We’ve got a guitar with your name on it. And a rockstar’s.

Want in on the action? Visit siriusxmdealerprograms.com/nada

Show up ready to rock and you could win one of three guitars signed by music legends. Find us at NADA Booth #3319 in Hall E.
Contents

JANUARY 2017 | NADA Convention Magazine

NADA100: THE 2017 SHOW

7  Welcome
NADA100: Celebrating the association’s anniversary all year long.

8  New Orleans
Highlights and fun facts about the NADA show in the Big Easy.

14  Speakers
A century’s worth of dynamic speakers continues this year, with Mark Fields, president and CEO of Ford Motor Co.; comedian Jim Gaffigan; three-time Indy 500 winner Helio Castroneves; Roger Penske, chairman of Penske Corp.; Keith Crain, editor-in-chief of Automotive News; and adaptive snowboarder Amy Purdy.

21  Time Dealer of the Year
Outstanding dealers have been honored at the NADA convention since 1960.

88  Buyer’s Guide
New products and services.

92  NADA 2018
Next year, NADA heads west to Las Vegas.
Profits from docuPAD are paying for my entire Reynolds bill.

Experience docuPAD®
Part of Reynolds Retail Management System... transforming the way consumers experience your dealership.

rr.reyrey.com/docuPAD | 888.878.7049

Forbes Durdin
General Manager
Parkway Chevrolet,
Mazda, and Kia
Houston, TX
Contents

NADA: THEN & NOW

28 The NADA Story
100 years of NADA milestones.

56 Century Award
Celebrating dealerships that have been in the transportation business for 100 years.

66 Leaders: 1917-2016
Roster of NADA leadership since George W. Browne manned the helm in 1917.

72 NADA in 2017
Incoming NADA Chairman Mark Scarpelli. The 2017 NADA officers and board of directors.

80 The Regulatory Maze
Complete review of today’s laws and regulations affecting your store.
Know what drives every click, every call, and every cent spent.

Strip your marketing down to what matters – your dealership, your market, and your results.

Visit us at booth 2327 to learn more.
Click on nada.org/nada100 to find more articles, as well as slideshows and videos. And be sure to share your own stories, photos and videos about dealerships during the past 100 years. Follow NADA on Facebook, LinkedIn, Snapchat and Twitter.

**Timeline**
NADA, auto industry and world events, with fun facts and photos.

**Publications**
NADA magazine, newsletters and other communications to dealers.

**Video**
NADA documentary highlights dealers and the association.

**Logos past and present**
A look at NADA, ATD, NADA Foundation and NADA PAC branding through the years.
Now certified: the new M600 from Piper. The culmination of nearly eight decades of relentless innovation.

More power, range/payload, and safety features than you’d normally find in mid-sized jets. Club seating for six, Garmin G3000 avionics, with more than 1,400 nm range and 274 knot max speed. Deliveries start today – for $1.2 m less than a comparable aircraft. Like the premium car companies, Piper offers hand-crafted interiors, superior engineering and, the most advanced safety features. Contact your full-service dealer today. Find out how we’ve changed our game with the M600 – so that you can change yours, at the head of the class.
100 YEARS: DEALERS AND NADA

The 2017 convention in New Orleans marks a historic anniversary—100 years of NADA working on behalf of all its dealer members. Throughout this issue of NADA Convention Magazine, you’ll find important milestones for dealers, consumers, automakers and others who affect the auto industry.

The first half of the magazine focuses on the NADA show—with fun facts about convention cities, speakers and the Time dealer award—before taking an engaging look at NADA past, present and future.

Along with the convention and this magazine—which was completely redesigned for the special occasion—NADA will be celebrating its centennial all year long with a documentary video, social media outreach, and high-profile speeches at auto shows, conferences and other events.

It’s not every day that an organization hits its centennial, yet is still as young and vital as the day it was founded. The proof: For the past 15 years in a row, more than 90 percent of all dealers have been NADA members. Few, if any, other associations can boast such stats.

That’s a testament to the strength and endurance of every dealer who makes up the franchised dealer system. And it’s a testament to the dedicated NADA leadership and staff working on dealer issues every day.

Cheers to the nation’s dealers, and cheers to NADA.
24,000 Attendees

700,000 Total square feet of exhibit space

68 Workshops
At first, the get-togethers were set in Midwestern cities such as Chicago (site of NADA’s founding) or Detroit, then spread to Atlantic City, Dallas, Los Angeles, Miami Beach, New York City, Orlando and Washington, D.C. The convention, usually scheduled for January or February, is now held in three cities that can accommodate its ballooning number of attendees: Las Vegas, New Orleans and San Francisco.

NADA has always had a strong connection with New Orleans. The first NADA convention held there was in 1936, set in the iconic Roosevelt Hotel and focusing on slim new-car profits. Then 66 years later, NADA had to switch its New Orleans convention dates with the Super Bowl after the September 11, 2001, terrorist attacks threw off the NFL schedule by a week. (Somehow, NADA rearranged in four months what had been planned for years.) And after Hurricane Katrina’s devastation in 2005, NADA helped raise $400,000 to rebuild athletic fields at the city’s Lusher Charter School and brought in Katrina fundraisers George H.W. Bush and Bill Clinton to speak at its next New Orleans convention.

The show’s goal is to refresh and inspire NADA members through speeches, workshops, franchise meetings, networking events and, of course, the expo. Over its 100 years, NADA has had to cancel only three conventions (blame World War II) but has always adapted to changing trends and technologies—just like dealers do every day in their stores.

For more on the NADA convention, go to nada.org/convention.
1980 Expo hall at the NADA Convention in the New Orleans Superdome, the first time the equipment expo was fully carpeted. Workshops were held on the second level. In 1977, NADA was the first trade show ever at the Superdome.
Year the NADA convention was first held in New Orleans, at the Roosevelt Hotel. The focus: low new-car profits and big losses from “wild trading.”

Promoting the N.A.D.A Official Used Car Guide at the convention in Washington, D.C.

Number of square feet for NADA’s first equipment expo in 1948 (with 85 exhibitors in 120 booths).

Year the gullwing DeLorean was displayed at the NADA convention (eight years before its starring role in Back to the Future).
Registration fee for NADA’s first annual National Truck Conference at New Orleans’ Sheraton-Charles Hotel in October 1964.

Year NADA rescheduled its convention to accommodate the Super Bowl, after it was delayed a week because of the 9/11 terrorist attacks.

2002
Dynamic speakers

For nearly a century, influential speakers have graced the stage at NADA conventions.

BY JOE PHILLIPS AND PETER CRAIG

Early NADA speaker lineups were mainly limited to industry analysts and successful dealers, like 1923’s Guy S. Garber of Saginaw, Mich. (whose dealership would become a NADA Century Award winner; page 56). But soon came automaker honchos, such as Charles W. Nash of Nash Motors Co. and GM Chairman Alfred P. Sloan Jr. All told, CEOs from nearly every major automaker has taken its turn at the NADA podium.

By the mid-1930s, politicians were joining in—including Rep. John D. Dingell Sr. (D-Mich.), who championed the auto industry for decades. Later came governors, a future Supreme Court justice, vice presidents and then presidents—even two former presidents at the same time when George H.W. Bush and Bill Clinton took the stage in New Orleans in 2009.

By the 1940s, NADA had begun adding actors, comedians and media types, including Milton Berle, Bob Hope and Time magazine founder Henry Luce. Suzanne Somers, Jay Leno and Tom Brokaw would show up later. And though it may be a stretch to say NADA gave certain celebs their big break, Dan Rowan and Dick Martin performed at the convention in 1959, long before they launched the popular variety show Laugh-In on TV the next decade.

NADA’s timing has been key at other times as well. Norman Vincent Peale—Mr. Self-Help himself—spoke in 1951, right before his game-changing The Power of Positive Thinking hit the presses. And scientist Wernher von Braun addressed dealers just months after his Saturn rocket helped put a man on the moon in 1969.

Two notable high-flying speakers were World War I fighter ace Eddie Rickenbacker—who went on to work for GM, flying around the country signing up dealers—and Chesley B. “Sully” Sullenberger, the “Hero on the Hudson.” Other heavy hitters included astronauts like John Glenn and sports figures, such as Dallas Cowboys coach Tom Landry and NFL quarterbacks Roger Staubach and Peyton Manning.

Yet despite their varied and impressive backgrounds, NADA speakers have one thing in common: a long history of offering encouraging words to dealers to help tee them up for another year of business success.

For a complete list of speakers and entertainers, see convention.nada.org/speakers.
Gaffigan is a Grammy-nominated comedian and author. His semi-fictitious television show—*The Jim Gaffigan Show*—revolves around one man’s struggle to balance fatherhood, stand-up comedy and an insatiable appetite.

Fields is expanding Ford to be both an automotive and mobility company, with an increased focus on connectivity, autonomous vehicles, the customer experience, and data and analytics.

Purdy, who lost her legs to bacterial meningitis when she was 19, is the top-ranked adaptive snowboarder in the U.S. as well as a powerful inspirational speaker who has shared her story with millions of people around the world.

Castroneves—Team Penske’s elder statesman—is the only active driver to have earned the distinction of being a three-time winner of the Indianapolis 500 and the only race car driver to become a *Dancing with the Stars* champion.

Penske is chairman of Penske Corp., with auto- and truck-related subsidiaries that generate more than $26 billion, and 3,300-plus locations with more than 50,000 employees worldwide.

Crain’s accomplishments include managing and launching business publications, as well as developing the Automotive News World Congress and helping to develop the annual North American International Auto Show in Detroit.
2009 Former U.S. presidents George H.W. Bush and Bill Clinton commanded the attention of NADA attendees in New Orleans.
ON STAGE AT NADA

By the numbers: NADA has had some 400-plus speakers and entertainers over the years.

**7 Former or Future U.S. Presidents**
- Ronald Reagan 1968 (when governor of California)
- Richard Nixon 1960 (when vice president)
- Lyndon Johnson 1962 (when vice president)
- Bill Clinton 2009
- George W. Bush 2012
- John Glenn 2000
- Mark Kelly 2013

**4 Former U.S. Secretaries of State**
- Alexander Haig 1987
- Alexander Haig (1988)
- Condoleezza Rice 2011

**2 Former British Prime Ministers**
- Margaret Thatcher 1993
- John Major 2002

**1 Future U.S. Supreme Court Chief Justice**
- Earl Warren 1949 and 1953 (when governor of California)

**1 Descendants of Daniel Boone**
- Singer Pat Boone 1959, 1980

**3 Astronauts**
- John Glenn 2000
- Mark Kelly 2013
- Al Worden 1977

**1 Member of Royalty**
- Queen Noor of Jordan 2005
OTHER NOTABLE SPEAKERS & ENTERTAINERS

1938 Alfred P. Sloan Jr., GM chairman 1941 Henry R. Luce, Time publisher
1944 Henry Ford II, Ford president 1949 Hedda Hopper, Hollywood columnist
1951 Dr. Norman Vincent Peale, author of The Power of Positive Thinking
1952 Pierce Knox, xylophone player 1953 Gordon MacRae, actor
1955 Margaret Bourke-White, photographer
1957 Adm. Chester W. Nimitz, WWII Pacific fleet commander
1958 Eddie Rickenbacker, WWI ace and Eastern Airlines chairman
1959 Dinah Shore, singer and actress; Leo Durocher, baseball player and manager
1963 Victor Borge, humorist and musician 1964 George Romney, Michigan governor
1965 Mike Monroney, Oklahoma senator; David Ogilvy, advertising exec
1967 John Davidson, actor/singer 1968 Bob Barker, TV host
1969 Dr. Werner von Braun, rocket scientist 1974 Archbishop Fulton J. Sheen
1971 Ray Bolger, The Wizard of Oz scarecrow
1974 John B. Connally, former Texas governor; David Frost, TV host
1978 Roger Staubach, former Dallas Cowboys quarterback
1979 John B. Connally, former Texas governor; David Frost, TV host
1980 Dinah Shore, singer and actress; Leo Durocher, baseball player and manager
1983 Victor Borge, humorist and musician 1984 George Romney, Michigan governor
1985 Mike Monroney, Oklahoma senator; David Ogilvy, advertising exec
1987 John Davidson, actor/singer 1988 Bob Barker, TV host
1989 Roger Staubach, former Dallas Cowboys quarterback
1990 Capt. Gerald Coffee, Vietnam vet and POW
1991 Peter Ueberroth, former baseball commissioner
1993 Lou Holtz, Notre Dame football coach 1994 Tom Brokaw, TV anchor
1995 Terry Bradshaw, four-time Super Bowl champ
1996 Marilyn McCoo, singer; Barbara Bush, former first lady
1997 Naomi Judd, singer; Larry King, TV journalist
1998 Tom Peters, author of In Search of Excellence; Neville Brothers
1999 Maya Angelou, poet 2000 Suzanne Somers, actress
2001 Melissa Manchester, singer
2003 William Clay Ford Jr., Ford chairman; Rudolph Giuliani, former New York City mayor
2006 Frank Abagnale, author of Catch Me If You Can; Nathan Conyers, longest serving African-American dealer
2007 Sugar Ray Leonard, boxer; Jack Welch, former GE chairman and CEO
2008 Bob Woodruff, TV reporter injured in Iraq
2010 T. Boone Pickens, oil industry magnate
2011 Chesley B. "Sully" Sullenberger III, pilot
2014 J.R. Martinez, Iraq war vet and Dancing With the Stars winner
2015 Jeb Bush, former Florida governor
2016 Peyton Manning, former Indianapolis Colts, Denver Broncos quarterback; Eric Maddox (ATD speaker), member of special ops team that tracked down Saddam Hussein
OVERARCHING SOLUTIONS

Lender Products

- Blanket Lenders Single Interest Insurance
- Auto Collateral Protection Insurance
- Mortgage Hazard Collateral Protection Insurance
- Flood Collateral Protection Insurance
- Guaranteed Asset Protection

THE STRENGTH OF ARCH®

www.archinsurance.com

Insurance coverage is underwritten by one or more member companies of Arch Insurance Group in North America, which consists of (1) Arch Insurance Company (a Missouri corporation, NAIC # 11150) with admitted assets of $3.62 billion, total liabilities of $2.74 billion and surplus to policyholders of $875.31 million, (2) Arch Specialty Insurance Company (a Missouri corporation, NAIC #21999) with admitted assets of $515.46 million, total liabilities of $215.49 million and surplus to policyholders of $299.96 million, (3) Arch Excess & Surplus Insurance Company (a Missouri corporation, NAIC # 10946) with admitted assets of $65.14 million, total liabilities of $325.44 million and surplus to policyholders of $64.82 million and (4) Arch Indemnity Insurance Company (a Missouri corporation, NAIC # 30830) with admitted assets of $62.28 million, total liabilities of $35.63 million and surplus to policyholders of $27.05 million. All figures are as shown in each entity’s respective Quarterly Statement for the quarter ended June 30, 2016. Executive offices are located at One Liberty Plaza, New York, NY 10006. Not all insurance coverages or products are available in all jurisdictions. Coverage is subject to actual policy language. This information is intended for use by licensed insurance producers. © Arch Insurance Group 2016
If the *Saturday Evening Post* hadn’t folded in 1969, there may never have been a *Time* Dealer of the Year award. That’s because the *Post* had been sponsoring the quality dealer award since 1960. Upon that magazine’s demise, *Time* stepped in to do the honors.
1970 The first *Time* award winner: Ford dealer O. Willard Noller of Topeka, Kan. (right) with *Time*’s George W. McClellan.

In the *Time* award’s first year—1970—there were 50 “winners” (now called nominees), twice the 27 maximum that the *Post* had named in any given year. (The next year, the *Time* figure would jump to 71.)

Out of the 50, a winner among winners—“Dealer of the Year” O. Willard Noller of Topeka, Kan.—was named; there were 10 runners-up. All honorees were chosen by a committee of University of Michigan Business School faculty members based on the qualities of being a good dealer as well as a good citizen. A similar selection process is in place today.

By 1972, *Time* was referring to the winners as “representatives of the thousands of quality dealers across the country” and the Dealer of the Year had become the “National Representative” (before reverting to its original name in 1982). Each year, one dealer has received the top honor—except in 1977 and 1998, when two dealers were named.

The first female Dealer of the Year was Sheilah Garcia of Albuquerque, N.M., in 1992. In addition, five NADA chairmen or presidents have received the *Time* top dealer honor, either before or after their terms. ✶

For more on the award, go to nada.org/time.

1984 In the entrance hall to the 1984 NADA Convention, nominees’ faces appear on *Time* cover mock-ups.

1990 *Time* Dealer of the Year Jim Lupient (right), with wife Barbara and son Rick (also a dealer).

2016 Kitty Van Bortel, the second woman dealer to win the award and her husband, Roger Garrett. (Sheilah Garcia from New Mexico was the first in 1992.)
Now, every car that drives off the lot is more profitable.

Kahu is the dealer’s new Connected Car solution. Using an after-market GPS device and mobile app, Kahu helps you:

- Add-on F&I profit to every vehicle - average penetration rate of 32%.
- Manage your inventory and lower insurance rates with Stolen Vehicle Recovery.
- Bring customers back for service with visibility into actual miles driven.

Visit us at booth #4309, hall E, to see a demo. Complimentary beer and wine will be served.

Kahu. A smarter add-on.
www.spireon.com/NADA2017
Local dealerships benefit consumers, manufacturers and communities alike. Consumers benefit from competition on pricing, financing and service, which raises quality and lowers prices. Manufacturers benefit from a free distribution and sales system that creates massive downstream competition for their products. Local communities benefit from more than 1 million good paying jobs with opportunities for advancement.

That’s why NADA is launching MyDealership.org as part of our 100th anniversary. Our website is a destination with videos of our customers, staff and community leaders telling in their own words why local dealerships not only provide customer satisfaction, but also are deeply beneficial to the communities they serve.
Before there was NADA. Before there were dealers. Long before there were even cars, there was an English witch named Mother Shipton.

In 1560, Shipton said, “Carriages without horses shall go.” And she was right...more than three centuries later.

It took a host of tinkerers, inventors and entrepreneurs to bring about the horseless carriage. It’s been an amazing ride on the road to today’s retail auto industry.
1710 Antoine de la Mothe Sieur de Cadillac founds Detroit.

1786 Pennsylvania legislature considers inventor Oliver Evans’ proposal to build steam wagon as insane.


1801 First steam coach built by Richard Trevithick, in England.

1805 First U.S. self-propelled vehicle, a steam dredge, built by Oliver Evans.

1844 Charles Goodyear patents rubber vulcanization process.

1855 First self-propelled steam fire engine in U.S. patented by A.B. Latta.

1859 E.L. Drake drills world’s first oil well, in Titusville, Pa.

1860 First practical internal combustion engine built by Jean Lenoir, in France.

1864 First car buyer, Russian Czar Alexander II, places order for 1.5-hp French Lenoir.

1866 First independent auto dealer in U.S., William E. Metzger in Detroit, sells his first car, a Waverly electric.

1868 Japan imports its first motor vehicles, steam cars from U.S.

1869 John Dunlop patents first pneumatic tire, in Ireland.

1878 First auto race, from Green Bay to Madison, Wis., won by Oshkosh steam car averaging six mph.

1880 Henry Ford builds his first car in Detroit; it fails.

1881 Barnum & Bailey features automobile in circus for first time.

1884 Charles Goodyear patents rubber vulcanization process.

1886 First practical motor car patented by Carl Benz, in Germany.

1889 First four-cylinder engine, by Panhard et Levassor, in France.

1891 First U.S. auto advertising, a Benz ad in The Motorcycle.

1892 First U.S. auto patent, to George Baldwin Selden.

1893 Durieus brothers build America’s first horseless carriage.

1894 First U.S. self-propelled vehicle, a steam dredge, built by Oliver Evans.

1895 First pneumatic tires run by Michelin brother in Paris-Bordeaux race.

1896 First U.S. auto advertising, a Benz ad in The Motorcycle.

1897 First independent auto dealer in U.S., William E. Metzger in Detroit, sells his first car, a Waverly electric.

1898 Renault introduces first shaft drive, replaces chains.

1899 First U.S. auto factory opened by Ransom E. Olds.

1900 First National Automobile Show held, in Madison Square Garden.

1901 John and Horace Dodge open machine shop in Detroit.

1902 First eight-cylinder engine, built by Charpentier, Girardot and Voight, in France.

1903 Cadillac Automobile Co. organized.

1904 First Rambler, later to become Nash, built.

1905 American Automobile Association formed.

1906 First front-mounted engine in U.S. car, Locomobile.

1907 The Ohio, built by Packard, uses steering wheel in place of tiller.

1908 First driver’s license issued, to Harold J. Binie, in New York City.

1909 The Stanley twins form Stanley Steam Car Co.

1910 Japan imports its first motor vehicles, steam cars from U.S.

1911 Olds Motor Vehicle Co. organized, builds first Oldsmobile.

1912 Connecticut becomes first state to enact motor vehicle law.

1913 New York becomes first state to license cars.

1914 First speedometer, in an Olds.

1915 David Buick, maker of bathroom appliances, builds first car.

1916 First independent auto dealer in U.S., William E. Metzger in Detroit, sells his first car, a Waverly electric.

1917 Japan imports its first motor vehicles, steam cars from U.S.

1918 First speedometer, in an Olds.

1919 David Buick, maker of bathroom appliances, builds first car.
<table>
<thead>
<tr>
<th>Year</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>1904</td>
<td>Chauffeur Paul Miller arrested in New York City for speeding... at 16 mph.</td>
</tr>
<tr>
<td>1905</td>
<td>Two dealer groups formed: National Association of Automobile Dealers and Associated Garages of America. Neither takes hold. First front-wheel-drive car, the Spyker, in Holland.</td>
</tr>
<tr>
<td>1908</td>
<td>Cadillac Model K, first car to use interchangeable parts. William Crapo Durant organizes General Motors holding company, absorbing Buick, Oakland and Olds. Cadillac wins Dewar trophy for pioneering interchangeable parts. Walter Chrysler disassembles, rebuilds his first car—a Locomobile—some 40 times to see how it works. First Ford Model T built, sells for $850.</td>
</tr>
<tr>
<td>1909</td>
<td>Suzuki Loom works formed.</td>
</tr>
<tr>
<td>1910</td>
<td>First V8 engine, the Model CL De Dion Bouton, in France.</td>
</tr>
<tr>
<td>1912</td>
<td>First standard starter and independent electrical system, in Cadillac. First white lines dividing street lanes, Redlands, Calif.</td>
</tr>
<tr>
<td>1914</td>
<td>Lincoln Highway started, first transcontinental road, from New York to San Francisco. Kwaishinsha Co. makes first Datcar (changed to Datsun in 1931). First stop sign goes up, in Detroit. First traffic lights, in Cleveland. First mass-produced V8, by Cadillac. First Dodge comes off assembly line.</td>
</tr>
<tr>
<td>1915</td>
<td>First V8 engine, the Model CL De Dion Bouton, in France.</td>
</tr>
</tbody>
</table>
The NADA Story
Dealers and their association.

BY JOE PHILLIPS AND PETER CRAIG

NADA was born in 1917 when a group of dealers set out to change the way Congress viewed automobiles. Thirty dealers from state and local associations went to Washington and set up base at the Willard Hotel. By convincing Congress that cars weren’t luxuries as they had been classified, but were vital to the economy, the group prevented total factory conversion to wartime work and succeeded in reducing a proposed 5 percent luxury tax to 3 percent.

These businessmen realized that the nation’s 15,000 dealers needed continuing representation in Washington.

Two months later—on July 17 and 18—130 dealers met in Chicago to elect officers. Milwaukee dealer George W. Browne was the first NADA president. To launch the association cost exactly $102.71, which covered mostly telegrams, telephone calls and postage.

The early years
The annual convention was an NADA fixture from the beginning. The association wanted its meetings to coincide with auto shows because of all the dealers attending. So, before it was six months old, NADA held its first annual meeting, with 138 delegates, during the Chicago Auto Show. St. Louis was chosen as the city for NADA headquarters.

The first important national legislation sponsored by NADA was the National Motor Vehicle Theft Law (the Dyer Act) in 1919, which made it a federal offense to steal a vehicle and take it across state lines. NADA also promoted uniform accounting methods among dealers and was active in seeking auto financing reforms.

By 1920, NADA office staff had grown to six people, with seven field secretaries. The annual budget was $54,850.
Member services were expanded to include insurance protection and bank credit. The 1924 convention in Chicago had 2,000 attendees.

In 1922, NADA began to study used-car values as a service to members. A decade later those studies became the N.A.D.A. Official Used Car Guide, carrying the U.S. government’s endorsement as the nation’s authority on used-car prices. About 40,000 copies were printed and mailed to subscribers in December 1933. The first issue was 388 pages, published for 21 regions.

Interest in used-car values was high for two reasons. One, after debating for years how to handle trade-ins, dealers finally began applying trade-in values toward new-car down payments. Two, used cars outsold new cars. At the end of World War I, sales of used cars were about half as numerous as new-car sales. But from the 1920s through the 1950s, used-car sales consistently exceeded franchised new-car sales.

**1930s: The Depression years**

NADA almost didn’t survive the Great Depression. The first four months of 1932 left the association—after expenses of $20,879—with a net income of $837. In May, NADA’s general manager told the board that, based on the renewal record and members’ difficulty in paying dues, it would be “impossible to carry the association beyond the first six months of the year without drastic changes.”

The secretary was to find new quarters for the association at a cost not to exceed $50 per month. The board reduced activity to a minimum and for the rest of 1932 employed only a secretary-manager and a stenographer, who also handled bookkeeping. The general counsel, field staff and mailroom clerk were let go.

But a year later, things were different. In February 1933, NADA had 2,200 members, most of whom were behind in their dues. But by early 1934, NADA had an active, paid-up membership of more than 20,000. By the end of the year, there were 30,000. A motor magazine editor speaking at the 1934 convention said, “It is incredible that so infinite an improvement could have been recorded in so short a space. For the average
dealer who had lived so close to the gates of hell that he could smell the sulphur, the swiftly changing scene has brought a glimpse of a business paradise to which he may aspire....Our grandchildren, reading their histories, will have a clearer conception than we of the swift sequence of portentous events which have crowded the past 11 months."

The turnaround was the result of the New Deal’s National Recovery Administration and the new Code of Fair Competition for the Motor Vehicle Retailing Trade. When the mandate of industry-specific codes was announced, the nearly dissolved association went into a flurry of activity, developing a proposed code and visiting dealers around the country for suggestions and support.

Factory relations and dealer profitability were pressing topics throughout the 1930s. And until Prohibition ended in 1933, NADA lobbied on behalf of dealers who suffered losses when cars on which they held unpaid liens were confiscated by the Revenue Department because the owners had violated liquor laws. NADA also launched a publicity campaign urging customers to buy new cars.

In 1935, NADA announced a Speakers’ Bureau Service to help state and local dealer associations obtain lists of speakers who could address dealer groups for free. NADA also began regular, confidential studies—sales of new cars and equipment, used cars, reconditioning, parts and equipment, service, income tax, advertising—to define and quantify dealers’ problems.

A survey of 359 dealers at the time showed an average gross profit per new-car sale of $171.87 (20 percent); direct expense of $89.09 per sale; indirect expense of $34.45; and an operating profit of $48.33 on a unit sales average of $853.17. These surveys continue in various forms today.

When NADA moved to Detroit in December 1936, it formed a new legislative department, prepared a Standard Used Car Appraisal Form, and began a dealer education program to demonstrate how to sell the used-car
<table>
<thead>
<tr>
<th>Year</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>1924</td>
<td>NADA annual convention (Chicago): 2,000 attendees, a record.</td>
</tr>
<tr>
<td></td>
<td>Ford Motor Co. stock valued at $1 billion.</td>
</tr>
<tr>
<td></td>
<td>Calvin Coolidge elected president.</td>
</tr>
<tr>
<td></td>
<td>All Native Americans become American citizens.</td>
</tr>
<tr>
<td></td>
<td>Leopold and Loeb convicted in “thrill killing.”</td>
</tr>
<tr>
<td></td>
<td>Vladimir Lenin dies.</td>
</tr>
<tr>
<td></td>
<td>Ethyl gas additive debuts, leads to high-compression engines.</td>
</tr>
<tr>
<td></td>
<td>Dodge produces its first all-steel-bodied car.</td>
</tr>
<tr>
<td></td>
<td>First Chrysler introduced.</td>
</tr>
<tr>
<td></td>
<td>First Macy's Thanksgiving Day Parade.</td>
</tr>
<tr>
<td>1925</td>
<td>NADA helps develop uniform accounting methods/reforms in auto financing.</td>
</tr>
<tr>
<td></td>
<td>Lincoln Highway completed.</td>
</tr>
<tr>
<td></td>
<td>25 millionth U.S. car built.</td>
</tr>
<tr>
<td></td>
<td>John Scopes found guilty of teaching evolution in Tennessee high school; fined $100 and</td>
</tr>
<tr>
<td></td>
<td>costs.</td>
</tr>
<tr>
<td></td>
<td>First female governor, Nelly Taylor Ross (Wyoming).</td>
</tr>
<tr>
<td>1926</td>
<td>NADA business management experts tour U.S., work with members.</td>
</tr>
<tr>
<td></td>
<td>First use of shatter-resistant glass, by Cadillac.</td>
</tr>
<tr>
<td></td>
<td>GM opens first auto styling studio, under Harley Earl.</td>
</tr>
<tr>
<td>1927</td>
<td>NADA has 3,500 members; moves to larger offices; cosponsors 167 educational sales</td>
</tr>
<tr>
<td></td>
<td>campaigns in 115 cities.</td>
</tr>
<tr>
<td></td>
<td>Last of 15 million Model Ts built.</td>
</tr>
<tr>
<td></td>
<td>Lockheed develops internal hydraulic brakes.</td>
</tr>
<tr>
<td></td>
<td>Dr. Robert Goddard’s first liquid-fuel rocket travels 184 feet in 2.5 seconds.</td>
</tr>
<tr>
<td></td>
<td>Gertrude Ederle, first woman to swim English Channel.</td>
</tr>
<tr>
<td></td>
<td>Charles Lindbergh flies solo nonstop from New York to Paris (33.5 hours).</td>
</tr>
<tr>
<td></td>
<td>Sacco and Vanzetti executed for killing two men (vindicated 1977).</td>
</tr>
<tr>
<td></td>
<td>First talking picture (a “part-talke”) opens: The Jazz Singer, with Al Jolson.</td>
</tr>
<tr>
<td></td>
<td>Show Boat opens.</td>
</tr>
<tr>
<td>1928</td>
<td>NADA dues now based on dealer gross sales during previous year.</td>
</tr>
<tr>
<td></td>
<td>Automobile radios appear.</td>
</tr>
<tr>
<td></td>
<td>Synchronesh transmission introduced by Cadillac.</td>
</tr>
<tr>
<td></td>
<td>Chrysler takes over Dodge, introduces Plymouth and DeSoto.</td>
</tr>
<tr>
<td></td>
<td>Herbert Hoover elected president.</td>
</tr>
<tr>
<td></td>
<td>Sakichi Toyoda sells loom patent rights to finance car research.</td>
</tr>
<tr>
<td></td>
<td>Penicillin discovered.</td>
</tr>
<tr>
<td>1929</td>
<td>NADA asks automakers to help with factory dealer relations committee.</td>
</tr>
<tr>
<td></td>
<td>Core and Ruston intro first production front-wheel-drive cars in U.S.</td>
</tr>
<tr>
<td></td>
<td>Chicago’s St. Valentine’s Day Massacre; seven gangsters killed.</td>
</tr>
<tr>
<td></td>
<td>Stock market crashes October 29.</td>
</tr>
</tbody>
</table>

NADA members gather for a Federal Trade Commission conference.
allowance to prospects and how to use the Guide. Dealer count, which had dropped to a low of 35,265 in 1933, was up to 41,992 in 1938. A 1939 article headline decried, “Too Many Dealers; What Can Be Done About It?”

For the 22nd convention in April 1939 (planned around the World’s Fair and Golden Gate Exposition), a special train was arranged to take dealers from Chicago to San Francisco. And for the 1940 convention in Pittsburgh, NADA invited Eastern dealers to travel to Pittsburgh via “The Dream Highway,” the new Pennsylvania Turnpike.

1940s: NADA and WWII

In 1941, NADA moved from Detroit to Washington, D.C., to work more closely with government agencies and keep tabs on legislative events. NADA also worked with automakers to obtain many changes in factory policy favorable to dealers.

In those early war years, NADA bulletins urged members to be more profit-conscious, to work on improving gross profit, and to adopt “saner selling methods” to prepare for higher taxes and higher costs of doing business. And through prepared newspaper articles, NADA tried to show the public the importance of cars to the economy.

The 1942 convention marked NADA’s 25th anniversary, and 2,300 dealers attended. With American’s entry into WWII, the talk was of survival, the threat of gas rationing and the government freeze on vehicle delivery. A March 1942 Census Bureau report of 23 common types of businesses showed that dealers were by far the hardest hit by the war program. NADA lobbied Congress to minimize the effects of rationing and other war-related restrictions.

It was a tough year for dealers. The
1935
NADA offers first auto-retail survey.

1936
- Toyota A1 prototype, its first car.
- First parking meter, in Oklahoma City.
- Comedian Will Rogers killed in Alaska plane crash.
- Social Security Act passed.
- First Jaguar, SS 2.5 Saloon.
- George Gershwin’s opera Porgy and Bess opens.

1937
- NADA moves from St. Louis to Detroit’s Hotel Statler; creates legislative department; membership is 30,000.
- First production diesel car offered by Mercedes.
- Edward Windsor abdicates British crown for Mrs. Wallis Simpson.
- Roosevelt re-elected.
- Jesse Owens wins four gold medals in Berlin Olympics.
- Amelia Earhart flies from Brooklyn to Dublin.

1938
- NADA bylaws rewritten; members get voice in management.
- Chrysler offers fluid-drive automatic transmission.
- First Mercury cars introduced.
- National minimum wage enacted.
- Orson Welles’ radio drama War of the Worlds scares nation.

1939
- NADA moves to United Artist Building in Detroit; Guide costs $8.
- Nash offers first air conditioner as option.

The public wasn’t buying used cars for fear that the government would appropriate them; dealers were reluctant to acquire used cars because of rumors that their inventories would be frozen. Uncle Sam had already prohibited the sale and delivery of new cars and trucks; only customers who had placed orders before Jan. 1, 1942, could take delivery of new cars. Business was further eroded by nationwide gas rationing.

President Franklin D. Roosevelt brought relief to struggling dealers, signing into law a measure allowing them to sell to the government new cars and trucks that had been subject to rationing. NADA’s January 1942 newsletter warned that “the war with Japan may eliminate the American automobile forever from that country.” The article noted that business had been on the “downgrade” for several years and that the last foreign manufacturer was considering moving its plant out when the war broke out. And, it said prophetically, Japan already produces beyond its own “small” requirements.

Dealer service business took a hit when the Army asked NADA to help recruit mechanics in 1942-1943 in so-called NADA Battalions overseas. The 950 officers and 26,000 enlisted men saw action in Tunisia, Italy and Germany, and in the D-Day landing on the Normandy beachhead. Their mechanical skills were credited with keeping the wheels of war rolling, and NADA was honored for its part in recruitment.
1939 The NADA Convention in San Francisco, back when all attendees could fit in a ballroom.
With dealership service departments experiencing a crippling personnel drain, dealers turned to women. One NADA dealer reported that 45 women responded to his newspaper ad for one service technician. “They ranged from high school girls to gray-haired grandmothers. They came in fur coats and in sweaters and slacks. Some even came with infants in arms,” he wrote.

The Office of Price Administration (OPA) advised civilians to put off unnecessary repairs such as bent fenders and crumpled radiators and encouraged them to keep cars longer. And it took increasing resourcefulness for dealers to stay in business. One Indiana dealer bought radios, refrigerators, freezers and furnaces to sell in his showroom, and then sold toys at Christmas. Amazingly, a postwar NADA survey showed that 85 percent of dealers managed to stay afloat.

The 1943 convention was canceled because of a government ban on assemblies larger than 50 people. A scaled-back convention was held in 1944, but because of wartime “congestion” in Detroit, dealers had to share hotel rooms. Henry Ford II addressed conventioneers that year, the first Ford family member to do so. As the war continued, the next two conventions were canceled.

But Roosevelt’s proposed $15 billion highway project provided impetus for NADA, which actively supported the measure, along with numerous safety
During WWII, the Army asks NADA to help recruit mechanics for so-called NADA Battalions.

7,500 Initial number of dealership mechanics the U.S. Army asked NADA to recruit for three ordnance battalions shortly after Pearl Harbor.

1947 NADA has new emblem, first field reps. promotes “Give a Day to NADA.”

1948 NADA starts industry relations committee, convention equipment exhibition.

1949 NADA’s first president, George W. Browne, dies.

1940s During WWII, the Army asks NADA to help recruit mechanics for so-called NADA Battalions.
leaped from 28,000 in 1945 to 50,000 one year later.

NADA membership, which had taken a big hit during the war, also skyrocketed, thanks to a massive membership drive. By 1949, membership would be 35,000.

After the war, automobile production resumed. But waiting lists of two years for a new car were not uncommon, and NADA expanded its public relations staff to help counter the public perception that dealers were getting rich off the shortage. NADA urged its members to be responsible, distributing a pamphlet, The Truth About the Current Automobile Situation, to diffuse public ill will.

The first postwar convention in 1947 was also NADA’s 30th, and a record 6,500 attendees traveled to Atlantic City, N.J. The resumption of local auto shows in 1949 signaled that life was back to normal.

1950s: Dealer-automaker relations
After the war, the auto industry discovered television. NADA predicted that, based on initial experiments with dealer and factory TV ads, the medium would become “a permanent sales tool of the automotive industry.” Radio also became increasingly important during this decade. NADA provided dealers with free five-minute public interest scripts for local radio broadcasts.

As the nation remobilized for the Korean War, dealers braced for another halt in car production. Price controls were again slapped on the auto industry.
1954
NADA asks for dealer exemptions to Taft-Hartley Act; lobbies to eliminate automaker “phantom freight” charges.

Studebaker, Packard, Nash, Hudson merge.

First production fuel injection, in Mercedes-Benz 300SL.

1956
NADA moves to its own building, 2000 K St., NW, Washington, DC; begins insurance plan; helps “Good Faith Act” become law.

Ford stock goes on market; sole family ownership relinquished.

1957
NADA’s new retirement plan; 1,000-plus dealers join.

Edsel introduced, becomes metaphor for failure.

1958
NADA designs new emblem.

“Monroney” Act passed, mandates price stickers on new cars.

To help pay for rearmament, Congress imposed a 7 percent excise tax on new cars, which NADA criticized for pushing the average price of a car to $2,200. Although the association fought for its repeal after the war, the tax was not lifted and was later raised to 10 percent. As it had done in 1917, NADA countered with a public relations campaign stressing the “essentiality” of the car to the American way of life and the inconsistency of taxing cars but not luxury items such as yachts.

Washington also restricted automakers’ steel supply, causing them to close

plants and lay off workers. When the government set 1952 production levels for individual automakers, there were still 11 players in the field—GM, Chrysler, Ford, Studebaker, Nash, Hudson, Packard, Kaiser-Frazer, Willys, Crosley and Checker.

Meanwhile, NADA started a campaign urging dealers to adopt a code of ethics. An NADA survey showed the public didn’t trust dealers, thought their profits were too high and took their cars elsewhere for service. NADA countered with studies showing that dealers made less profit than plumbers and bakers.

Dealer-manufacturer relations suffered during the deep recession of the early 1950s. Manufacturers tried to buoy auto sales with drastic measures, which drove many dealers out of business. With NADA’s full support, dealers finally appealed to Congress to mandate fair play, and Congress recognized the manufacturers’ abuse of the disparate bargaining ability of dealers. The Dealer’s Day in Court Law of 1956 allowed dealers to bring suit against an automobile manufacturer and recover damages for the manufacturer’s failure to “act in good faith in performing or complying with any of the terms or provisions of the franchise.”

After the Korean War, employment in the United States was at an all-time high. Detroit set production records, and for the first time, dealers worried about too much of a good thing. One NADA official called the specter of

52% Share of car trips in 1951 related to making a living.
Safety campaign. NADA was heavily involved in the Auto Industries Highway Safety Committee’s “Women’s Crusade for Seat Belts,” distributing materials to women’s clubs that encouraged having seat belts installed at local dealerships.

overcapacity “an automotive hydrogen bomb that hangs poised over all dealerships.” In a prophetic statement, 1952 NADA President J. Saxton Lloyd said it was unfair to dealers “to be forced to absorb or dispose of so many more cars than the public will buy that we all have to give them away at practically no profit or perhaps at a loss.”

NADA helped draft the Price Labeling Law in 1958, which mandated window stickers listing manufacturer suggested retail prices for cars and all options, accessories, handling, freight and federal taxes. The Monroney sticker, named for Sen. Mike Monroney (D-Okla.), father of the law, helped restore consumer faith in the auto industry and transformed the car-buying process.

NADA sought improvements in dealer-automaker relations, and lobbied Congress for repeal of the 10 percent excise tax on new cars, and reinstatement of depreciation and capital gains tax treatment of company vehicles, which had been disallowed by the IRS in 1948. NADA formalized ties with local and state dealer associations, built an eight-story building in the nation’s capital, and started a nationwide workshop program, a truck advisory committee, and a retirement plan for dealers and their families. NADA was also active in various public service programs, including a national, nonpartisan get-out-the-vote
campaign, highway safety programs and the loaning of cars to high schools’ newly created driver education classes.

1960s: The imports

At the end of the 1950s, there were six main car-producing countries in the world: the United States, England, France, Germany, Sweden and Italy. The top 10 import lines were VW, Renault, Opel, English Ford, Fiat, Triumph, Simca, Austin Healey, Mercedes and Volvo.

By the early 1960s, Japan entered the competition and swiftly grew to the world’s fifth-largest auto producer. Toyota introduced its first model—the Toyopet—to the U.S. market, while Honda initially sold only scooters and then built the Civic. Mazda and Datsun (later Nissan) also joined in. At the same time, U.S. automakers saw sales slip, while other OEMs folded, including Studebaker in 1963.

Sweeping national safety laws affected everything from car design to showroom floor sales tactics, and the first federal bills to set limits on vehicle emissions were introduced in 1965. California was the first locality to require “anti-smog equipment” on cars, and the nation eventually followed suit.

In 1968, NADA started its 20 Group program, and Frank McCarthy began what would be a 33-year stint at NADA, first as executive vice president, then as president. McCarthy would spearhead key programs, such as retirement and insurance for dealers and their employees, as well as management training for dealers and political action efforts.

NADA also spent a good deal of time in the late 1960s and 1970s testifying before Congress or federal agencies about various proposals. When proposals became law—such as the Truth in Lending law of 1968—or regulations, the NADA staff worked to explain the new laws and regulatory actions to dealers.

Other legislation that NADA favorably influenced during the 1960s included a bill for licensing mechanics, which NADA
fended off with a proposal to set up its own licensing program instead, and a bill that protected dealers against federal tax liens on vehicles taken in trade or purchased outright.

And in a foreshadowing of recall difficulties that would plague the industry in coming decades, NADA testified before the Senate Subcommittee on Antitrust and Monopoly, encouraging clarity in manufacturer warranties, which helped alleviate dealer-customer friction over manufacturer defects.

1970s: New NADA initiatives

With the increase in imports, trade became an issue in Congress and elsewhere. In 1970, NADA went on record opposing a trade bill that would have imposed quotas if imports reached a certain percentage of the market.

But the 1970 Clean Air Act and the 1973 energy crisis had the greatest effects on car sales. By 1974, sales of midsized cars were so poor that NADA ran ads to promote them. NADA supported voluntary energy conservation measures, rather than mandatory ones such as gas taxes and rationing. Nonetheless, CAFE (corporate average fuel economy) standards were first set in 1977, and a gas-guzzler tax was passed the next year.

One piece of NADA-backed legislation that benefited consumers and dealers alike was the anti-odometer tampering amendment of 1972, which prohibited the sale of devices that could change the odometer mileage and operation of vehicles with disconnected odometers.

In 1986, NADA worked for the passage of another odometer law requiring a record of a vehicle’s mileage when it changed owners.

While it may seem quaint now, the association promoted a dealership image campaign with the NADA Blazer Program in 1972. Many automakers were...
encouraging dealers to buy blazers for their employees. Through NADA, dealers could buy hopsack blazers for $26 or double-knit polyester for $30.

By 1975, NADA had outgrown its building in downtown Washington, D.C., and moved to its current headquarters in suburban Virginia. That same year, the Dealers Election Action Committee (DEAC) began. In 1976, the group’s first full year, dealers contributed more than $1 million. (DEAC was renamed NADA PAC last year.)

Also in 1975, the National Automobile Dealers Charitable Foundation (NADCF) was formed, with an outreach campaign to dealers in 1977. Two years later, the foundation delivered more than 50 grants under its Emergency Medical Services program, which provides Resusci Anne CPR training units to organizations in 50 states. An Ambassadors Program and various memorial funds were added later. (NADCF was renamed the NADA Foundation last year.)

In 1978, NADA launched a national campaign to build public support
for automobiles and counter efforts to restrict their use because of gas shortages and emissions concerns. Financed by NADA members and the Big Three, the campaign gave its first annual International Freedom of

Mobility award to Barry Bruce-Biggs, author of The War Against the Automobile. In 1979, the Automobility Campaign initiated “You Can If You Plan,” an advertising campaign informing consumers how to plan ahead to cope with fuel shortages. Also part of the campaign: America’s Automobile Man, a vinyl record produced, with the lyrics: “He’s keepin’ America movin’, keepin’ America strong. Providing the wheels to the future, helpin’ our world move along.”

Though NADA had previously published economic facts and figures on the economic impact of new-car and -truck dealers, the association published its first edition of NADA Data in 1979. The annual report quickly became a popular mainstay for analysts, the media and other industry watchers, and helped spawn monthly reports on dealership financial profiles and sales trends.

Several NADA divisions and initiatives were added during the decade. This included the American Truck Dealers Division (1970), the industry relations department (mid-1970s) to work with automakers, and the NADA Legal Defense Fund (1975) to provide financial and legal assistance.

The continuing education division (1978) published its first management guides for dealers and was renamed management education in 1983. And
1980
NADA asked Carter to take action to stimulate new-car and -truck sales. Responding to NADA proposals, Carter increased the Small Business Administration loan guarantee fund for car and truck dealers so that 95 percent of dealers were eligible.

In 1984, NADA conducted its first dealer attitude survey, where dealers rated automakers on such criteria as OEM interaction and policies. The semiannual surveys soon grew in influence, from a curiosity to automaker CEOs meeting directly with dealers and NADA to discuss the results.

After one of the most convoluted rulemaking odysseys in modern history, the Federal Trade Commission (FTC) issued a rule requiring dealers to post a sticker on used cars telling customers whether the car came “as is” or with a warranty, along with other information. The first federal version was proposed in 1976, and NADA fought mandated inspections and warranties for five years as “nebulous, ambiguous, and unworkable.” After NADA sued the FTC, a toned-down version of the rule was issued in 1984, without the provisions for mandated inspection and disclosure of condition of more than 50 components and a history of who previously owned the car and how it was used.

At the 1986 NADA convention, incoming president Jim Woulfe announced Project 2000, a blue-ribbon panel to study the future of the franchise system. The task force received input from dealers, ATAEs and others to look at franchise agreements, customer satisfaction, employee training and retention, dealer-manufacturer relations, manufacturer incentives and requirements, and a variety of other issues.

1985
NADA urges teens not to drink and drive; Sanchez Memorial Fund begins.

1986
NADA forms Project 2000 Task Force.

1987
NADA backs anti-odometer tampering law; convention draws 24,000.

1988
NADA creates Trak Mate floor-tracking/prospecting system; begins dealership consulting and training department.

1989
NADA considers, then drops, idea of starting its own finance arm.

By 1979, with sky-high interest rates and double-digit inflation, car dealers were in real trouble. NADA urged President Carter to decontrol oil prices and sought emergency measures from automakers, such as 30-day floorplan assistance and cash incentives to dealers for slow-moving models to help with cash flow problems caused by bloated inventories. In 1980, NADA asked Carter to take action to stimulate new-car and -truck sales. Responding to NADA proposals, Carter increased the Small Business...
“Optimum products have made our process faster, easier, and more cost effective while making the cars on our lot look flawless.

Once we remove the paint imperfections on new and used inventory, we seal them with Paint Guard which is a ceramic clear coat. This has protected our lot from any environmental damage or chemical etching and makes lot maintenance super easy. It has significantly cut our delivery times as the detail department no longer has to spend the time needed to remove the dirt and water spots that used to take an hour or so to remove for delivery.

Once the car is sold, we generally put a coat of Opti-Coat Pro which carries a 5 year warranty. Our customers love the high gloss, ease of maintenance, and the protection it provides. It is also great to wash their cars on their maintenance visits since everything washes right off without any etching or damage to the paint.”

Tom Buckley, CEO
Music City Motor Cars
Maserati | Bentley | Rolls-Royce | Aston Martin

Guaranteed To Last Over 5 Years

VISIT US AT
BOOTH 5307
WWW.OPTICOAT.COM
“Our customers love the high gloss, ease of maintenance, and the protection Opti-Coat provides.”

- Tom Buckley, CEO
  Music City Motor Cars
  Nashville, TN
communications, computer technology and data. The Project 2000 committee issued various reports on industry trends to help dealers plan for the future.

For the most part, the 1980s saw dealers caught up in the problems facing a wide range of businesses brought about by concern over the disposal and cleanup of hazardous waste, disposition of leaking underground storage tanks, money-laundering rules that required reporting of cash transactions greater than $10,000, and never-ending tax battles. But most of the Washington activity directed at dealers revolved around defining regulations.

1990s: A new millennium

Many of these same issues continued into the 1990s. There were new rules for the Clean Air Act, including higher proposed CAFE standards. NADA sued the EPA on its ozone standards and for allowing Northeastern states to adopt California clean-air standards. The EPA stepped up enforcement of Superfund—passed in 1980—with its “cradle-to-grave” liability for improperly disposed used oil.

On the labor front, NADA worked with Congress on the Americans with Disabilities Act before it became law, then informed dealers of their legal requirements. With the AIDS epidemic in full force, NADA published guidelines to help dealers establish effective workplace policies and educational programs to help employees better understand the disease.
NADA also advocated for title-branding bills for salvage vehicles, because both dealers and consumers had been unwitting purchasers of these units. And NADA was successful in reducing the federal excise tax on heavy-duty trucks.

At the same time, the issue that led to the creation of NADA in 1917 was back in 1990 with a luxury tax enacted on vehicles retailing for more than $32,500. Despite long odds, NADA scored a huge victory in 1996 with a phaseout of the tax. NADA leaders were even invited by President Bill Clinton to a signing ceremony on the White House lawn.

On the manufacturer side, fleet subsidies—or “program cars” from rental car companies—were flooding the market. NADA’s efforts led to important changes in these programs. And factory relations were not so smooth on other fronts, with NADA battling mandatory binding arbitration provisions and factory image campaigns. NADA also created a special task force to study the long-term consequences of automaker programs that reduced dealer profitability.

Diversity became more prominent during the decade, with various automakers promoting programs to boost the number of minority dealers. NADA added four new at-large members—two minorities and two women—to its board of directors in 1998. A few years later, NADA began all-minority 20 Group programs and hosted a diversity forum for dealers and automakers. (And in 2005, the association began the first annual women dealers event at its convention.)

Later in 1998, NADA and a coalition of automakers formed Automotive Retailing Today (ART) to improve the visibility of dealers and the media the view the auto industry in general and dealers in particular. With various hidden-camera TV reports unfairly attacking dealers earlier in the decade, NADA had already launched a sales certification program for truck dealership successors, in 1991.

9 Number of graduates in the Academy’s first-ever class for truck dealership successors, in 1991.
to address image problems and chronic salesperson turnover. NADA also began a “Stomp and Steer” PR campaign with four-time Indianapolis 500 winner Al Unser on how to use anti-lock braking systems.

By the end of the decade, some of the more high-profile priorities for dealers were the public dealer groups (Republic, Lithia, United Auto Group and others), dealer consolidation, the Internet and the millennium madness called Y2K.

September 11, NADA was in the midst of its 26th annual Washington Conference when terrorists struck the World Trade Center and the Pentagon.

2000
NADA gets one-year freeze on CAFE standards; creates portal linking dealer websites.
New record: 17.4 million new vehicles sold.
82 percent of new-car dealers have websites, up from 47 percent in 1997.
Honda Insight first hybrid production car in U.S. market.
GM announces end of Oldsmobile; affects some 2,800 dealers.
USS Cole attacked by suicide bombers in Yemen.

2001
NADA scores victories on ergonomics rule and estate tax; works with GM on voluntary exits for small dealerships; swaps convention dates with Super Bowl after 9/11; sets up 9/11 Survivors Relief Fund.
Record 35 percent of used units from auctions.
9/11 terrorist attacks.

2002
NADA opposes OEM mandatory binding arbitration; gets LIFO victory, revamps its code of ethics.
BMW’s Mini arrives.
Maserati returns to U.S.
Big Three’s zero-interest loans boost post-9/11 vehicle sales.
Parts counterfeiting a major problem.
Jimmy Carter wins Nobel Peace Prize.

2003
NADA partners with NHTSA on booster seat safety; guides members on FTC’s new do-not-call rule.

2004
NADA fires back at Dateline NBC and Public Citizen accusations; gets EPA to simplify used-oil Superfund exemption; assists members on health-privacy rules.
Bush re-elected.
Lotus Elise debuts to get average dealer sales above three per year.

2000s: Decade of uncertainty
From 9/11 to 2010, the decade was full of change and challenges. Yet the 2000s began calmly enough, with no Y2K meltdown of the world’s computers. Soon dealers faced success on many fronts. OSHA proposed sweeping new ergonomics standards, which were soon overturned by Congress. An NADA-backed bill lowering the estate tax (for one year) would soon be signed into law by President George W. Bush.

Ford and GM wanted to sell directly to consumers, but those plans—which included the OEMs selling cars online—were quashed by state legislation. NADA then created a national portal to link dealer websites. While Ford’s Blue Oval and other dealer performance programs
became a concern, NADA opposed automaker efforts to impose unfair burdens on dealers.

But Oldsmobile was shuttered in late 2000, following sagging sales, so NADA pushed GM for just compensation, as well as low- or no-cost loans and floorplanning assistance from GMAC. Then longtime NADA chief Frank E. McCarthy died a few months later. After a nationwide search, Phillip D. Brady became NADA president, and September 10, 2001, there was a dedication ceremony to recognize technology-savvy dealers, and teamed with NHTSA to promote child safety-seat events at dealerships.

NADA was in the midst of its 26th annual Washington Conference the next day when terrorists struck the World Trade Center and the Pentagon. With uncertainty after the 9/11 attacks and airports closed, many dealers and NADA staff hunkered down for days at the Capital Hilton in Washington, D.C.

The National Automobile Dealers Charitable Foundation quickly established a survivors’ relief fund to help meet the educational needs of the victims’ dependents. The attacks meant the Super Bowl would be delayed by one week, which caused a scheduling conflict with the NADA Convention in New Orleans. As part of a “Super Bowl swap,” NADA agreed to move up its convention, which required extensive last-minute maneuvering with attendees who already had made their plans, as well as speakers, exhibitors, hotels and the convention center.

Despite the shock of the attacks, NADA moved forward, achieving a major victory when voluntary arbitration in franchise agreements became law in 2002. The association created a code of ethics to help dealers run their businesses, partnered with USA Today on a Dealer Innovation Award to recognize technology-savvy dealers, and teamed with NHTSA to promote child safety-seat events at dealerships.

By 2004, NADA was tackling poorly constructed automaker CSI programs,
then promoting initiatives to help the media and consumers better understand the benefits of dealer-assisted financing. NADA became a founding member of AWARE (Americans Well-Informed about Automotive Retailing Economics) and joined with Junior Achievement to teach middle-school students about personal finance.

The association wanted to bolster dealers in other ways, so it introduced the NADA Century Award (page 56), honoring dealerships that have been in the transportation business for 100 years or more. To foster dealership job opportunities, NADA developed a tool kit for dealers to promote automotive careers, helped former NCAA student athletes find jobs and promoted AYES—Automotive Youth Education Systems—to recruit service techs. NADA also worked with Energy Star and promoted “green” dealerships to help dealers cut utility and other costs, then started a green checkup campaign for dealerships to show consumers how to reduce their carbon footprint.

When Hurricane Katrina and later Rita smashed into the Gulf Coast in 2005, NADA helped dealership employees by distributing more than $4 million through the Emergency Relief Fund. Three years later, the National Automobile Dealers Charitable Foundation presented a $400,000 check to the Lusher Charter School in New Orleans to restore acres of athletic fields damaged by Hurricane Katrina. In 2009, the association held its convention in New Orleans, the first time since the hurricanes, with former presidents George H.W. Bush and Bill Clinton, who together had spearheaded critical relief efforts for the area.
For years, NADA had been pushing for total-loss disclosure on vehicles that had been totaled, stolen or damaged by flood. The 2005 hurricanes were the unfortunate catalyst for trying to move this legislation forward. Along with vehicle identification, there was now a consumer-identification issue after the FTC issued “red flags” rules to prevent identity theft.

But another storm was brewing, though this one was financial. The Great Recession officially began in late 2007, though many dealers had already been struggling for years. NADA launched a Performance Improvement Program (PIP) and “Lifeline to Profit$” consulting hotline in response. When the health of thousands of GM and Chrysler dealerships was threatened in 2008, NADA organized multiple fly-ins to Washington to influence Congress on auto-industry relief bills and held dealership-survival workshops at the 2009 convention. An NADA Industry Stabilization Task Force was formed to encourage the government to act quickly to stimulate the economy. This included bridge loans for Chrysler and GM, as well as expanded SBA loan guarantees and a “Cash for Clunkers” program to bolster new-car sales. NADA leadership testified before Congress and met with regulators and White House staff.

While many dealerships were saved, some were not. And it would take many more years for dealers and the country to truly find their financial footing.

2010s: Bouncing back

In early 2010, as part of financial reform legislation passed after the Great Recession, NADA strongly supported an amendment protecting dealer-assisted financing from further regulation. As a result, Congress soon passed the Dodd-Frank Wall Street Reform and Consumer Protection Act, which excluded dealers from the new Consumer Financial Protection Bureau (CFPB).

But the next year, NADA had to defend dealer-assisted financing during a series of Federal Trade Commission

For years, NADA had been pushing for total-loss disclosure on vehicles that had been totaled, stolen or damaged by flood. The 2005 hurricanes were the unfortunate catalyst for trying to move this legislation forward. Along with vehicle identification, there was now a consumer-identification issue after the FTC issued “red flags” rules to prevent identity theft.

But another storm was brewing, though this one was financial. The Great Recession officially began in late 2007, though many dealers had already been struggling for years. NADA launched a Performance Improvement Program (PIP) and “Lifeline to Profit$” consulting hotline in response. When the health of thousands of GM and Chrysler dealerships was threatened in 2008, NADA organized multiple fly-ins to Washington to influence Congress on auto-industry relief bills and held dealership-survival workshops at the 2009 convention. An NADA Industry Stabilization Task Force was formed to encourage the government to act quickly to stimulate the economy. This included bridge loans for Chrysler and GM, as well as expanded SBA loan guarantees and a “Cash for Clunkers” program to bolster new-car sales. NADA leadership testified before Congress and met with regulators and White House staff.

While many dealerships were saved, some were not. And it would take many more years for dealers and the country to truly find their financial footing.

2010s: Bouncing back

In early 2010, as part of financial reform legislation passed after the Great Recession, NADA strongly supported an amendment protecting dealer-assisted financing from further regulation. As a result, Congress soon passed the Dodd-Frank Wall Street Reform and Consumer Protection Act, which excluded dealers from the new Consumer Financial Protection Bureau (CFPB).

But the next year, NADA had to defend dealer-assisted financing during a series of Federal Trade Commission
roundtables. Despite the forums being stacked against dealers, no new regulations resulted from these roundtables.

In 2013, the CFPB pressured auto-finance sources to change how they compensated dealers for arranging financing, which NADA and the National Association of Minority Dealers (NAMAD) argued would end the consumer’s ability to negotiate a discounted interest rate. A number of legislators agreed, repeatedly asking the CFPB for more information, which the agency never fully provided. NADA continued to pressure the CFPB on its methodology. NADA—along with the American International Automobile Dealers Association and NAMAD—also released the Fair Credit Compliance Policy and Program to help strengthen a dealership’s efforts to comply with fair-credit laws.

NADA also supported its recession-battered members in other ways, with favorable action on SBA-guaranteed loans, stabilizing the estate tax, preserving LIFO and other issues. NADA helped defeat “right to repair” legislation—a push by aftermarket manufacturers to obtain OEM proprietary data—as well as an amendment in a federal highway bill in 2015 prohibiting dealers from selling or wholesaling used vehicles under open recall.

NADA went to the mat over CAFE, noting how proposed new fuel-economy mandates would increase vehicle prices and force 6.8 million buyers out of the market. NADA pushed for legislation to address the increase in costs caused by duplicative fuel-economy regulations from NHTSA, the EPA and the state of California, and short-circuited a government plan that would have required dealers to fund an electric vehicle tax credit, then seek reimbursement from the IRS.

To foster good relations with Capitol Hill, NADA reached out to regulators and legislators by inviting them to various NADA committee meetings each year.

Also during the 2010s, NADA hosted its first annual Auto Forum NY, with dealers, automakers, analysts and other industry experts discussing the latest economic trends affecting the business.

NADA then began what is now the Auto Conference LA, with a special focus on the California marketplace.

Phil Brady, then NADA president, left the association in 2012 and was replaced by Peter K. Welch, who had been president and CEO of the California New Car Dealers Association since 2003. Welch is now also NADA CEO.

To help streamline operations, NADA sold its retirement division and Used Car Guide in 2015. NADA also began a major rebranding, with new logos for NADA and ATD. The next year, after a nine-year comeback from the Great Recession, new-vehicle sales hit a record 17.55 million.

**Moving forward**

In 2017, NADA launched “NADA100,” a yearlong celebration of its 100th anniversary kicking off at the convention in New Orleans. NADA is now preparing for new health-care and other possible legislation as well as changes the incoming Trump administration might make to regulatory agencies such as the CFPB. In addition, NADA is launching a new promotional campaign, called MyDealership.org, with engaging video stories from customers, dealership staff and dealers. The videos—pushed heavily on social media—highlight how dealerships benefit consumers with affordable vehicles and financing, and also benefit communities with long-term economic benefits like well-paying jobs and sales tax revenue.

NADA is always looking to the future, and that is especially true as the association turns the corner on its first 100 years. A recent study, *The Dealership of Tomorrow: 2025*, was prepared for NADA to look at retail auto-industry trends. The forecast is bright for dealers, showing how their businesses will remain the dominant way vehicles are sold and serviced. Yet there will be plenty of changes down the road, especially with digital dealerships and autonomous vehicles on the horizon. But as the past century has shown—from world wars and recessions to onboard diagnostics and mobile apps—dealers certainly know how to adapt. •
To infinity and beyond. A recent study forecasts a promising future for dealers and NADA as they head into another 100 years of auto retail.
Century Award Dealers
Honoring longtime dealerships.

BY JOE PHILLIPS

The NADA Century Award recognizes those new-car dealerships that have been in the transportation business for 100 years or more. Founding dealers—and the dedicated families behind them—persevered by learning how to adapt to changing business conditions and consumer demands.

Many early dealers started before there even was much of an auto industry. This includes Amable Normandin, a blacksmith and sleigh maker from Montreal. Normandin started a buggy-making shop in California in 1875, then began selling cars in 1906. Today, the dealership that bears his name sells Chrysler, Dodge, Jeep and Ram.

Over in Minnesota, another blacksmith named Steve Tenvoorde also sold bicycles. Tenvoorde and his pal P.R. Thielman—nicknamed “the daredevils”—brought the first automobile to their hometown of St. Cloud in 1899. Three years later, Tenvoorde was selling cars, and in 1903 he became the second franchised Ford dealer—three months before the Ford Motor Co. was incorporated.

And in Indiana in 1847—some 170 years ago this year—Wesley Hare started what would become one of the largest wagon, buggy and carriage dealers in the Midwest. Cars were added in 1912, and soon included Cadillac, Hupmobile, Overland and Studebaker. By the 1930s, the store sold 25 cars annually. Today, Hare Chevrolet sells thousands of vehicles a year and is run by the sixth generation, sisters Courtney Cole and Monica Peck.

There are dozens of Century Award winners with similar family histories.

For a complete list of winners or to apply for the award, go to nada.org/century.
Normandin Chrysler/Jeep, which got its start in 1875 as a horse-drawn buggy maker, would go on to sell Franklins, Hupmobiles and other makes from its old Pacific Carriage Building in downtown San Jose. It took on a DeSoto-Plymouth franchise in 1933.
Garage of Tenvoorde Ford, St. Cloud, Minn., which got its start in 1903 but sold only one Ford that year. An early multi-franchise dealer, Tenvoorde carried Oldsmobile, Buick, Oakland, Saxon and others before dropping all but Ford in 1915.
DEALER SUCCESS IS OUR ONLY BOTTOM LINE

NADA Academy and 20 Groups are run by dealers for dealers.

NADA Academy is where the best in the business teach our next generation of leaders. NADA 20 Group members are proven to be the most successful retailers in the industry.

Find out more

NADA ACADEMY
nada.org/academy

NADA 20 GROUP
nada.org/20group
NADA HEADLINES
Industry news delivered to your inbox daily
nada.org/subscribe
1910 | Grovert Motor Co.  
    Newhall, Iowa

1910 | Sames Motor Co.  
    Laredo, Texas

1910 | The Hersrud Co.  
    Sturgis, S.D.

1910 | Tiffany Motor Co.  
    Hollister, Calif.

1911 | Barry Motor Co.  
    Danbury, Iowa

1911 | Chuck Colvin Auto  
    McMinnville, Ore.
1923 Two brothers in Washington, D.C., sold ice and coal from a mule-drawn cart before expanding to Ford Model Ts and other makes. The company—launched in 1904—would become Martens Cars, selling Volvo and Volkswagen before being bought by two dealers groups in 2014.
1. Donald R. Richberg, director of the President's National Emergency Council (left), and 1935 NADA President Fred W.A Vesper.

2. NADA’s first president, George W. Browne.

3. 2000 NADA President Harold Wells (left), with award designer and creator Rogelio Menz, presenting Freedom of Mobility Award to Edsel Ford II (right).

4. 1954 NADA President Charles C. Freed.

5. President Bill Clinton (left), Rep. Gene Green (R-Texas), NADA Executive Vice President Frank E. McCarthy, 1997 NADA President Ramsay H. Gillman and Immediate Past President John P. Peterson.
Over its 100 years, NADA has been fortunate to have a long list of talented, dynamic leaders. For the first 81 years—up until 1998—their title was president, and thereafter, chairman. These dealers usually came up through the ranks, serving in various positions on the NADA board and helping spearhead industry initiatives.

The first leader was George W. Browne in 1917—elected in Chicago at the incorporation of NADA, which was launched after 30 dealers went to Washington, D.C., to oppose the luxury tax on automobiles. Browne aided government efforts during World War I by helping to reduce industry waste and then presided over NADA’s first annual meeting, also in Chicago.

Here are some other notable NADA leaders in the early decades:

- Fred W.A. Vesper, the longest-serving president, with one-year terms in 1918 and 1919; he then returned during the Depression to help NADA through 1933, 1934 and 1935.
- Thomas J. Hay, the shortest-serving president, who resigned in 1919 for personal reasons after just three days.
- William L. “Billy” Hughson, the nation’s first Ford dealer lived from 1868 to 1967, serving as association president in 1927 and San Francisco convention chairman in 1939, and was still attending NADA conventions in the 1950s.
- Harry Sommers, D.E. Castles, D.G. Kelly and William L. Mallon, who during World War II, with no new cars being made for four years, found innovative ways to hold NADA together while helping to supply mechanics and other dealership personnel for the war effort.
- William E. Hancock Jr., who during his 1975 term, amid the nation’s first energy crisis, helped get a national energy policy signed into law and saw the creation of the NADA Dealers Election Action Committee.

Of course, this barely scratches the surface regarding the leaders who held NADA’s No. 1 position (a complete list follows on page 69).

And let’s not forget the dedicated staff chiefs, who have kept the organization going on a day-to-day basis. The longest serving was Frank E. McCarthy (33 years), first as executive vice president before that title was changed to president in 1998. Then came Phillip D. Brady (11 years) and, for the past four years, Peter K. Welch. ✤

For the list of NADA leaders and their pics, go to nada.org/nadaleadership.
BE A PART OF THE NADA100 CELEBRATION ALL YEAR LONG.

nada.org/nada100
### NADA Past Presidents

<table>
<thead>
<tr>
<th>Year(s)</th>
<th>President</th>
<th>City/State</th>
</tr>
</thead>
<tbody>
<tr>
<td>1917</td>
<td>George W. Browne*</td>
<td>Milwaukee, Wis.</td>
</tr>
<tr>
<td>1918-19</td>
<td>Fred W.A. Vesper*</td>
<td>St. Louis, Mo.</td>
</tr>
<tr>
<td>1919</td>
<td>Thomas J. Hoy*</td>
<td>Chicago, Ill.</td>
</tr>
<tr>
<td>1921</td>
<td>Jesse A. Smith*</td>
<td>Milwaukee, Wis.</td>
</tr>
<tr>
<td>1922</td>
<td>W.J. Brace*</td>
<td>Kansas City, Mo.</td>
</tr>
<tr>
<td>1923</td>
<td>G.G. G. Peckham*</td>
<td>Cleveland, Ohio</td>
</tr>
<tr>
<td>1924</td>
<td>John L. Butler*</td>
<td>Los Angeles, Calif.</td>
</tr>
<tr>
<td>1925</td>
<td>Charles E. Gambill*</td>
<td>San Marino, Calif.</td>
</tr>
<tr>
<td>1926</td>
<td>Charles B. Warren*</td>
<td>New York, N.Y.</td>
</tr>
<tr>
<td>1927</td>
<td>William L. Hughson*</td>
<td>San Francisco, Calif.</td>
</tr>
<tr>
<td>1928</td>
<td>C.C. Coddington*</td>
<td>Charlotte, N.C.</td>
</tr>
<tr>
<td>1929</td>
<td>Warren F. Griffith*</td>
<td>San Francisco, Calif.</td>
</tr>
<tr>
<td>1930</td>
<td>J.R. Histed*</td>
<td>Beverly Hills, Calif.</td>
</tr>
<tr>
<td>1931</td>
<td>F.J. Edwards*</td>
<td>Milwaukee, Wis.</td>
</tr>
<tr>
<td>1932</td>
<td>Florris Nagelvoort*</td>
<td>Seattle, Wash.</td>
</tr>
<tr>
<td>1933-35</td>
<td>Fred W.A. Vesper*</td>
<td>St. Louis, Mo.</td>
</tr>
<tr>
<td>1936-37</td>
<td>E.M. Lied*</td>
<td>Omaha, Neb.</td>
</tr>
<tr>
<td>1938</td>
<td>J.W. Roby*</td>
<td>Shreveport, La.</td>
</tr>
<tr>
<td>1939-40</td>
<td>Stanley H. Horner*</td>
<td>Washington, D.C.</td>
</tr>
<tr>
<td>1941</td>
<td>L. Clare Caryle*</td>
<td>Texarkana, Ark.</td>
</tr>
<tr>
<td>1942</td>
<td>Harry Sommers*</td>
<td>Atlanta, Ga.</td>
</tr>
<tr>
<td>1943</td>
<td>D.E. Castles*</td>
<td>St. Louis, Mo.</td>
</tr>
<tr>
<td>1944</td>
<td>D.G. Kelly*</td>
<td>Grand Forks, N.D.</td>
</tr>
<tr>
<td>1945-46</td>
<td>William L. Mallon*</td>
<td>Newark, N.J.</td>
</tr>
<tr>
<td>1947</td>
<td>M.O. Anderson*</td>
<td>Seattle, Wash.</td>
</tr>
<tr>
<td>1948</td>
<td>Ben T. Wright*</td>
<td>Evanston, Ill.</td>
</tr>
<tr>
<td>1949</td>
<td>George F. Ziesmer*</td>
<td>Mankato, Minn.</td>
</tr>
<tr>
<td>1950</td>
<td>Fred L. Haller*</td>
<td>Washington, D.C.</td>
</tr>
<tr>
<td>1952</td>
<td>J. Saxton Lloyd*</td>
<td>Daytona Beach, Fla.</td>
</tr>
<tr>
<td>1953</td>
<td>Robert S. Armacost*</td>
<td>Kansas City, Mo.</td>
</tr>
<tr>
<td>1954</td>
<td>Charles C. Freed*</td>
<td>Salt Lake City, Utah</td>
</tr>
<tr>
<td>1955</td>
<td>Frank H. Yarnall*</td>
<td>Wheeling, Ill.</td>
</tr>
<tr>
<td>1956</td>
<td>Carl E. Fribley*</td>
<td>Norwich, N.Y.</td>
</tr>
<tr>
<td>1957</td>
<td>Frederick M. Sutter*</td>
<td>Columbus, Ind.</td>
</tr>
<tr>
<td>1958</td>
<td>Dean Chaffin*</td>
<td>Bozeman, Mont.</td>
</tr>
<tr>
<td>1959</td>
<td>H.L. Galles Jr.*</td>
<td>Albuquerque, N.M.</td>
</tr>
<tr>
<td>1960</td>
<td>Birkett L. Williams*</td>
<td>Cleveland, Ohio</td>
</tr>
<tr>
<td>1961</td>
<td>Walter B. Cooper*</td>
<td>Fort Collins, Colo.</td>
</tr>
<tr>
<td>1962</td>
<td>Thomas F. Abbott Jr.*</td>
<td>Fort Worth, Texas</td>
</tr>
<tr>
<td>1964</td>
<td>C. Ed Flandor*</td>
<td>Pocatello, Idaho</td>
</tr>
<tr>
<td>1965</td>
<td>Peter Val Preda*</td>
<td>South Burlington, Vt.</td>
</tr>
<tr>
<td>1966</td>
<td>S.E. Kossman*</td>
<td>Cleveland, Miss.</td>
</tr>
<tr>
<td>1968</td>
<td>Tom A. Williams Sr.*</td>
<td>Greensboro, N.C.</td>
</tr>
<tr>
<td>1969</td>
<td>Lyman W. Slack*</td>
<td>Portland, Ore.</td>
</tr>
<tr>
<td>1970</td>
<td>Sam H. White*</td>
<td>Houston, Texas</td>
</tr>
</tbody>
</table>

### NADA Past Chairmen

<table>
<thead>
<tr>
<th>Year(s)</th>
<th>Chairman</th>
<th>City/State</th>
</tr>
</thead>
<tbody>
<tr>
<td>1917</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1918-19</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1919</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1920</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1921</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1922</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1923</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1924</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1925</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1926</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1927</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1928</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1929</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1930</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1931</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1932</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1933-35</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1936-37</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1938</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1939-40</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1941</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1942</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1943</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1944</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1945-46</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1947</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1948</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1949</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1950</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1951</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1952</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1953</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1954</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1955</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1956</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1957</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1958</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1959</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1960</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1961</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1962</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1963</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1964</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1965</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1966</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1967</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1968</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1969</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1970</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*In memory
To help renovate school athletic fields after Hurricane Katrina, 2008 NADA Chairman Annette Sykora presented a $400,000 check to Drew Brees, quarterback of the New Orleans Saints.
Looking to the Future

2017 NADA Chairman Mark Scarpelli

After 30 dealers traveled to Washington, D.C., in 1917 to persuade Congress not to impose a luxury tax on cars, NADA was incorporated in Chicago. So 100 years later, Mark Scarpelli believes it’s “fitting that the 2017 NADA chairman would be from Chicago as well.”

BY CHARLES CYRILL

Scarpelli’s term as chairman coincides with the kickoff of NADA’s 100th anniversary celebration in New Orleans and the beginning of a new administration and Congress in Washington, D.C.

A second-generation dealer, Scarpelli is president of Raymond Chevrolet and Raymond Kia, Antioch, Ill., and co-owner of Ray Chevrolet and Ray Chrysler/Jeep/Dodge/Ram, Fox Lake, Ill. His father, Raymond Scarpelli Sr., started the company nearly 60 years ago in Antioch, about 58 miles north of Chicago. Among its first franchises were Chevrolet and Oldsmobile.

“It was around high school that I became very interested in cars,” says Scarpelli, who attended Northwood University in Midland, Mich. “One of my first jobs was working in the parts department, cleaning up the dealership, delivering parts, working in the body shop, and so I’ve been lucky to experience all facets of the retail auto dealership.”

This experience means Scarpelli, 52, knows just how hard it is to run a successful longtime business. And that’s why, he says, “NADA being 100 years young is an accomplished feat in the trade industry.”

Scarpelli also understands just how integral dealers and NADA have been to local communities across the nation. “NADA started back in the day to make sure independent businesspeople could open dealerships, and provide affordable cars and transportation to farmers and factory workers and people from all walks of life.”

Benefiting consumers

Dealerships continue to benefit consumers, local communities and manufacturers alike. And Scarpelli is committed to ensuring this continues.
“What we will advocate with the new administration and Congress is clarity, whether it’s about auto financing, new tax proposals, vehicle recall policy or fuel-economy rules,” he says. “We’re concerned about vehicle affordability for consumers, period. We have to make sure we keep the consumer in mind when dealing with all of these issues—and protecting consumers from over-reaching federal regulations.”

Aside from advocating on legislative and regulatory issues in Washington, Scarpelli’s priorities for 2017 include promoting the consumer benefits of the dealer franchise network, meeting with automaker executives on key issues, and getting the next generation of dealers involved in their trade associations. “Whether it’s at the state, local or federal level, I encourage all new-car dealers to get involved and be good stewards of their industry, local businesses and community. Not a lot gets done on the sidelines. We all need to be focused and diligent about advocacy issues that are coming our way.”

Celebrating NADA and its dealers

Kicking off NADA’s centennial convention is the NADA100 Carnival on Thursday night, January 26, Scarpelli points out. The event, held at Mardi Gras World,
nada.org
The latest association news and updates
“will be nothing short of spectacular.” Entertainment will include legendary rock band Foreigner, as well as Cowboy Mouth and local jazz musicians.

And during the convention there will be an all-star lineup of speakers, with Ford Motor Co. President and CEO Mark Fields, motorsports legends Roger Penske and race-car driver Helio Castroneves, comedian Jim Gaffigan, and inspirational speaker Amy Purdy.

Scarpelli, who became a dealer in 1991, takes the helm as NADA chairman at the convention on Saturday, January 28, when he will address thousands of dealers and other industry executives.

“My remarks at the convention,” Scarpelli says, “will focus on the future and the next 100 years. I will work tirelessly on the issues that confront dealerships every day. We are going to be out front and hitting issues head on.” That’s tough talk from a man with plenty of endurance: He often bikes 50 miles a week, even after putting in long days at the dealership.

And along with being determined, Scarpelli is optimistic about the future: “NADA is getting better with age, and I will continue that great tradition.”

Off-road: Scarpelli’s hobbies include mountain biking.
2017 NADA Officers & Board of Directors

WHO’S WHO

REGION III
- Illinois
- Metro Chicago
- Indiana
- Metro Cleveland
- Iowa
- Kansas
- Michigan
- Metro Detroit
- Minnesota
- Missouri
- Nebraska
- North Dakota
- Ohio
- South Dakota
- Wisconsin

REGION IV
- Alaska
- Arizona
- California (Northern)
- California (Southern)
- Colorado
- Hawaii
- Idaho
- Montana
- Nevada
- New Mexico
- Oregon
- Utah
- Washington
- Wyoming

AT-LARGE
- East (Woman)
- East (Minority)
- West (Woman)
- West (Minority)

AMERICAN TRUCK DEALERS
- Chairman
OFFICERS

Mark N. Scarpelli
Chairman

Wesley L. Lutz
Vice Chairman

William H. Willis Jr.
Secretary

Brian Hamilton
Treasurer

Jeffrey B. Carlson
Immediate Past Chairman

Peter K. Welch
President & CEO

REGION I

Connecticut
Delaware
Maine
Massachusetts
New Hampshire
New Jersey
New York State
Metro New York
Rhode Island
Pennsylvania (Eastern)
Pennsylvania (Western)
Vermont

Vice Chairman

Dennis Gaudet
AutoServ Dealerships
Tilton, N.H.
(New Hampshire)

Jeff Aiosa
Carriage House of New London
New London, Conn.
(Connecticut)

Richard DeSilva Sr.
Liberty Subaru
Emerson, N.J.
(New Jersey)

John Emerson
Emerson Chevrolet/Buick, Inc.
Auburn, Maine
(Maine)

William C. Fox
Fox Imports, Inc.
Auburn, N.Y.
(New York State)

Chris Hard
Hurd Auto Mall, LLC
Johnston, R.I.
(Rhode Island)

REGION II

Alabama
Arkansas
Metro Washington, D.C.
Florida
Georgia
Kentucky
Louisiana
Maryland
Mississippi
North Carolina
Oklahoma
South Carolina
Tennessee
Texas
Virginia
West Virginia

Mitchell H. Jay
Midstate Dodge
Barre, Vt.
(Vermont)

David B. Penske
Penske Buick/GMC
Shillington, Pa.
(Eastern Pennsylvania)

Michael B. Smith
Laurel Auto Group
Johnstown, Pa.
(Western Pennsylvania)

Donald E. Sudbay Jr.
Sudbay Chevrolet/Buick/
Cadillac/GMC
Gloucester, Mass.
(Massachusetts)

William H. Willis Jr.
Willis Automotive Group
Smyrna, Del.
(Delaware)

Election Pending
(Metro New York)
REGION II

Vice Chairman
Joel Oustalet
Bubba Oustalet Chevrolet/Cadillac
Jennings, La. (Louisiana)

Michael K. Alford
Marine Chevrolet/Cadillac
Jacksonville, N.C. (North Carolina)

Tom Bloomfield
Don Thornton Cadillac
Tulsa, Okla. (Oklahoma)

Andrew "Jack" Caldwell Jr.
Caldwell Toyota
Conway, Ark. (Arkansas)

Michael Joe Cannon
Cannon Chevrolet/Cadillac/Nissan
Greenwood, Miss. (Mississippi)

Thomas Castriota
Castriota Chevrolet, Inc.
Hudson, Fla. (Florida)

Bruce M. Farrell
Berglund Chevrolet, Inc.
Roanoke, Va. (Virginia)

Charles W. Gilchrist
SouthWest Ford, Inc.
Weatherford, Texas (Northern Texas)

H. Daniel Jobe
Capital Cadillac Company
Greenbelt, Md. (Maryland)

Forrest McConnell III
McConnell Honda and Acura
Montgomery, Ala. (Alabama)

Stan McKabb
Stan McKabb Automotive
Tullahoma, Tenn. (Tennessee)

Steve Middlebrooks
Heyward Allen Toyota
Athens, Ga. (Georgia)

Geoffrey Pohanka
Pohanka Honda
Capital Heights, Md. (Metro Washington, D.C.)

Danny Renshaw
Renshaw Automotive Group
Bowling Green, Ky. (Kentucky)

Richard Stephens
Stephens Auto Center
Danville, W.Va. (West Virginia)

Cary T. Wilson
Ron Carter Acura
Alvin, Texas (Southern Texas)

Election Pending
(South Carolina)

REGION III

Vice Chairman
James A. Auffenberg Jr.
St. Clair Auto Mall
O’Fallon, Ill. (Illinois)

Mark Birdnow
Birdnow Motor Trade
Oelwein, Iowa (Iowa)

Chris Coyle
Coyle Chevrolet/Buick/GMC/Nissan
Clarksville, Ind. (Indiana)

Andrew "Jack" Caldwell Jr.
Caldwell Toyota
Conway, Ark. (Arkansas)

Michael Joe Cannon
Cannon Chevrolet/Cadillac/Nissan
Greenwood, Miss. (Mississippi)

Thomas Castriota
Castriota Chevrolet, Inc.
Hudson, Fla. (Florida)

Bruce M. Farrell
Berglund Chevrolet, Inc.
Roanoke, Va. (Virginia)

Charles W. Gilchrist
SouthWest Ford, Inc.
Weatherford, Texas (Northern Texas)

H. Daniel Jobe
Capital Cadillac Company
Greenbelt, Md. (Maryland)

Forrest McConnell III
McConnell Honda and Acura
Montgomery, Ala. (Alabama)

Stan McKabb
Stan McKabb Automotive
Tullahoma, Tenn. (Tennessee)

Steve Middlebrooks
Heyward Allen Toyota
Athens, Ga. (Georgia)

Geoffrey Pohanka
Pohanka Honda
Capital Heights, Md. (Metro Washington, D.C.)

Danny Renshaw
Renshaw Automotive Group
Bowling Green, Ky. (Kentucky)

Richard Stephens
Stephens Auto Center
Danville, W.Va. (West Virginia)

Cary T. Wilson
Ron Carter Acura
Alvin, Texas (Southern Texas)

Election Pending
(South Carolina)

Rhett Ricart
Ricart Automotive Group
Groveport, Ohio (Ohio)

Robert W. Hudson
Midland Ford
Midleton, Wis. (Wisconsin)

H. Douglas Knust
Harry K. Cheviron/Buick, Inc.
Chamberlain, S.D. (South Dakota)

Wesley L. Lutz
Extreme Dodge/Chrysler/Jeep, Inc.
Jackson, Mich. (Michigan)

Mark N. Scarpelli
Raymond Chevrolet/Kia
Arvada, Ill. (Metro Chicago)

Bob Shuman
Shuman Chrysler/Dodge/Jeep/Ram
Walled Lake, Mich. (Metro Detroit)

Lynn H. Thompson
Thompson Sales Co.
Springfield, Mo. (Missouri)

Paul Walser
Walser Automotive Group
Bloomington, Minn. (Minnesota)

Daniel M. Wilson
Corwin Chrysler/Dodge
Fargo, N.D. (North Dakota)
REGION IV

Vice Chairman
James R. Marsh
Jim Marsh Automotive
Las Vegas, Nev. (Nevada)

Steven J. Allwine
Mendenhall Auto Center
Juneau, Alaska (Alaska)

Peter E. Blackstock
Victory Dealership Group
Seaside, Calif. (Northern California)

Jeffrey B. Carlson
Glenwood Springs Ford/Subaru, Inc.
Glenwood Springs, Colo. (Colorado)

Mont Crnkovich
Broadway Ford
Idaho Falls, Idaho (Idaho)

Sidney B. DeBoer
Lithia Chrysler/Dodge/Jeep
Ashland, Ore. (Oregon)

Annette DiLorenzo Thayer
Quality Minda
Albuquerque, N.M. (New Mexico)

Greg Galpin
Galpin Ford, Inc.
Prescott, Ariz. (Arizona)

Gary Gilchrist
Gilchrist Chevrolet Buick GMC, Inc.
Tacoma, Wash. (Washington)

Richard Hammer
Ed Hammer, Inc.
Sheridan, Wyo. (Wyoming)

Don Kaltschmidt
Don K Chevrolet/Subaru/Chevrolet South Whitefish, Mont. (Montana)

Stan Masamitsu
Tony Honda
Waipahu, Hawaii (Hawaii)

Kirk Schneider
Nate Wade Subaru
Salt Lake City, Utah (Utah)

Timothy J. "Tim" Smith
Bob Smith BMW/Mini
Calabasas, Calif. (Southern California)

AT-LARGE

Michelle Primm
Cascade Auto Group Ltd.
Cuyahoga Falls, Ohio (At-Large East)

Desmond A. Roberts
Advantage Chevrolet
Hodgkins, Ill. (At-Large East)

Valerie Bowen
ValMark Chevrolet
New Braunfels, Texas (At-Large West)

Donald P. Hicks
Shortline Auto Group
Aurora, Colo. (At-Large West)

AMERICAN TRUCK DEALERS

ATD Chairman
Steven E. Parker
Baltimore Potomac Truck Centers
Linthicum, Md.
THE REGULATORY MAZE

Our annual list of major federal regulations; state and local laws also apply and sometimes include additional requirements.
## Regulatory Maze

### All Departments (General Management/Personnel)
- Affordable Care Act
- Age Discrimination in Employment Act
- Americans With Disabilities Act
- COBRA
- Electronic deposit of taxes
- Electronic records retention
- Emergency-response planning
- Employee drug testing
- Employee Polygraph Protection Act
- ERISA
- Employee Verification Rules
- Equal Pay Act
- Estate tax
- Family and Medical Leave Act
- Federal child-support enforcement regulations
- Federal Civil Rights Act
- FTC Repossession Rule
- Federal wage-hour and child labor laws
- Genetic Information Nondiscrimination Act
- Health Insurance Portability and Accountability Act
- IRS/DOL worker classification
- IRS treatment of demo vehicles
- IRS treatment of tool plans
- Mandatory workplace posters
- Mental Health Parity Act
- Miscellaneous record-keeping requirements
- Newborns’ and Mothers’ Health Protection Act
- NLRB Unionization Rules
- OSHA Blood-Borne Pathogens Rule
- OSHA injury and illness recording and reporting requirements
- Section 89 of the Tax Reform Act
- Section 179 expensing
- USEERRA
- WARN

### New- and Used-Vehicle Sales Departments
- American Automobile Labeling Act
- CAFE and GHGs Rules
- Diplomat vehicle purchases
- DOE/EPA gas-mileage guide
- Federal bankruptcy law
- FTC Door-to-Door Sales Rule
- FTC guidelines for fuel-mileage advertising and alternative-fueled-vehicle advertising and labeling
- FTC Used Car Rule
- Gray-market vehicles
- IRS treatment of salesperson incentives
- LIFO inventory accounting method
- Heavy-highway-vehicle excise tax
- Motor vehicle tax credits
- Monroney sticker (Price Labeling Law)
- NHTSA alteration and tire-placarding rules
- NHTSA odometer rule
- NHTSA recall regulations
- NHTSA safety belt/airbag deactivation
- NHTSA tire regulations
- School van sales
- UNICAP

### Service and Parts Department
- Clean Air Act
- Clean Water Act
- DOT hazardous-materials-handling procedures
- FTC Used Parts Guide
- IRS Core Inventory Valuation
- LIFO/FIFO inventory accounting method
- NHTSA tampering rules
- NHTSA tire rules
- OSHA asbestos standards
- OSHA Hazard Communication Standard
- OSHA lock-out/tag-out procedures
- OSHA workplace health and safety standards
- RCRA
- Safe Drinking Water Act
- Superfund
- UNICAP

### Body Shop
- Clean Air Act
- EPA hazardous-waste rules
- OSHA Hazard Communication Standard
- OSHA Respiratory Protection Standard
- OSHA workplace health and safety standards
- UNICAP
- VIN and parts marking

### F&I Department
- Dodd-Frank Financial Reform Law
- Equal Credit Opportunity Act
- Fair Credit Reporting Act
- FACT Act of 2003
- FTC Credit Practices Rule
- FTC Holder-in-Due-Course Rule
- Gramm-Leach-Bliley Act
- Producer-Owned Reinsurance Companies
- Truth in Lending and Consumer Leasing Acts

### All Departments (Customer)
- Americans With Disabilities Act
- CAN-SPAM Act
- Driver’s Privacy Protection Act
- Electronic Funds Transfer Act
- FTC Privacy Rule
- FTC prohibition against deceptive and unfair trade practices
- FTC Safeguards Rule
- FTC Telemarketing Sales Rule
- FTC Warranty Rules
- IRS Cash-Reporting Rule
- Magnuson-Moss Act
- OFAC restrictions
- Telephone Consumer Protection Act
- USA PATRIOT Act

---

*Our annual list of major federal regulations; state and local laws also apply and sometimes include additional requirements.*
In addition to this list of federal laws and regulations, be sure to consult nada.org/regulatoryaffairs for more details.

**ALL DEPARTMENTS (GENERAL MANAGEMENT/PERSOENNEL)**

- **Affordable Care Act:** Extensive health-care reforms enacted in 2010 affect dealerships and their health-care plans. For example, most large dealerships (with more than 50 full-time employees) must have decided by January 1, 2015, whether they will offer health coverage that meets the federal requirements or pay a penalty. Many additional reporting, record-keeping and other duties apply to dealerships and other businesses. For more information, visit healthcare.gov.
- **Age Discrimination in Employment Act:** Protects older individuals against age-based employment discrimination.
- **Americans With Disabilities Act (ADA):** Dealerships with 15 or more employees must reasonably accommodate disabled workers and job applicants.
- **Consolidated Omnibus Budget Reconciliation Act (COBRA):** Requires dealerships with 20 or more employees to continue health-care coverage for ex-employees and their families for 18 to 36 months, depending on circumstances.
- **Electronic deposit of taxes:** Dealerships having more than a de minimis amount of aggregate depository taxes generally must deposit through the Electronic Federal Tax Payment System.
- **Electronic records retention:** Revenue Procedure 98-25 explains the IRS requirements for retaining computerized accounting records.
- **Emergency-response planning:** Federal, state and local laws require dealers to have emergency-response plans.
- **Employee drug testing:** Unionized dealerships must bargain with unions before implementing employer drug policies (not necessary for pre-employment drug testing). The ADA prohibits employers from discriminating against employees or applicants who have completed or are currently undergoing a drug treatment program, as long as they aren’t currently abusing drugs.
- **Employee Polygraph Protection Act:** Prohibits dealerships from using polygraphs in pre-employment screening; allows use in limited cases where an employee is reasonably suspected of a workplace incident involving economic loss to the employer.
- **Employee Retirement Income Security Act (ERISA):** Dealers offering retirement or health plans must, among other things, provide employees with plan information, keep records, and abide by fiduciary responsibilities and other obligations.
- **Employment Verification Rules:** Dealerships must verify the employment eligibility of prospective new employees using I-9 forms and proper support documentation. Use of E-verify is optional.
- **Equal Pay Act:** Prohibits wage discrimination on the basis of sex.
- **Estate tax:** The top rate was 40 percent on amounts over $5.45 million (for individuals) in 2016, and increased to $5.69 million in 2017.
- **Family and Medical Leave Act (FMLA):** Dealerships must post a notice informing employees of their right to take limited, unpaid leave for personal and family medical emergencies and must comply with appropriate requests for such leave. Special provisions apply to leave related to military service. Dealerships must display the revised FMLA poster from February 2013.
- **Federal child-support enforcement regulations:** Requires states to govern liens put on personal property—including vehicles—for overdue child support. Dealerships should check that child-support liens don’t exist on used cars, and must place liens on wages of employees who are delinquent on child-support payments.
- **Federal Civil Rights Act:** Bars employment discrimination on the basis of race, sex, color, religion or national origin. Prevents employers from asking job applicants certain questions (such as age, marital status or childbearing plans). Prohibits workplace sexual harassment, including behavior that creates a hostile work environment.
- **FTC Repossession Rule:** Requires formal accounting of money collected for repossessed vehicles.
- **Federal wage-hour and child labor laws:** Address minimum-wage and overtime pay standards and exemptions as well as standards for employing minors, including teen driving restrictions. Federal minimum wage is $7.25 per hour; state minimum wage rates may be higher.
- **Genetic Information Nondiscrimination Act:** Prohibits discrimination based on health-related employee DNA information.
- **Health Insurance Portability and Accountability Act:** Generally prohibits health insurers from denying coverage to workers who lose or change jobs and bars insurers from excluding coverage for pre-existing conditions for more than a year.
- **IRS/DOL worker classification:** Dealers must determine whether their workers are employees or independent contractors. The IRS and the Department of Labor use multi-factor legal standards and tests to evaluate this question. When making worker classification decisions, dealerships should be careful, conservative and prepared to document their decisions. Of greatest importance: the level of control employers exercise over workers as measured by the means and manner of the work performed. The IRS Voluntary Classification Settlement Program is aimed at encouraging employers to admit past worker misclassifications.
- **IRS treatment of demo vehicles:** Revenue Procedure 2001-56 offers dealers alternative methods for determining the value of demo use by qualified salespeople and other dealership employees. It defines what constitutes limited personal use and streamlines record-keeping requirements.
- **IRS treatment of tool plans:** Tool and equipment plans for service technicians and other employees must comply with the IRS’ requirements for business connection, substantiation and return of excess payment.
- **Mandatory workplace posters:** Notices, such as “Your Rights Under the FMLA,” “Equal Employment Opportunity Is the Law,” “Federal Minimum Wage” and “Notice: Employee Polygraph Protection Act,” must be conspicuously displayed.
Dealerships must display the revised Federal Minimum Wage and the Employee Polygraph Protection Act (EPPA) posters from August 2016.

- **Mental Health Parity Act**: Requires insurers and health plans to offer mental illness coverage comparable to that for physical illness. Group health plans may not set dollar limits on mental health care lower than limits for general medical and surgical services. Nothing requires dealerships to provide mental health coverage, and certain exemptions apply.

- **Miscellaneous record-keeping requirements**: A multitude of requirements govern the length of time records must be maintained. Examples: Personal and corporate income tax records must be kept at least three years; notification forms for underground storage tanks must be kept indefinitely; and copies of Form 8300 cash reports must be kept for five years.

- **Newborns’ and Mothers’ Health Protection Act**: Employers and insurers must provide minimum hospital-stay benefits.

- **National Labor Relations Board (NLRB) unionization rules**: Govern unionization activities, including employee rights, election rules, postings, unfair labor practices and others.

- **OSHA Blood-Borne Pathogens Rule**: Dealerships more than four minutes from an emergency health facility must have a program to respond to employees who suffer cuts. All dealerships must have adequate first-aid kits.

- **OSHA injury and illness recording and reporting requirements**: Dealers with 10 or more employees are required to maintain a yearly log of work-related injuries and illnesses on OSHA Form 300. Dealers must also complete a report on each workplace injury or illness that occurs using OSHA Form 301. Even if no injuries or illnesses have occurred in a calendar year, all dealers with more than 10 employees must fill out and post an annual summary of work-related injuries and illnesses on OSHA Form 300A. Dealers also must report the following events to OSHA: all work-related fatalities; all work-related inpatient hospitalization of one or more employees; all work-related amputations; and all work-related losses of an eye. In 2017, heavy-duty truck dealerships with 20 to 249 employees per establishment must electronically submit to OSHA: OSHA Form 300A. Also starting this year, both heavy-duty truck and light-duty car dealerships with more than 250 employees per establishment must electronically submit to OSHA: OSHA Form 300, OSHA Form 300A and OSHA Form 301.

- **Section 89 of the Tax Reform Act**: Dealerships are prohibited from discriminating against lower-paid employees in their employee benefits packages.

- **Section 179 expensing**: Generally, businesses can expense qualified Section 179 property, subject to phaseout. Until further notice, the total Section 179 deduction limitation is $500,000. The bonus depreciation provisions are extended to 2019, with a 50 percent level for 2016 and 2017, 40 percent for 2018 and 30 percent for 2019.

- **Uniformed Services Employment and Reemployment Rights Act (USERRA)**: Governs the employment and reemployment rights of members of the U.S. uniformed services.

- **Worker Adjustment and Retraining Notification Act (WARN)**: Dealerships must give 60 days’ notice to workers before termination or store closings under certain circumstances.

- **Americans With Disabilities Act (ADA)**: Prohibits discrimination against the physically handicapped in areas of public accommodation. Must make reasonable accommodations to facilities, such as by installing ramps and accessible parking spaces, drinking fountains, public toilets and doors.

- **CAN-SPAM (Controlling the Assault of Non-Solicited Pornography and Marketing) Act**: Emailers must identify a commercial message as an advertisement or solicitation and provide their physical postal addresses and a mechanism to opt out of future commercial emails. If recipients opt out, senders must stop sending them commercial email within 10 business days. The disclosure requirements don’t apply to emails that relate to transactions or relationships, such as those containing exclusively warranty information or recall-repair messages, or messages related to the completion of transactions requested by the consumer. No one may send commercial emails to wireless devices unless recipients provide express prior authorization to receive them. So that senders can recognize wireless addresses, the FCC maintains a list of wireless domain names at transition.fcc.gov/cgb/policy/DomainNameDownload.html. Commercial emailers must check the list monthly. (Additional provisions prohibit deceptive headers, misleading subject lines and other spam tactics.)

A text message may also be considered an email and therefore subject to the CAN-SPAM Act if it is sent to an email address—that is, if it has an Internet domain name after the “@” symbol (whether the email address is displayed or not). This means that no commercial text message (deemed to be an email) may be sent to a wireless device without “express prior authorization.” Merely having an “established business relationship” with the recipient is not enough.

- **Driver’s Privacy Protection Act**: Denies access to personal information in state motor vehicle records except for limited purposes, such as driver safety, theft and recalls. Also restricts the release or use of personal info for marketing.

- **Electronic Funds Transfer Act (EFTA)**: EFTA and its implementing “Regulation E” govern a variety of electronic transactions. Certain provisions of Regulation E apply directly to any “person” that engages in certain activities or transactions, regardless of whether the person is a financial institution. Examples of such transactions include: issuing access devices (such as debit cards, personal identification numbers [PINs] or payroll cards); issuing or selling gift cards; initiating electronic check conversions; preauthorizing electronic fund transfers; or operating ATMs.

- **FTC Privacy Rule**: Dealers must issue notices of their privacy policies to their finance and lease customers and, in some
cases, to consumers when the dealer discloses nonpublic information about consumers to third parties. The rule also restricts disclosures of nonpublic personal information and requires dealers to contractually limit their service providers’ access to and use of that information. Dealers who correctly use a FTC model privacy notice receive safe-harbor protection for the language used to describe their privacy policy.

- **FTC prohibition against deceptive and unfair trade practices**: Section 5 of the FTC act prohibits unfair and deceptive trade practices. For example, the FTC has found certain advertising practices to be deceptive, including recent safety inspection claims related to used vehicles that are subject to open safety recalls.

- **FTC Safeguards Rule**: Dealers must develop, implement and maintain—a comprehensive, written security program to protect customer information and must ensure that their service providers provide similar safeguards.

- **FTC Telemarketing Sales Rule (TSR)**: Imposes many of the TCPA restrictions (below) on dealers who telemarket across state lines. Requires dealers who sell, or obtain payment authorization for, goods or services during interstate phone calls to abide by the prohibition against numerous deceptive and abusive acts and to maintain certain records. Prohibits prerecorded telemarketing calls without a consumer’s express written agreement, requires such calls to provide a key-press or voice-activated opt-out mechanism at the outset of the calls, and requires the calls to ring for 15 seconds or four rings before disconnecting.

- **FTC Warranty Rules**: Pursuant to the Magnuson-Moss Act, the FTC has issued two rules governing written warranties. The “Disclosure Rule” provides disclosure requirements for written warranties, specifies language for certain disclosures and requires simple language in a single document. The “Pre-Sale Availability Rule” details the methods by which warrantors and sellers must provide warranty terms before a sale. The recently passed E-Warranty Act allows warrantors to comply by posting warranty terms to an Internet website, as long as the warrantor also provides consumers with a non-Internet-based method to obtain warranty terms, and allows sellers to use electronic methods to provide consumers with warranty terms pre-sale.

- **IRS Cash-Reporting Rule**: Dealers receiving more than $10,000 in cash in one transaction or in two or more related transactions must file IRS/FinCEN Form 8300 with the IRS within 15 calendar days and must provide written notice that the report was filed to the person named on the report by January 31 of the following year. “Cash” includes certain cashier’s checks, traveler’s checks, money orders and bank drafts.

- **Magnuson-Moss Act**: Dealers must give consumers certain required information on warranties and limited warranties. Dealers are also generally prohibited from requiring routine service to be performed at their dealership as a condition of a used-car warranty.

- **Office of Foreign Assets Control (OFAC) restrictions**: Dealerships may not enter into transactions with certain sanctioned countries, governments, and specially designated organizations and individuals. Dealers should check the electronic list maintained by OFAC to ensure compliance.

- **Telephone Consumer Protection Act (TCPA)**: Imposes numerous restrictions on telemarketing, including the national and company-specific do-not-call (DNC) rules, calling-time restrictions, caller ID requirements, fax advertising rules, and restrictions on the use of autodialers and prerecorded messages. Fax ads may be sent only to authorized recipients and must include a phone number, fax number and toll-free opt-out mechanism (each available 24/7) on the first page of the fax ad.

  The FCC considers text messages to be “phone calls” under the TCPA. This means you cannot send a text message “solicitation” to a phone number on either the national DNC list (subject to the “established business relationship” and “prior express permission” exemptions to the national DNC rules) or your company-specific DNC list (to which there are no exemptions). See additional text message restrictions under “CAN-SPAM Act.”

  Requires express written consent prior to any prerecorded or auto-dialed telemarketing call to a cell phone or text message. Recent FCC guidance indicates a very broad view of what is an “autodialed” call or a text message. You cannot send any text message whatsoever to a cellular telephone number—solicitation or not, whether the number is on a DNC list or not—using an “autodialer” unless you have the called consumer’s “prior express consent.”

- **USA PATRIOT Act**: Dealers must search their records and provide information about individuals or entities with whom they conducted transactions or created accounts if requested by the federal Financial Crimes Enforcement Network. Dealers are temporarily exempt from the law’s anti-money-laundering program requirements.

- **American Automobile Labeling Act**: New cars and light trucks must have a domestic-parts content label showing percentage of U.S. or Canadian parts; countries contributing more than 15 percent of the parts; origin of engine and transmission; and location of vehicle assembly. Dealers must ensure that labels remain on vehicles until sold.

- **Corporate Average Fuel Economy (CAFE) and Greenhouse Gases (GHGs) Rules**: NHTSA and EPA rules on CAFE and GHGs govern the fuel-economy performance of all light, medium-duty and heavy-duty vehicles, which affects their design, performance and cost. The rules also impact the use of alternative technologies and fuels.

- **Diplomat vehicle purchases**: The State Department’s Office of Foreign Missions must approve a diplomat’s vehicle purchase before that diplomat’s tax exemption request may be honored.

- **DOE/EPA gas-mileage guide**: Dealers must make this guide available to prospective new-vehicle buyers upon request. Download the guide from fueleconomy.gov.

- **Federal bankruptcy law**: Dealerships should perfect security interests within 30 days after a customer takes possession of a vehicle, regardless of state law.
Otherwise, if the customer files for bankruptcy within 90 days of when the financing agreement is signed, the bankruptcy trustee may avoid the lien. Dealerships failing to perfect liens in a timely manner may be liable for any loss.

- **FTC Door-to-Door Sales Rule:** Gives consumers a three-day “cooling off” period only for sales not consummated at the dealership. Does not apply to auctions, tent sales or other temporary places of business if the seller has a permanent place of business.

- **FTC guidelines for fuel-mileage advertising and alternative-fueled-vehicle advertising and labeling:** Dealer and manufacturer fuel-economy advertisements must state that the numbers are estimates and come from the EPA; alternative-fueled vehicles must be properly labeled.

- **FTC Used Car Rule:** “Buyers Guides” are required on all used vehicles offered for sale, disclosing whether the vehicle is offered “as is” or with a dealer warranty, other non-dealer warranty disclosures and service contract availability. Dealers must use FTC required form Buyers Guide. Note that a new version of the Buyers Guide was adopted in 2016. Dealers must use the new version of the Buyers Guide by January 27, 2017, but dealers may use their remaining stock of Buyers Guides for one year.

- **Gray-market vehicles:** EPA, Department of Transportation and Customs restrict the importation/sale of vehicles lacking safety or emissions certification.

- **IRS treatment of salesperson incentives:** Factory incentives paid directly to salespeople are not wages for tax purposes.

- **LIFO (last-in-first-out) inventory accounting method:** The use of the LIFO inventory method requires compliance with the conformity requirement.

- **Heavy-highway-vehicle excise tax:** A 12 percent excise tax generally applies to the first retail sale of (1) truck chassis and bodies with a gross vehicle weight rating (GVWR) in excess of 33,000 lb. (Class 8); (2) truck trailer and semitrailer bodies with a GVWR in excess of 26,000 lb. (Classes 7 and 8); and (3) “highway tractors,” unless they have a GVWR of 19,500 lb. or less (Class 5 and under) and a gross combined weight rating of 33,000 lb. or less. Dealers selling Class 5 vehicles with more than 33,000-lb. gross combined weight rating or Classes 6 or 7 vehicles should apply the “primary design” test to determine if a vehicle is a taxable tractor or a nontaxable truck.

- **Motor vehicle tax credits:** Consumers may be eligible for up to a $7,500 personal federal tax credit when they buy a qualifying plug-in electric vehicle or dedicated electric vehicle at a dealership (“EV Tax Credit”). Eligibility for the EV Tax Credit is based on a taxpayer’s income and tax status.

- **Monroney sticker (Price Labeling Law):** Dealerships must keep stickers on new passenger cars showing the manufacturer’s suggested retail price, plus other costs, such as options, federal taxes, and handling and freight charges. Stickers also include EPA’s revised fuel-economy information and NHTSA NCAP revised crash-test star ratings. Dealerships that alter covered vehicles must attach a second label adjacent to the Monroney label, stating, “This vehicle has been altered. The stated star ratings on the safety label may no longer be applicable.” No size or form of this label is specified, only that it be placed as close as possible to Monroney labels on automobiles that (1) have been altered by the dealership and (2) have test results posted.

- **National Highway Traffic Safety Administration (NHTSA) alteration and tire-placarding rules:** Significantly altered new vehicles must have labels affixed identifying the alterations and stating that they meet federal safety and theft standards. Tire-placarding and -relabeling rules require a new tire information placard/label whenever parts or equipment are added that may reduce a vehicle’s cargo-carrying capacity, or when replacement tires differ in size or inflation pressure from those referred to on the original.

- **NHTSA odometer rule:** Prohibits odometer removal or tampering and misrepresentation of odometer readings. Requires recordkeeping to create a “paper trail,” and odometer disclosures on titles. Vehicles with a greater than 16,000-lb. gross vehicle weight rating and those 10 model years old or older are exempt.

- **NHTSA recall regulations:** New vehicles and parts held in inventory that are subject to safety recalls must be brought into compliance before delivery.

- **NHTSA safety belt/airbag deactivation:** Dealerships may install airbag switches for consumers with NHTSA authorization. Dealerships must be responsive to consumer requests for rear-seat lap/shoulder safety belt retrofits in older vehicles.

- **NHTSA tire regulations:** Rule requires proper replacement or modification of the tire-information label when replacing tires or adding weight before first sale or lease. Also, consumers must be given registration cards when buying new tires or tires must be registered electronically. Other rules govern handling and disposal of recalled new and used tires.

- **School van sales:** Dealers may not sell, lease or give away large, new passenger vans with more than 10 seating positions if they know the vehicle will be used to transport students to or from school or school activities. Schools must purchase or lease a school bus or multifunction school activity bus for such purposes.

- **Uniform capitalization (UNICAP):** Dealers who (1) “produce” property or (2) acquire it for resale if their average annual gross receipts over the three preceding tax years exceed $10 million must comply with the UNICAP requirements contained in Section 263A of the Internal Revenue Code. Revenue Procedure 2010-44 creates two safe-harbor methods of accounting, which dealers may elect by filing Form 3115 with the IRS, that generally permit dealers to expense, instead of capitalize, all handling and storage costs at certain dealership facilities.

- **Dodd-Frank Financial Reform Law:** Comprehensive legislation enacted in July 2010 created a new, independent Consumer Financial Protection Bureau and granted it unprecedented authority to regulate financial products and services. Dealers engaged in three-party financing are excluded from the authority of the bureau and remain subject to regulation by the Federal Reserve Board, the Federal Trade Commission (which has been given streamlined authority to declare dealer practices as unfair or deceptive) and state consumer protection agencies. Finance sources, including dealers who engage in BHPH financing, are subject to the bureau’s jurisdiction. The Dodd-Frank law also created several new obligations for creditors, including additional disclosure requirements for risk-based pricing and adverse-action notices under the Fair Credit Reporting Act (Section-1100F). Plus, it contains a requirement to collect, report to the federal government, retain, and make available to the public upon request certain data collected in...
Dealers are temporarily exempt from this requirement pending promulgation of specific regulations.

**Equal Credit Opportunity Act (ECOA):** Regulation B prohibits discrimination in credit transactions based on race, sex, color, marital status, religion, national origin, age and public-assistance status. The government interprets this prohibition as applying not just to intentional discrimination, but also to credit practices that result in a negative “disparate impact” on consumers based on one of these prohibited factors. The Consumer Financial Protection Bureau (CFPB) addressed disparate impact discrimination in March 2013 guidance to indirect auto lenders (CFPB Bulletin 2013-02). In addition, the dealer/creditor is required both to notify applicants in a timely fashion of actions taken on—and reasons for denying—applications, and to retain certain records. (See also “Dodd-Frank Financial Reform Law,” above, for a description of new small-business loan data collection requirements.) An optional ECOA compliance program template is available to dealers at nada.org/faircredit.

**Fair Credit Reporting Act (FCRA):** Dealers are restricted in their use of credit reports for consumers, job applicants and employees. Credit reports generally may be obtained only pursuant to consumers’ written instructions or if consumers initiate a business transaction (not if they merely talk with salespeople). Dealers must give job applicants and employees a separate document informing them that a credit report may be obtained and must obtain prior, written authorization to access the report. Dealers generally may not share credit information with affiliates unless they give consumers notice and the opportunity to opt out. If dealers take adverse action based on the report, they must notify consumers and follow additional procedures with job applicants and employees.

**Fair and Accurate Credit Transactions (FACT) Act of 2003:** This law significantly amended FCRA by adding several identity-theft prevention and other duties. Duties include: responding to requests for records from victims of ID theft and to fraud and active-duty alerts on credit reports; disposal requirements for credit report information; opt-out disclosure formatting requirements for prescreened credit solicitations; truncating the expiration date and all but the last five digits on electronically printed credit and debit card receipts provided to purchasers at the point of sale; the Federal Reserve’s Regulation FF restrictions on obtaining, using and sharing “medical information” in credit transactions; the FTC Red Flags Rule, which requires creditors and financial institutions to develop and implement a written Identity Theft Prevention Program that contains procedures to identify, detect and respond to “red flags” indicating the possibility of identity theft; the FTC Address Discrepancy Rule, which requires users of credit reports to develop and implement procedures to verify a customer’s identity when receiving a “Notice of Address Discrepancy” from a consumer reporting agency; the FTC Affiliate Marketing Rule, which generally requires a business to offer customers the opportunity to opt out of receiving solicitations from the business’s affiliates before affiliates may market to the customers; and the Risk-Based Pricing Rule, which generally requires initial creditors to issue either risk-based pricing notices to consumers to whom credit is granted but on relatively unfavorable terms, or credit score disclosure exception notices to all consumer credit applicants. Additional requirements apply to businesses that furnish negative information about consumers to consumer reporting agencies.

**FTC Credit Practices Rule:** Dealers are required to provide a written disclosure statement to a cosigner before the cosigner signs an installment sale contract. Dealers cannot “pyramid” late charges (that is, add a late charge onto a payment made in full and on time when the only delinquency was a late charge on a previous installment).

**FTC Holder-in-Due-Course Rule:** Preserves the consumer’s right to raise claims and defenses against purchasers of consumer credit contracts (with automobile sales, it protects consumers who buy cars from dealerships on credit). When dealerships sell credit contracts to lenders, consumers are obligated to pay the lenders instead of the dealerships. Under the rule, if a dealership engaged in fraud or made misrepresentations in selling a car on credit, a consumer could raise the dealership’s conduct as a defense against the lender’s demand for payments. Dealerships must ensure that their credit contracts contain the precise disclosure required by the rule.

**Gramm-Leach-Bliley Act:** See “FTC Privacy Rule” and “FTC Safeguards Rule” under “All Departments (Customer).”

**Producer-Owned Reinsurance Companies (PORCs):** IRS Notice 2004-66 removed certain reinsurance arrangements as “listed transactions,” but states that the IRS will continue to scrutinize transactions that shift income from taxpayers to related companies “purported to be insurance companies that are subject to little or no U.S. federal income tax.”

**Truth in Lending and Consumer Leasing Acts:** Regulations Z and M cover consumer credit and consumer leasing transactions, respectively, specifying information to be disclosed to a consumer before completing the transaction, and information to be disclosed when advertising consumer credit transactions or leases. For example, dealers who advertise a lease down payment or monthly payment amount must disclose in lease ads that the advertised deal is a lease; the total amount due at lease signing; number, amount and period (for example, monthly) of payments; and whether a security deposit is required.

**Clean Air Act:** Dealerships may not tamper with, replace or remove emissions-control equipment, such as catalytic converters. CFC recycling regs require dealership air-conditioning techs to obtain certification and to use certified recycling and recovery equipment to capture spent refrigerant, including HFC-134a and other non-ozone-depleting refrigerants. The act also regulates any fuels dealers store and dispense, as well as the alternative fuels motorists use, including gasohol. It restricts emissions from solvents and chemicals.
Clean Water Act: Sets standards for regulation of wastewater and stormwater at dealerships and comprehensive rules governing aboveground oil storage tanks.

Department of Transportation (DOT) hazardous-materials-handling procedures: Require parts employees who load, unload and package hazardous products, such as airbags, batteries and brake fluid, to be trained in safe handling practices.

FTC Used Parts Guide: Prohibits misrepresentations that a part is new or about the condition, extent of previous use, reconstruction or repair of a part. Previously used parts must be clearly and conspicuously identified as such in advertising and packaging, and, if the part appears new, on the part itself.

IRS Core Inventory Valuation: Revenue Procedure 2003-20 creates an optional method for valuing core inventories for those using Lower of Cost or Market Valuation Method.

LIFO/FIFO inventory accounting method: Revenue Procedure 2002-17 provides a safe-harbor method of accounting that authorizes the use of replacement cost to value year-end parts inventory.

NHTSA tampering rules: Prohibit dealerships from rendering inoperative safety equipment installed on vehicles in compliance with federal law.

NHTSA tire rules: Dealerships must report sales of defective tires when the tires are sold separately from vehicles, and must properly manage recalled tires.

OSHA asbestos standards: Dealerships must use certain procedures during brake and clutch inspections and repairs to minimize workplace exposure. Water, aerosol cleaners or brake washers may be used to comply with the standard.

OSHA Hazard Communication Standard (right-to-know laws): Dealerships must inform employees about hazardous materials they may be exposed to in the workplace, keep chemical product information sheets on-site and accessible, and train staff to properly handle the hazardous materials they work with. Also, EPA's community right-to-know rules require dealers to list annually with state and local authorities tanks holding more than 1,600 gallons.

OSHA lock-out/tag-out procedures: Explain what service departments must do to ensure machines, including vehicles, are safely disengaged before being serviced.

OSHA workplace health and safety standards: Extensive regulations cover a multitude of workplace issues and practices, from chemical labeling requirements to the number of toilets required. Example: Dealerships must determine if workplace hazards warrant personal protective equipment and, if so, to train employees on its use. Verbal or online reports must be made within eight hours of any incident involving the hospitalization or death of any worker.

Resource Conservation and Recovery Act (RCRA): Comprehensive environmental law regulating many dealership functions, including underground storage tanks and the storage, management and disposal of used oil, antifreeze, mercury products and hazardous wastes. Underground tanks must be monitored, tested and insured against leaks; leaks and spills must be reported to federal and local authorities and cleaned up. The law also regulates new-tank installations. Dealers must obtain EPA ID numbers if they generate more than 220 lb. per month (about half of a 55-gallon drum) of certain substances and must use EPA-certified haulers to remove the waste from the site; dealers must keep records of the shipments. Used oil should be burned in space heaters or hauled off-site for recycling. Used oil filters must be punctured and drained for 24 hours before disposal.

Safe Drinking Water Act: To protect underground drinking water from contamination, dealerships may be barred from discharging waste liquids (such as used oil, antifreeze and brake fluid) into septic system drain fields, dry wells, cesspools or pits.

Superfund (Comprehensive Environmental Response, Compensation and Liability Act [CERCLA]): As waste generators, dealerships may be subject to Superfund liability. Carefully select companies to haul waste off-site. Dealers can deduct the cost of cleaning up contaminated soil and water in the year it’s done. Dealers may qualify for an exemption from liability at sites involving used oil managed after 1993. The service station dealer exemption application (SSDE) requires dealers to properly manage their oil and to accept oil from do-it-yourselfers.

UNICAP: See “New- and Used-Vehicle Sales Departments.”

Body Shop

Clean Air Act: National paint and hazardous air-pollution rules require reformulated, environmentally safer paints and finishes, special handling procedures, and recordkeeping.

EPA hazardous-waste rules: See “RCRA” under “Service and Parts Department.”


OSHA Respiratory Protection Standard: Requires written programs describing how to select, fit and maintain respirators to protect body shop workers from hazardous chemicals.

OSHA workplace health and safety standards: Extensive regulations affect body shops in many ways, including mandating the use and care of protective equipment such as face masks, gloves and respirators. The hex chrome standard limits air emissions during sanding and painting. (See also “Service and Parts Department.”)

UNICAP: See “New- and Used-Vehicle Sales Departments.”

VIN and parts marking: Dealers may not alter, destroy or tamper with vehicle identification numbers or antitheft parts-marking ID numbers and should use only properly marked replacement parts.

Doug Greenhaus, Paul Metney, Brad Miller and Lauren Bailey of the NADA Legal and Regulatory Affairs Department contributed to this guide.
BUYER’S GUIDE
NEW PRODUCTS & SERVICES

BY PETER CRAIG

MOBILE APP
Zurich, Schaumburg, Ill., introduces “illuminate”—a customer-driven mobile app for the iPad. It can help dealerships increase F&I opportunities, improve compliance, enhance the image of the store and draw NextGen vehicle buyers. More info at zurichna.com or 800.382.2150. (Booth 2142)

VEHICLE DISPLAY
360 Auto Display USA, Spring, Texas, intros “Car Spinner,” a revolving platform that lifts a vehicle 10 to 15 feet into the air and rotates. It can handle 9,000 lb., lights up at night and accommodates 320 square feet of advertising around its base. More info at 360autodisplayusa.com or 888.360.DISPLAY. (Booth 5315)

OIL, GREASE DISPENSER
Fluid-handling company Alemite, St. Louis, has the new Premium Lube Trolley Packages for portable oil and grease dispensing. It delivers lubricant directly from 55-gallon or 400-pound drums, and can service a full range of vehicles, along with industrial and process machines. Other alternate products include pumps, grease guns, control valves and meters, and single-point lubricators. More info at alemite.com or 800.822.4579. (Booth 4353)

VEHICLE APPRAISAL TOOL
Edmunds.com, Santa Monica, Calif., offers the True Market Value (TMV) Trade-In Tool. Links are placed all over dealers’ websites to entice shoppers, who enter detailed information about their current vehicle, including style, color, condition and mileage. Then dealers get their contact information and a range of TMV appraisals. More info at edmunds.com or 855.782.4711. (Booth 3353)

DEALERSHIP F&I DOCUMENTS
The Reynolds and Reynolds Co., Dayton, Ohio, has added another entry to its LAW F&I Library project, a comprehensive catalog of standardized, F&I documents for dealers, available in print or digital format. Now with a library for Montana, libraries have been created for 34 states, though LAW forms are available for all 50. More info at reyrey.com or 800.344.0996. (Booth 2201)
Recognizing the Leaders and Best

The business and engineering faculty at the University of Michigan Tauber Institute for Global Operations are proud to help select the 48th annual TIME Dealer of the Year finalists.

Along with partners TIME, Ally, and NADA, The Tauber Institute applauds the nominees who have demonstrated exceptional performance in their dealerships and a commitment to improving their communities.

Learn more at: tauber.umich.edu
Getting Involved Makes a Difference

To sign up, text “NADA” to 52886, or visit the legislative affairs booth at the NADA Pavilion.
nada.org/grassroots

ADVERTISER INDEX 2017

ADVERTISING, PROMOTIONS & SALES
SiriusXM (cover 2)
siriusxmdealerprograms.com/nada
Visit us at NADA Booth 3319

AFTERMARKET
Car Keys Express (page 91)
www.CarKeysExpress.com
800.557.3977
Visit us at NADA Booth 5601

Opti-Coat (center spread; pages 46-47)
www.opticoat.com
901.363.4955
Visit us at NADA Booth 5307

AVIATION
Piper (page 6)
piper.com
772.299.2403
Visit us at NADA Booth 4923

DEALERSHIP MANAGEMENT SYSTEMS
Kahu by Spireon (page 23)
www.spireon.com/NADA2017
Visit us at NADA Booth 4309

Reynolds and Reynolds (page 2)
rr.reyrey.com/docuPAD
888.878.7049
Visit us at NADA Booth 2201

DIGITAL MARKETING
nakedlime (page 4)
nakedlime.com
888.841.8130
Visit us at NADA Booth 2327

FINANCE & INSURANCE SERVICES
Arch Insurance (page 20)
www.archinsurance.com

DEALER SERVICES
MyDealership.org (page 24)
NADA.org (page 74)
NADA100 (page 68)
nada.org/nada100

NADA Academy/NADA 20 Group (page 60)
nada.org/academy • nada.org/20group

NADA Grassroots (page 90)
Text “NADA” to 52886
nada.org/grassroots

NADA Headlines (page 62)
nada.org/subscribe

NADA mobile app (Cover 3)

Tauber Institute for Global Operations (page 89)
www.tauber.umich.edu

TRUECar (Cover 4)
truecar.com/pledge
Visit us at NADA Booth 2061

nada.org
nada.org
AFFORDABLE TOTAL LOT COVERAGE

$400/week
average invoice for a typical 100 car lot

We do what no one else does—we visit weekly and maintain your entire lot with complete sets of keys for what you’d normally pay for just two keys.

For about the price of a cup of coffee per car, each week Car Keys Express can maintain an entire lot with complete sets of keys.

NO CONTRACTS NO RISKS

Car Keys Express was recently honored with Inc. Magazine’s “Inc. 5000” Award, recognizing America’s fastest growing private companies.

Visit our NADA Booth #5601

See why dealerships love TLC and why it turned us into the world's largest, most trusted key replacement company.

800.557.3977 • www.CarKeysExpress.com
EXPERIENCE NADA100 TO THE FULLEST
WITH THE OFFICIAL MOBILE APP

Put the auto event of the year in the palm of your hand.

To download the mobile app, search NADA100 at the App Store or Google Play.

CREATE
your schedule with workshops and events

VIEW
workshop handouts and presentations

RATE
your workshop session experience

FIND
and schedule meetings with exhibitors

RECEIVE
real-time alerts about the show

Sponsored by:

naked lime
We Continue to Listen. We Continue to Act.

Our Dealer Pledge

Last year, we created our Dealer Pledge and committed to making major changes across our business. We’ve made significant progress, but our work is nowhere near done. Visit us at Booth 2061 to learn more about the specific changes we’re making to enable you to profitably gain market share and maximize your success on TrueCar.

Changing Our Product Offering
Improving Our Customer Service
Expanding Our Audience and Messaging

Reducing Price-Driven Focus
Enabling You to Optimize Volume and Profitability
Showcasing You, Our Dealer Customers, in Our Advertising

* For each Dealer attendee who visits TrueCar’s booth 2061 during NADA and has their badge scanned, we will donate $150 to charities that support veterans, up to $50,000. Promotion ends when donation goal has been met, or on 1/29/17 at 11:59pm CT, whichever occurs first.

Visit us at NADA in Booth 2061
See more of the changes we’ve made at truecar.com/pledge