact-of-our-work>

The Trust is happy to provide dealerships with Bay Plate materials (posters, tabletop signage, brochures, etc.) and can tell you what your baseline bay plate sales were for last year. To sign up as a Dealer for the Bay and be promoted on the Trust website, contact Rebecca Roemer at broemer@cbtrust.org or 410-974-2941 x126.

Midwest Dealership Group Settles FTC Suit for \$10M

On March 31, the Napleton Automotive Group, a large multi-state dealer group based in Illinois, settled with the Federal Trade Commission (FTC) for \$10M for sneaking illegal junk fees for unwanted "add-ons" onto customers' bills and for discriminating against Black consumers by

charging them more for financing. This is the highest monetary judgement for an FTC auto-lending case on record.

According to the complaint, cited dealerships would often wait until the end of the hours-long negotiation process to sneak fees for add-on products and services into consumers' purchase contracts. These fees were often added despite consumers specifically declining the add-ons or having confirmed prices that did not include them. In other cases, the consumers were falsely told the add-ons were free or were a requirement to purchase or finance their vehicle.

The complaint also alleges that the Napleton dealerships discriminated against black consumers in connection with financing vehicle purchases. Napleton employees had wide latitude to increase the cost of a consumer's loan by increasing the amount paid in interest or adding add-ons to the final contract.

In light of this last point especially, be reminded that NADA, in conjunction with NAMAD and AIADA, has produced many fair credit compliance tools to assist dealers in tracking the financing rates offered to customers. This type of reporting is critical in defending against such complaints, should they erroneously arise. Visit NADA's Fair Credit Guidance page [here](#) for more information.

Save the Date for the 2022 WANADA Open!

The WANADA Open will be returning to Trump National Golf Club in Sterling, VA on **June 6, 2022** after an imminently successful outing in 2021. Mark your calendars today and stay tuned for more details. Sponsorship opportunities and registration information will be distributed as soon as it is available.

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