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2018 AUTO SHOW SMASHES RECORDS

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Upcoming Events:

OPEN TO ALL DEALER MEMBERS

MoreThanAutoDealers.com/MEMBERS/MEMBER-EVENTS

FIXED OPS MEETING

Date: Thursday, May 17, 2018

Time: 9:00AM - 12:00PM

Location: ADAGP Offices

Price: \$25/meeting

CFO/CONTROLLERS 20-GROUP MEETING

Date: Wednesday, June 20, 2018

Time: 9:00AM - 12:00PM

Location: ADAGP Offices

Price: \$25/meeting

THE TOURNAMENT 103 ANNUAL GOLF OUTING

Date: Monday, June 25, 2018

Time: 11:00AM - 6:00PM

Location: Aronimink Golf Club

BLACK TIE TAILGATE

Date: Friday, Feb 1, 2019

Location: PA Convention Center

PHILADELPHIA AUTO SHOW

Date: Feb 2-Feb 10, 2019

Location: PA Convention Center



MoreThanAutoDealers.com

EDUCATING | GIVING | CONNECTING

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From The President

Dear Members,

Wow, what a show! Congratulations to Chairman Ian Jeffery on leading the charge on one of our best events to date. As you will read, we proudly set several new records for both the Philadelphia Auto Show and Black Tie Tailgate this year...and we did it all while bleeding green!

Most noteworthy, and for the second year in a row, more than 250,000 people visited the annual Philadelphia Auto Show, proving not only its worth to consumers in the market for a new vehicle but also those looking for a great day or night out with family and friends. Our overall event rating remains at a record high of 4.07 on a 5-point scale, according to exit surveys. Further, a whopping ninety-five percent of attendees in the market for a new vehicle said that the show had helped with their next purchase decision, which will translate to about \$3 billion in vehicle sales in our DMA over the next twelve months. To my dealer friends, please remember these types of numbers when discussing your involvement in the show amongst your respective manufacturer reps and ad group members. The more we can keep these numbers top of mind, the better our event, and ultimately marketplace, will be.

Of equal noteworthiness was this year's Black Tie Tailgate efforts coordinated through our Auto Dealers CARing for Kids Foundation. With CHOP's 4,000-person strong Department of Nursing behind us, we raised a record \$610,000 for the Department and its Patient/Family Education Initiatives. We also welcomed more than 5,000 people to the event for the first time ever. The size and popularity of this event over the years just continues to grow. As a reminder, we hosted our first Black Tie Tailgate in 1986 with about 200 people in attendance who raised an impressive \$50,000 for the Hospital. Fast forward to today, and we have donated more than \$8.1 million to Children's Hospital through the event. That is incredible. I truly commend this year's Black Tie Tailgate committee and sponsors for another job well done. You can read more about additional Black Tie Tailgate highlights in the coming pages.

Speaking of the Foundation, it's time to think about teeing up for the 103rd Golf Outing benefitting the Foundation's Driving Away the Cold program. We are returning to Aronimink Golf Club on Monday, June 25, for the festivities. We set a fundraising record of \$60,000 last year and look forward to breaking that record this year. Registration is now open in the members section of MoreThanAutoDealers.com.

As always, please feel free to reach out to me or Kevin Mazzucola if you have any questions or feedback about the ADAGP's events and activities. In the meantime, I wish you much success in this long-awaited Spring!



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From The Executive Director

Greetings Friends and Members,

This was distinctly different. I will go on record, there will be nothing like 2018's version of the show ever again. I was here in January of 2005 when the Eagles played the Patriots in Super Bowl XXXIX during the show. I was there for the crowd-killing Sunday that year. I remember hearing "Fly Eagles Fly" over the P.A. system ad nauseam. I recall, maybe even understand, the media's preference to cover the toy poodle with the green sweater knit by a fan in lieu of an important product debut straight from Detroit. I remember the heartbreaking loss. I do remember, and this wasn't that.

In the post-mortem, I was trying to figure it out. The show is different now. The "Garage Mahal" is bigger, stronger, and more important than ever (more on that in a bit). But that wasn't it. The breadth of product and technology on the floor was unprecedented, but that wasn't it. The staff is older, wiser, and more experienced. Yes, but no; wrong tree.

Then it hit me. We tend to look narcissistically inward when we are trying to assess something. What did we do? But it wasn't us. It was the PEOPLE, the community, the disposition of the 250,000 attendees who scanned their ticket that was different. There was a sense of pride, happiness, and camaraderie. There was a vibe that I had not witnessed ever before on the floor. I'm not making this up. When somebody ran into somebody on the floor it wasn't "F you, watch where you're going," but "Excuse me, sorry about that." I witnessed it.

While we were ecstatic that the Eagles had whipped up on the Vikings to punch their ticket, the staff convened the next day to ascertain its effect on the upcoming show. Much was discussed on how to minimize the impact. We now realize that it was a plus, making for a fantastic stew. When people have that disposition, they want to be out; they want to see and share with others that feel akin. That was the special sauce. I could be accused of being a bit melodramatic, but I'm not. That is why we set 3 records, including the greatest-attended day in the show's history.

Friday's Media Day was organized chaos. Most station crews wanted to get the show in before leaving for Minneapolis. More than 25 live hits occurred in a 3-4-hour morning window. Again, these weren't taped, but live. What a great year to begin having golf carts in numbers for the PR crew to move around the floor quickly. Much to my surprise, the PR team continued to bring the cameras back with Eagles-oriented vehicle stories on Saturday and Sunday. But by Wednesday mid-show, the story tank was empty. What now? With headwinds and skepticism from the Executive Director, PR Director Andrea Simpson laid out plans for a massive pep rally for the final weekend. Every time I mentioned that the building or unions wouldn't allow something, staff came back and reported they all said "Great, let's make it happen!" (refer to my third paragraph above). That determination provided the most memorable event I – and many of us – have been a part of. From a cherry-picker lift, I witnessed 10,000 – 15,000 fans rockin' the house with cheers and chants. We went live on the news at 5pm and at 6pm. The historic picture went national in Auto News the next week. (See page 16)

Auto Shows are under increased scrutiny like no other time in my tenure. The reason for that is not complicated; shows more than ever are being evaluated budgetarily in the same field of play as traditional advertising, especially on the Tier 2 ad group level. All the while, there is more burden on those dealer groups to play a larger funding role.

Agencies are reluctant to direct money towards a nine-day auto show in lieu of extended broadcast, digital, print or outdoor campaigns. How many TRPs, baby?! Well these aren't conventional TRPs, baby. The Philadelphia Show is one of the strongest in the nation because the dealers in our DMA understand. The strength of this show begins and ends with our dealers in these situations.

Auto Shows are the antithesis of digital and other forms of advertisement. The 9 days of our show provide uniqueness that can't be duplicated in any other way, regardless of whether you are a manufacturer, dealer, or consumer. The holy grail is a 3-legged stool. That is what makes the show so important to the public. I'm not suggesting those other mediums aren't important, they are. But evaluating a Honda CR-V, a Toyota RAV4, a Mazda CX-3, and a Chevy Equinox on screen is not the same as sitting in each, determining how the kids fit in the back seat, and seeing just how viable the storage area really is. Pick any niche and manufacturer you prefer.

A consumer can do this, of course, without the show. They can do it on their own, taking several weekends to accomplish the same task. Yet the show provides that opportunity to all in any niche in just a few hours. Add to that an informational atmosphere, not transactional. This provides opportunity for attendees to evaluate and consider product they wouldn't have in the traditional process. Potential customers are paying money for that opportunity.

Recently, I read a quote from a manufacturer representative expressing that shows aren't really of much importance any longer because the pricing and options to compare are all online. Let that sink in.

There are also manufacturers measuring ROI and viability by leads secured from the event. While I understand and respect that, less and less consumers need to leave their name in a booth to obtain information and specs. That information can easily be obtained online. What they can't get, and what the show provides, is convenient, tangible and tactile interaction with all product. Can my family fit? How do the seats fold down? Can Fido fit in the back with his carrier and luggage? This includes product that might not have even been considered prior to its discovery on the show floor. More than a quarter of vehicles sales in our market are influenced by the show in this way.

And people continue to attend at record pace. Three of the last four years have been in the top 5 attended shows in our 117 years. We provide attendance numbers every year. The Philadelphia show doesn't say we were "up X percent" or "down X percent." Percent of what? The number reported is the number of tickets scanned. It is that simple, really.

My ball cap off to Auto Show Chairman Ian Jeffery of Volvo Cars of Fort Washington for stepping up and doing an outstanding job in 2018. My cowboy hat off to President David Kelleher for continuing to forge such a great relationship with our Convention Center and its outstanding CEO, John McNichol, who is the best in the business. My gratitude hat off to the Board and staff for continuing their passion, energy, and ownership of an event that we truly are just curators of, a show that is part of the fabric of Philadelphia.



“

**THE 9 DAYS OF OUR SHOW PROVIDE UNIQUENESS THAT CAN'T BE
DUPLICATED IN ANY OTHER WAY, REGARDLESS OF WHETHER YOU
ARE A MANUFACTURER, DEALER, OR CONSUMER.**

”



CLUTCHING NEW RECORDS



The nurses agree! This year's Black Tie Tailgate was our best gala to date!

THIS WAS A FANTASTIC NIGHT FOR SO MANY REASONS

*Ian Jeffery, co-chair of the 2018 Black Tie Tailgate
& chairman of the 2018 Philadelphia Auto Show*





5,000+

The Auto Dealers CARing for Kids Foundation is proud to announce its donation of more than \$610,000 to the Department of Nursing, Respiratory Care and Neurodiagnostic Services at Children's Hospital of Philadelphia. This is the largest donation ever made to the Hospital via the annual Black Tie Tailgate at the Philadelphia Auto Show. A record 5,000+ people attended the one-of-a-kind preview gala, which was held on January 26 at the Pennsylvania Convention Center.



"This was a fantastic night for so many reasons" said Ian Jeffery, co-chair of the 2018 Black Tie Tailgate and chairman of the 2018 Philadelphia Auto Show. "First and foremost, we had the opportunity to show our support for the true unsung heroes at the nation's best pediatric hospital, which we are fortunate to have right in our backyard. Second, we excitedly tested some new ideas and concepts at this year's event to enhance our guests' experience and they went over extremely well."

Early exit survey results indicate exactly that. Thanks to our partnership with Dr. Richard Waterman of Analytic Business Services, we invited Black Tie Tailgate attendees to participate in a post-event survey, so we can continue to find ways to improve the event. We are pleased to report that this year's festivities and food ratings were some of our best yet including the following:

- **Overall rating:** This year's event was rated 4.46 on a 5-point scale, up from 4.03 last year and is the second-highest overall rating recorded to date. 94% of respondents rated the overall event excellent or outstanding (up from 75% last year).
- **Food ratings:** Satisfaction with food quality increased from 3.16 last year to 4.01 this year. People were also more satisfied with the food station presentation as 74% of respondents rated the presentation of the food stations excellent or outstanding (up from last-year's rating of 58%).
- **Recommend to a friend or colleague:** This year, 95% of respondents indicated they would recommend the Black Tie Tailgate to a friend or colleague, which is the highest percentage ever recorded. 72% reported they "definitely" would recommend the event (up from 61% last year).

The ADAGP has been hosting the Black Tie Tailgate and supporting Children's Hospital of Philadelphia since 1986. With this donation, the ADAGP and its Auto Dealers CARing for Kids Foundation have donated more than \$8.1 million to CHOP.

This year's event proceeds will specifically support the Department of Nursing, Respiratory Care and Neurodiagnostic Services' Patient/Family Education Initiatives – including the hiring of additional nurse educators and development of resources to innovate and expand patient and family education across the CHOP network. For the nearly 4,000 nurses, respiratory therapists and technicians at Children's Hospital of Philadelphia, their work is a science, an art and a calling. They are committed to providing highly-reliable, safe patient care and excellent outcomes for patients and families, while advancing education and research missions. If you contributed to the event or attended it, we thank you, especially our grand sponsors, Lexus and Mercedes-Benz!

Save the date for the 2019 Black Tie Tailgate, set for Friday, February 1st. More details will be released in the fall. Monitor phillyautoshow.com for updates. ●





The dance floor was THE place to be at the end of the night!

HISTORY MADE!



**OUR LARGEST SINGLE-DAY CROWD EVER
NUMBERED AN IMPRESSIVE 62,857 PEOPLE!**



PHILADELPHIA LOVES ITS AUTO SHOW, JUST LIKE ITS EAGLES, AND WE KNEW PEOPLE WOULD FIND A WAY TO CELEBRATE BOTH

*Mike Gempp,
Auto Show Director*



Ahh...the 2018 Philadelphia Auto Show. It was historic in so many ways. There was Super Bowl energy in the air that was undeniably unifying and nearly palpable amongst our guests. There was our first-ever Bugatti (make that two) on the show floor. There was our most successful Black Tie Tailgate. And of the upmost importance, there were Auto Show attendance records broken...

The ADAGP is proud to announce that not one, not two, but three attendance records were broken during the 2018 show's 9-day run at the Pennsylvania Convention Center. These include a record Opening Saturday, Opening Sunday and Closing Saturday, which hosted our largest single-day crowd ever with an impressive 62,857 people onsite! In total, we welcomed 250,542 guests to the event this year – making it one of our best shows in our rich 117-year history.

“Philadelphia loves its Auto Show, just like its Eagles, and we knew people would find a way to celebrate both,” said Philadelphia Auto Show Director Mike Gempp. “It was obvious that we were going to take a hit on Super Bowl Sunday but we were confident that our other 8 days would be strong-and they were exactly that.”

STORY CONTINUED ON NEXT PAGE



STORY CONTINUED FROM PREVIOUS PAGE

This year's event ratings were as strong as the attendance figures. Similar to the Black Tie Tailgate, the ADAGP works with Dr. Richard Waterman of Analytic Business Services to conduct an exit survey of Auto Show guests. We have been doing this for the last 19 years and the data we gather from it is vital. This year's findings included the following highlights:

- **Event ratings** - Ratings of the overall show and the new car displays remained very strong (4.07 and 4.06 respectively on a five-point scale). The overall rating tied with last year as a record high.
- **Purchasing plans** - Ninety-five percent of attendees in the market for a new vehicle said that the show had helped with their purchase decision (up from 91% last year). The proportion of show attendees in the market to buy a new vehicle over the next 12 months was 37%.
- **Toyota and Ford top buying intentions** - Toyota and Ford tied for top manufacturer for intended vehicle purchase, with Honda, Chevrolet, Jeep and Subaru also very popular.
- **Favorite vehicle at the show** - The Jeep Wrangler continues to be the favorite vehicle at the show, followed by the Ford Mustang and Chevrolet Camaro. The Kia Stinger and Ram 1500 rounded out the top 5.
- **Online activity** - Use of the Auto Show website remains strong at 58% and awareness of the Show via online advertising has increased to 34% (28% last year).
- **Ride & Drives** - The Ride & Drives remained popular, with 1/3 of attendees reporting they used at least one of them. Ride & Drives were hosted by Jeep, Kia, BMW, Volkswagen, Toyota and Mazda.
- **Type of vehicle to buy** - SUV/Crossover was the most popular type of vehicle to purchase this year with 50% of respondents saying they intend to buy this type of vehicle. There was a slight move away from sedans, while interest in trucks remain steady, as the market has been indicating for years.



“All of these stats clearly indicate the importance of auto shows today,” added Gempp. “Yes, it’s true that you can gather information about the vehicles on your wish list by turning to the Internet. But after you’ve read, next you need to experience. And that’s where we come in. The hands-on, interactive experience and convenience of browsing a multitude of products under one roof is something that only auto shows provide to consumers in the market. These are necessary steps in the vehicle researching/buying process and you simply won’t find it anywhere else.” ●



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A LOT OF HORSEPOWER UNDER OUR HOOD

The advertisement features a blue-tinted, semi-transparent car with a glowing yellow engine. A dotted yellow line connects the engine to three app icons: a black circle with "abc", a white square with a blue "6" and "abc", and an orange square with a white sun icon. The "ACTION NEWS 6 abc" logo is in the bottom right. At the bottom left, there are icons for the App Store and Google Play.



**BLEEDING
GREEN!**



The 2018 Philadelphia Auto Show will enter the record books with several asterisks next to it. The most notable one should be bolded in green-but not just any shade of green - Eagles green of course.

As soon as our beloved Eagles clinched the NFC Championship, it was time for all of us to put our creative thinking caps on. While (most!) staff members were elated about the Birds finally landing a spot in the Big Game, each one of us had the same thought: What does this mean for the show? (The Super Bowl fell on our highly-attended, closing Sunday.) After all, we truly are a bunch of crazy, passionate people who take so much pride in the show and the work around it that our families actually know when it's "show time" and are just as excited for it as us.

So, that following Monday, we got to work, especially on the PR and media effort. We needed to brainstorm ways of how best to keep the show top of mind and relevant.

"We knew the Eagles tsunami was coming and it was our job to find the right wave to ride," said PR Director Andrea Simpson.

Our game plan included frontloading more advertising than in previous years, especially with the addition of pre-roll videos to the media buy. We also made sure our extended PR team (the talented squad from Brownstein Group) stayed aggressively on top of each news station to secure live coverage of the show before their crews headed to the City of Lakes.

The results? This year's Media Day ended up being our busiest yet in terms of live coverage. Every major news station in the region (and then some) went live that morning. We received a record 191 television and radio hits between Media Day and the Monday of the Auto Show. But we were still only half-way there and knew we needed more.

As we all know, Eagles fever was contagious that week. If you weren't a fan before, you were then, even if it was only for a few days. We decided to capitalize on that energy and host our first - and the city's only - Green Out. It was the perfect way for us to remind folks mid-week that the Auto Show is nine days long/still in town as well as promote the fact that there was no better place to be amongst fellow Eagles fans. We had pom-poms delivered on palettes, hundreds of signs made courtesy of our event decorator, green was donned by everyone from attendees young and old to staff far and wide, including not only ADAGP staff but our contractors, security personnel, ticket takers and more. The fight song was played on the hour every hour and each time the chants got louder and louder. We did this up till 5:00pm on Saturday, February 3, when we staged the largest rendition of "Fly Eagles Fly" the city has ever seen (aside from previous festivities at Broad and Packer Avenues of course.) The outcome was epic. The media coverage was fantastic, including live television hits and pictures in the Philadelphia Inquirer as well as Automotive News. Our social media channels blew up across the board (when else have we been able to tag ESPN and Sports Illustrated in any of our posts?). But most importantly and above all, we gave our Auto Show guests a memorable day.

"The energy amongst the Green Out crowd is something none of us will forget," added Simpson. "Of the thousands and thousands of people onsite at the time, there was an amazing sense of unity and excitement in the air. People were high-fiving and thanking us for doing what we did. To say it was epic is most certainly true." ●

WE KNEW THE EAGLES TSUNAMI WAS COMING AND IT WAS OUR JOB TO FIND THE RIGHT WAVE TO RIDE

Andrea Simpson, PR Director



THERE'S NOTHING LIKE THE AUTO SHOW!

"Annual tradition. Started with my best friends, then our girlfriends, who became our wives, now our kids."

"Fun family afternoon checking out the new cars. It takes on extra meaning when we will be buying a car at some point this year! My son will start driving, so my husband gets a new car and our son the older one. Exciting times!"

These are just some examples of the 1,300+ comments we received on our social media channels after our inaugural launch of #NothingLikeTheAutoShow. This new hashtag that we developed this year invited fans to share their auto show experiences and tell us what the event means to them, etc. The response was phenomenal.

"Our intent with #NothingLikeTheAutoShow was to rally our beloved fans, get them excited for the event and make them ambassadors of the show" said Kevin Mazzucola, ADAGP Executive Director. As staff, we know how great the show is but we wanted the public to share their own experiences in their own words. Often, that is better than any ad anyone could ever buy. And that's exactly the case here."

#NothingLikeTheAutoShow made a good campaign great. As you will see, our engagement rates, number of followers, etc. jumped to an all-time high during this year's efforts.

"The development of this hashtag cost us nothing," added Mazzucola. "But it opened the door to so many untapped resources. We will be encouraging our counterparts across the country to do exactly what we did, especially as auto shows continue to look for ways to prove their undeniable worth to the consumer. It was a homerun for us and can be for others as well."

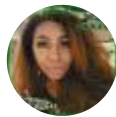
Other successes of our social media campaign included our Selfies for Swag concept and coverage of the Green Out, which produced two videos that received a combined 30,000+ views. Many thanks to the amazing team at ChatterBlast who spearheaded all of our social media efforts this year. This was the second year the ADAGP partnered with ChatterBlast and they took the campaign to the next level! ●



Brandon Phillips To me it means keeping up a tradition. My dad used to take me and my siblings and all my cousins there and after he passed, me and my bro have been trying to keep the tradition alive.



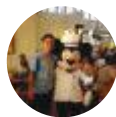
Melissa Hughes Cody I have taken my son for his birthday since my divorce from his dad...the last 13 years! It's 'our thing' for his birthday — car show, Maggiano's for lunch and Reading Terminal for cookies! Tradition! Now that he's 20, I asked, but he still wanted to go, and looked at me like I was crazy for even asking, lol.



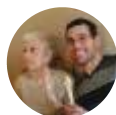
Yasmine Sawyer Seeing all the exotic & custom cars that I wouldn't normally see outside of an event like this with family & friends. I get to sit on some of my dream cars & really get a feel for what I want when it's time to purchase. Even be surprised by something new I would never think of. #NothingLikeTheAutoShow



Pamela Cappello For many years, we came as a family and the kids loved seeing all of the cars... Last year, I was impressed that I was able to test drive vehicles on the streets of Philly, and I drove a Kia for the first time. It impressed me so much that I took my husband to our local dealer where we ended up purchasing a Kia Sportage!



Kathleen O'Sullivan Monaghan Fun family afternoon checking out the new cars. It takes on extra meaning when we will be buying a car at some point during the year! My son will start driving, so my husband gets a new car and our son the older one. Exciting times!!



Rob Austin Haven't missed a year of the show since 1990 with my dad. I even have the 1990 program too.



Jaleela Samuel Harp Me and my then boyfriend (now husband) taking our dads to the Auto Show and watching them bond over classic cars. #NothingLikeTheAutoShow



Daniel Ryan I've gone every year since I was 3! How can I possibly pick my favorite experience from that?! If I had to pick one, I remember when I was 5, my favorite car was the Mercedes ML-Class because my mom bought me a movie on how they make it, and then I went to the auto show and saw the real thing! There really is #NothingLikeTheAutoShow!

WE TOOK IT FROM 0 TO 100



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GOOD NEWS & GOOD WORKS

MANY THANKS TO MCDC!

The Montgomery County Development Corporation (MCDC) selected our Driving Away the Cold program as the beneficiary of their annual fundraiser. Their donation of more than \$1,200.00 will allow us to provide another 75 brand-new winter coats to area children in need this fall. Thank you MCDC for stopping by this year's Philadelphia Auto Show with your contribution to our program!

CONGRATS TO MARK BERGEY

Congrats to Mark Bergey, president of Bergey's Truck Centers in Souderton, Pa., for being nominated as a 2018 Truck Dealer of the Year finalist. The national award recognizes commercial-truck dealers for business performance, industry and civic leadership and community service.

"I would like to thank my entire team. This nomination is a result of their dedication to fulfill our brand promise of 'Keeping Customers on the Road,'" said Bergey, who employs more than 300 people at nine truck center locations in Pennsylvania, New Jersey, Delaware and Maryland.

The business was founded by Mark's great grandfather in 1924. Today the business is run by third- and fourth-generation family members representing Volvo, Mack, Isuzu, Hino and Mitsubishi Fuso trucks.

"I am thankful to have family members who have been mentors throughout my career," said Bergey, who became a dealer in 2008. "They helped me learn the business, while also developing my leadership skills, which prepared me for the opportunity to lead our truck centers."

The Bergey's dealerships support numerous charities, including the YMCA, Habitat for Humanity, fire companies, hospitals, schools and youth organizations.

"My grandfather continually reminds our family to share our blessings with others," Bergey added.

The dealership has received numerous awards from Mack Trucks, including Dealer of the Year (Northeast region), Parts Dealer of the Year (Northeast region), parts and service knowledge (team competition) and dealership performance; and CSI Dealer of the Year from Volvo Trucks.

Bergey is a member of numerous organizations, including the ADAGP. He also served as the Northeast representative on Volvo Trucks Dealer Council. The national Truck Dealer of the Year award is sponsored by ATD, Heavy Duty Trucking magazine and Procede Software.

KEYSTONE VOLVO CARS OF DOYLESTOWN TURNS 60

Last fall, Keystone Volvo Cars of Doylestown proudly celebrated its 60th Anniversary. Keystone Volvo Cars of Doylestown opened in 1957 and has been a staple in the community ever since. They have been family-owned and -operated since the beginning with brothers Irv and Jack Stein now at the helm. The ADAGP congratulates all staff and management at Keystone Volvo Cars of Doylestown on this milestone and best wishes for another 60 years of much success!

FRED BEANS FAMILY OF DEALERSHIPS COLLECTS 87,468 POUNDS OF FOOD

In 2017, with the help of its customers and employees, the Fred Beans Family of Dealerships donated 87,468 pounds of food through WMMR's Camp Out for Hunger. The estimated 43-ton donation earned the dealership third place honors in the annual food drive that benefits Philabundance. Each pound of food equals one meal for the need, so together, the Fred Beans organization helped provide more than 87,000 meals. A perfect example of how ADAGP members are More Than Auto Dealers! Congratulations to everyone involved for making a real difference in our communities! ●



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OPENING DOORS

The Auto Dealers CARing for Kids Foundation is proud to announce the results of its 2018 Automotive Technology Competition. The event, which was held on February 23, awarded more than \$1 million in scholarships and prizes to twenty-four area high school seniors.

First place was captured by Dominic Carbone and Eric Harlan of Bucks County Technical High School. The winning duo walked away with approximately \$261,000 in scholarships, prizes and tools. Sponsored by Reedman Toll Chevrolet and under the direction of their instructor, Bryon Cesari, Carbone and Harlan also won the honor of representing the Greater Philadelphia region at the National Automotive Technology Competition in New York City in early April!

Second place went to Benjamin Pollock and Nicholas Solina of Gloucester County Institute of Technology under the instruction of Glenn Hubert. The team was sponsored by Holman Ford Lincoln and won more than \$175,000 in scholarships, tools and prizes. Third place was awarded to Ben Kovitch and John Dierolf of Berks Career and Technology Center East. Kovitch and Dierolf took home winnings valued at more than \$91,000. They were sponsored by Piazza Honda of Pottstown and led by Instructor Keith Nichols. Every student that participated in the event won over \$31,000 in scholarships, tools and prizes.

The purpose of the Tech Comp is to build awareness for the growing need for qualified auto technicians in today's workforce as well as spotlight their specialized skills and professionalism. This year marks the 25th Anniversary of the highly-regarded event. It provides the opportunity for elite teams of the finest automotive technical students from Berks, Bucks, Chester, Delaware, Montgomery and Philadelphia Counties as well as southern New Jersey to work against the clock in a timed, hands-on automotive technical skills competition. Students tested their

knowledge at 10 workstations and performed a Pre-Delivery Inspection of a previously-bugged vehicle.

The first part of the regional competition involved a 100-question written exam in November. The exam covered the eight National Institute of Automotive Service Excellence (ASE) areas of the automobile: Engine Repair, Engine Performance, Electrical/Electronic Systems, Brakes, Heating and Air Conditioning, Suspension and Steering, Manual Drive Train and Axles and Automatic Transmissions. There were approximately 80 students who took the written exam from 20 different schools. The two highest scoring students from the top 12 schools are those who qualified for the hands-on competition, which is what took place on February 23.

Photos from the event as well as additional information can be found on MoreThanAutoDealers.com.



The Greater Philadelphia Automotive Technology Competition is made possible each year through the generous donation of time by the all-volunteer committee. We gratefully recognize the following 2018 Tech Comp committee members and event sponsors:

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Jason Friedman: Colonial Nissan

PRE-DELIVERY INSPECTION CHAIRMAN

Jim Craig: Keystone Volvo Cars

PRIZES CHAIRMAN

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FROM NADA

The NADA Foundation's Board of Trustees has approved plans and funding for a largescale workforce initiative to promote the value of dealership jobs, especially service technicians, in the automotive retail industry.

The initiative – which will include a new NADA Foundation website, videos, digital and social media content, and outreach to opinion leaders – will be developed in 2018 and launched at the 2019 NADA Show in San Francisco. The Foundation will also begin fundraising for the initiative in 2019.

“Local dealerships provide more than a million good-paying jobs in sales, management and service, which benefit communities everywhere,” said NADA Foundation Chairman Annette Sykora, who is the dealer principal of Smith South Plains Ford and Lincoln in Levelland, Texas, and a former NADA chairman. “And the future of our industry is the dealership workforce. Considering the shortages that dealerships now face, especially in recruiting, training and retaining technicians, the time is now for our Foundation to educate America on the value of these jobs to workers and local communities.”

The NADA Foundation developed the framework for its workforce initiative over the course of 2017, after identifying the great need to harmonize efforts from automakers, training centers, and dealerships – especially on recruiting technicians. There is currently very little brand-neutral information on training centers.

“What we found are a lot of competing silos that don't appear to be talking to each other, which makes getting into a technician career unduly burdensome on potential recruits,” said Jonathan Collegio, NADA's senior vice president of Public Affairs, whose department administers the NADA Foundation. “It is incredibly difficult for someone interested in a technician career to find clear information about the benefits of a technician career, and how to gain the training and certifications necessary. We plan to provide compelling information on these good-paying careers at dealerships.”

Collegio cited competing information on training centers as a major hindrance to recruiting, as OEMs often only refer to training centers they are partnered with, while ignoring other programs. For example, on its website, one major automaker references its Baltimore and Chesapeake, Va., T-10 training centers, but ignores a major training center near Washington, D.C., because it is not associated with that automaker. A potential recruit in the Washington, D.C., area may therefore not know there is a training center nearby.

There is also a lack of targeted messaging and marketing to promote the careers, which Collegio says the NADA Foundation will address in its marketing efforts.

The ADAGP will continue to provide updates on this initiative and provide regional support along the way. For immediate questions, please feel free to reach out to ADAGP Field Director Hector Guzman at hector@adagp.com. ●

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FROM THE FIELD

Hi there! This is Hector Guzman, Field Director for the Auto Dealers Association of Greater Philadelphia. As I approach my one-year mark of being with the team, I wanted to take some time to discuss what I've been doing, and what I have learned. As a reminder, my position was created as a result of the Association's most recent strategic plan. Some of the plan's most notable focuses are to strengthen and maintain the relationship amongst the Association and our membership base, as well as raise awareness about the employment need and different career opportunities available at the dealership level. So, here I am and here we go...

One of the most enjoyable aspects of my position thus far, is that I have the pleasure of working not only with dealers, but also with guidance counselors, high schools, and people in general in our five-county region. It has definitely given me a unique perspective of the automotive field. From some of the obstacles dealers face to how the public and youth view the industry as a place of employment, I have learned a great deal as of late, some of which I already knew and some of which I now know needs more attention.

While our dealers are facing some issues in regards to perception, what I am seeing is that people simply aren't aware of the wealth of opportunities offered at franchised dealerships. I've been to more than 100 dealerships, with still plenty more to go, but each visit strengthens my charge as I speak to the communities in your local market. We are one of the best kept secrets in the employment world, and it's time we start sharing with the masses what working at a new-car dealership is all about! Dealer members, if I haven't met with you yet, please keep an eye out as I continue to make my rounds. Working with a team that is determined to spark change has made for an exhilarating year. You will see several new ideas and

concepts coming from this office and I encourage you to take a good look at all of them. Until then, please feel free to reach out to me at any time to discuss your dealership's current needs, thoughts on the above, etc. I can be reached at 610.279.5229 or hector@adagp.com. I am looking forward to seeing what this next year will bring and taking you all along with me for the ride! I will see you soon!



Hector Guzman
Field Director

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The most valuable benefits are the group atmosphere and being able to remove myself from the store/dealership environment to brainstorm with others to better our industry.



John Cross
Service Manager ■ Scott Honda of West Chester

UPCOMING EVENTS

FIXED OPS ROUNDTABLE: QUARTERLY MEETING

Join us for our next Fixed Ops Roundtable Quarterly Meeting, which is set for 9:00AM to 12:00PM on Thursday, May 17, at the ADAGP offices in East Norriton.

This group of Service Department leaders meets three times per year to share ideas to improve efficiency and productivity in dealership Fixed Ops. The idea is to receive and share helpful tips with peers, regardless of the dealership brand(s). The group works through problems faced in all stores using industry benchmarks and real-world examples as the basis for each discussion. Each meeting ends with lunch.

Who should attend? All fixed operations managers and directors from ADAGP dealerships are welcome to participate. The fee is \$25 per meeting. The group is moderated by Rob Campbell. Rob is a Fixed Operations Analyst for WithumSmith+Brown and a frequent NADA Convention presenter. In addition to his 25 years of consulting experience, Rob has managed all areas of fixed operations and retail sales. He is a published author, a contributing editor for DealersEdge and an accomplished trainer.

CONTINUED ON PAGE 30

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Upcoming Events

CFO/CONTROLLERS 20-GROUP MEETING: QUARTERLY MEETING

The ADAGP's next CFO/Controllers 20-Group meeting is scheduled for 9:00AM to 12:00pm on Wednesday, June 20, at the ADAGP offices.

The group is composed of Controllers and CFOs from a variety of stores representing different sizes and manufacturers, ranging from single-point stores to large auto groups with many franchises. It meets three times per year and each meeting includes an industry-related speaker, a Best Idea session, and an open forum to discuss current topics. The topics are not always accounting related. The group talks about anything from computer software to specific tax issues. The idea is to receive and share helpful tips with peers – regardless of the auto brands your dealership sells – in order to make your office run as smoothly as possible without giving away trade secrets. Lunch is served at the end of each meeting.

Who should attend? CFOs, Controllers, Accounting office managers and staff members from ADAGP Dealer Memberships are welcome to attend. The fee is \$25 per meeting. The group is moderated by Michael Mulhearn, CPA, WithumSmith+Brown. He is a partner based out of his firm's Philadelphia office, with over 10 years of experience in public accounting. His expertise includes accounting and tax services, with a focus on the automotive industry and privately-held businesses.

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Upcoming Events

103RD ANNUAL GOLF OUTING

The Annual ADAGP Golf Outing returns to Aronimink for its 103rd edition. Join us on Monday, June 25, for a day of golf and camaraderie on one of the nation's finest courses!

Golf is open to ADAGP Dealer Members and outing sponsors only. Cocktail hour and dinner is open to all ADAGP Dealer and Associate Members. Interested in sponsoring? Email mazz@adagp.com for available opportunities!

Golf registration includes greens fees, caddie fees (Aronimink is a walking course), lunch before the outing, on-course contests, a 2018 US Open golf shirt, and cocktails and dinner following the outing. Registration fees are as follows:

Foursome: \$3,000

Twosome: \$1,500

Dinner only: \$150

All proceeds benefit the Auto Dealers CARing for Kids Foundation's Driving Away the Cold program. Last year's outing raised over \$60,000, which helped provide more than 3,700 NEW coats to children who need them most!

Visit the Member section of MoreThanAutoDealers.com for more details and to register for any of these upcoming events!



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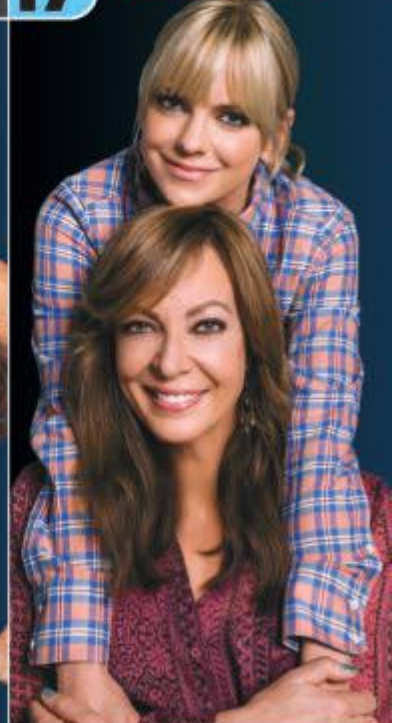
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