



Results **DRIVEN** by Zurich.

THE ZURICH ADVANTAGE **INNOVATIVE**

Backed by the strength of a global organization, we embrace the opportunity to inspire the growth and success of our dealer customers. We are focused on driving technology and services that can keep your business evolving and thriving in a dynamic industry.

Bring Zurich's innovation to your dealership.

Contact Steve McLaughlin at 610-716-2609 or visit zurichna.com/automotive.

**ZURICH INSURANCE.
FOR THOSE WHO TRULY LOVE THEIR BUSINESS.**



This is intended as a general description of products and services available to qualified customers through the individual companies of Zurich in North America and is provided solely for informational purposes. Nothing herein should be construed as a solicitation, offer, advice, recommendation, or any other service with regard to any type of insurance or F&I product underwritten or distributed by individual member companies of Zurich in North America, which include Zurich American Insurance Company and Universal Underwriters Service Corporation (1299 Zurich Way, Schaumburg, IL 60196). Certain restrictions may apply. All products and services may not be available in all states. Please consult with your sales professional for details.

(C) 2020 Zurich American Insurance Company. All Rights Reserved.



VOL 2: 2020



3311 Swede Road, Suite A
East Norriton, PA 19401
T: 610.279.5229 F: 610.279.5240
MoreThanAutoDealers.com

OFFICERS

President

Ian Jeffery

Volvo Cars of Fort Washington

Vice President

Maria Pacifico

Pacifico Auto Group

Secretary/Treasurer

Jason Friedman

Colonial Nissan

Immediate Past President

David Kelleher

David Dodge Chrysler Jeep Ram

DIRECTORS

Chris Bernicker

Springfield Hyundai

Joseph Bush

Bush Auto Group

Kevin Dunphy

Dunphy Ford

Drew Fitchett

North Penn Mazda
North Penn Volkswagen

Jeff Glanzmann

Glanzman Subaru

Jay Haenn

Lansdale Chrysler Jeep
Dodge Ram Fiat

Peter Lustgarten

Concordville Nissan Subaru

Irv Stein

Keystone Volvo Cars Berwyn
Keystone Volvo Cars Doylestown

HONORARY

Jay Dunphy

Dunphy Ford

Mark A. Frankel

Joseph P. Moore, Jr.

David B. Penske
Penske Buick GMC Truck

James A. Peruto
Keenan Auto Group

Daniel H. Polett
Lexus of Chester Springs
Wilkie Lexus

Peter H. Watson

EXECUTIVE DIRECTOR

Kevin Mazzucola



MoreThanAutoDealers.com
EDUCATING | GIVING | CONNECTING

Ad Index:

- Pg. 27 ACV Auctions
- Pg. 05 Ardex
- Pg. 13 ATC
- Pg. 24 Bank of America
- Pg. 06 Boyer & Ritter
- Pg. 09 Colors on Parade
- Pg. 07 Comcast
- Pg. 16 Daniel Ferrari
- Pg. 16 EisnerAmper
- Pg. 28 Lincoln Tech
- Pg. 29 Maxim / Profit for Design
- Pg. 06 McNees
- Pg. 12 NBC10
- Pg. 06 PHL17
- Pg. 25 Resources Mgmt Group
- Pg. 17 Turnkey Automotive Solutions
- Pg. 19 Turnkey Automotive Solutions
- Pg. 21 Turnkey Automotive Solutions
- Pg. 23 UTI
- Pg. 26 VoynowBayard
- Pg. 12 WithumSmith+Brown
- Pg. 03 WPVI-6abc
- Pg. 02 Zurich

More:

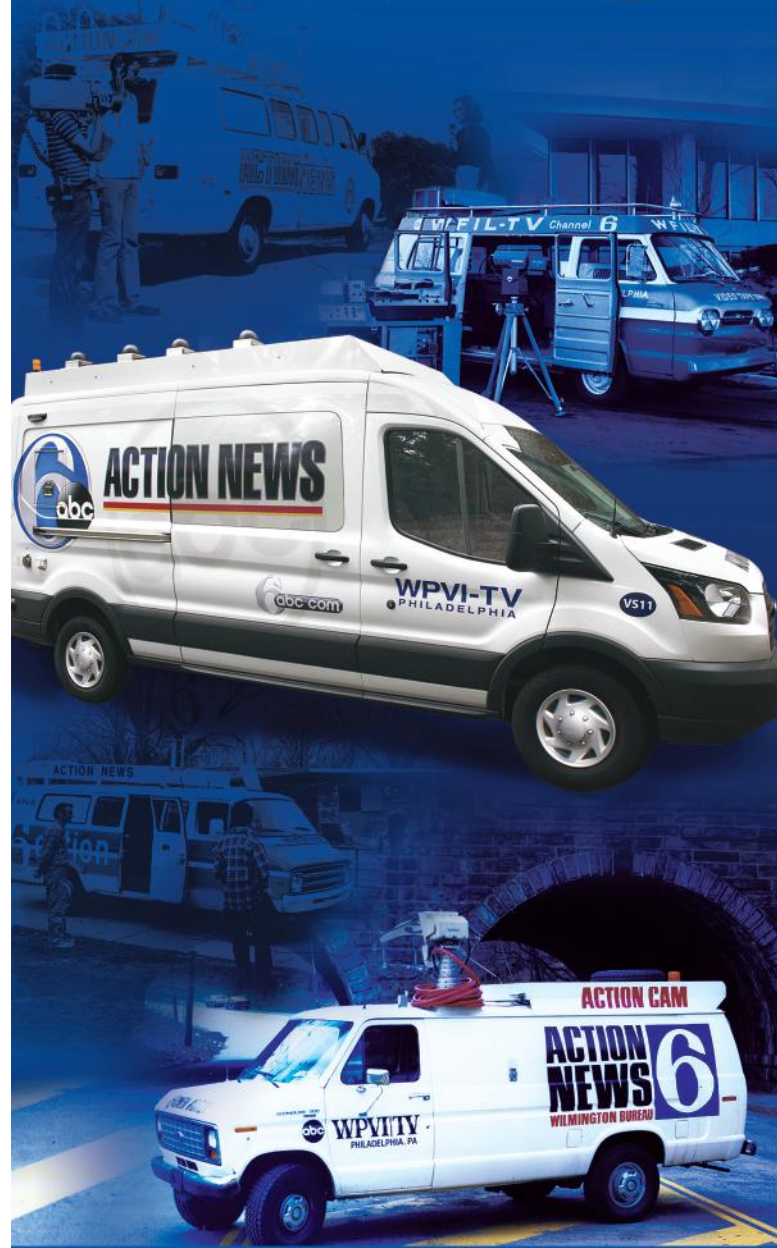
For advertising opportunities, please contact
Andrea Simpson -
andrea@adagp.com or 610-279-5229.

For past issues of The Driving Force, please visit
morethanautodealers.com
select *Members* & click *Publications*.



ACTION NEWS 6 abc

CELEBRATING 50 YEARS



THERE'S GOES THAT
ACTION NEWS VAN AGAIN!

FROM THE EXECUTIVE DIRECTOR

Howdy.

Although things have changed dramatically since the last time I wrote a message for the Driving Force, I refuse to rehash the last 3 months, including a time where you were prohibited to sell a motor vehicle. I trust that the Association has been helpful in keeping you informed on what was and is going on in PA, specifically our five-county area. My hope is that you thought our media campaign was supportive as we came out of a sales slumber, ensuring customers that it was ok to go back into the water. I would be remiss if I didn't thank Ian Jeffery, our ADAGP President, for pushing the idea and our friends in the media for allowing that kind of frequency and reach, gratis. A small silver lining of all of this is that I got an opportunity to chat with dealers that I have not talked with in a long time. That was all day during the peak. I listened a lot.

So where is the river running? We are now in the green phase. Dealers are doing what they have always done-do what they need to do to sell and service motor vehicles. The resiliency of the individuals that own and operate dealerships continues to be the backbone of the industry. This is no exception. While sales are not to the level prior to the pandemic, invariably, dealers are selling more than they ever expected, hell, 60 days ago you couldn't even conduct a transaction. Concerns of inventory shortage grow stronger. Leveraging the PPP in the most efficient manner (and its ending) continues to be evaluated. Used vehicle prices were down 11% in April and up 9% in May, with more pressures and variables to the used market than I have space to list. Money is cheap and will be for the foreseeable future. Dealers are selling more vehicles with less people they thought imaginable. Hey Fixed Ops, keep service humming, baby.

Then we have the buying process itself. So, how is this all affected by the pandemic? Potentially, a great deal. The process now forces emphasis on all aspects of digital. Many dealers embraced this pathway before COVID-19 and are ready to absorb the added pressures of the process. Departments within the dealership were already established to court and secure customers that prefer that digital pathway, from advertising to delivery. For dealers that were not as far along as others, it has been more of a scramble to compete for that consumer. Necessity brings change. Yet, with all that pressure, I heard the mantra from dealers that the majority of consumers still want to test drive the vehicle, new or used. Not all mind you, but a significant amount.

Will we see lasting change? I believe so. I think both parties in the digital dance will have more comfort. Good dealers will have to be even better at it than before. And those consumers that were reticent will become more engaged and will embrace the process.

What percentage will that be of sales? I don't know. More is my answer. There will still be a large swath of the buying public that want that tangible experience of finding their next vehicle. We've continued to see vast crowds at large auto shows throughout this digital domination. That's the antithesis of the digital age, but if you think about it, it really isn't. Consumers are smokin' up their laptops and phones garnering information, but many still yearn to physically sit, see, and touch before making their final decision. Accommodating both will be paramount.

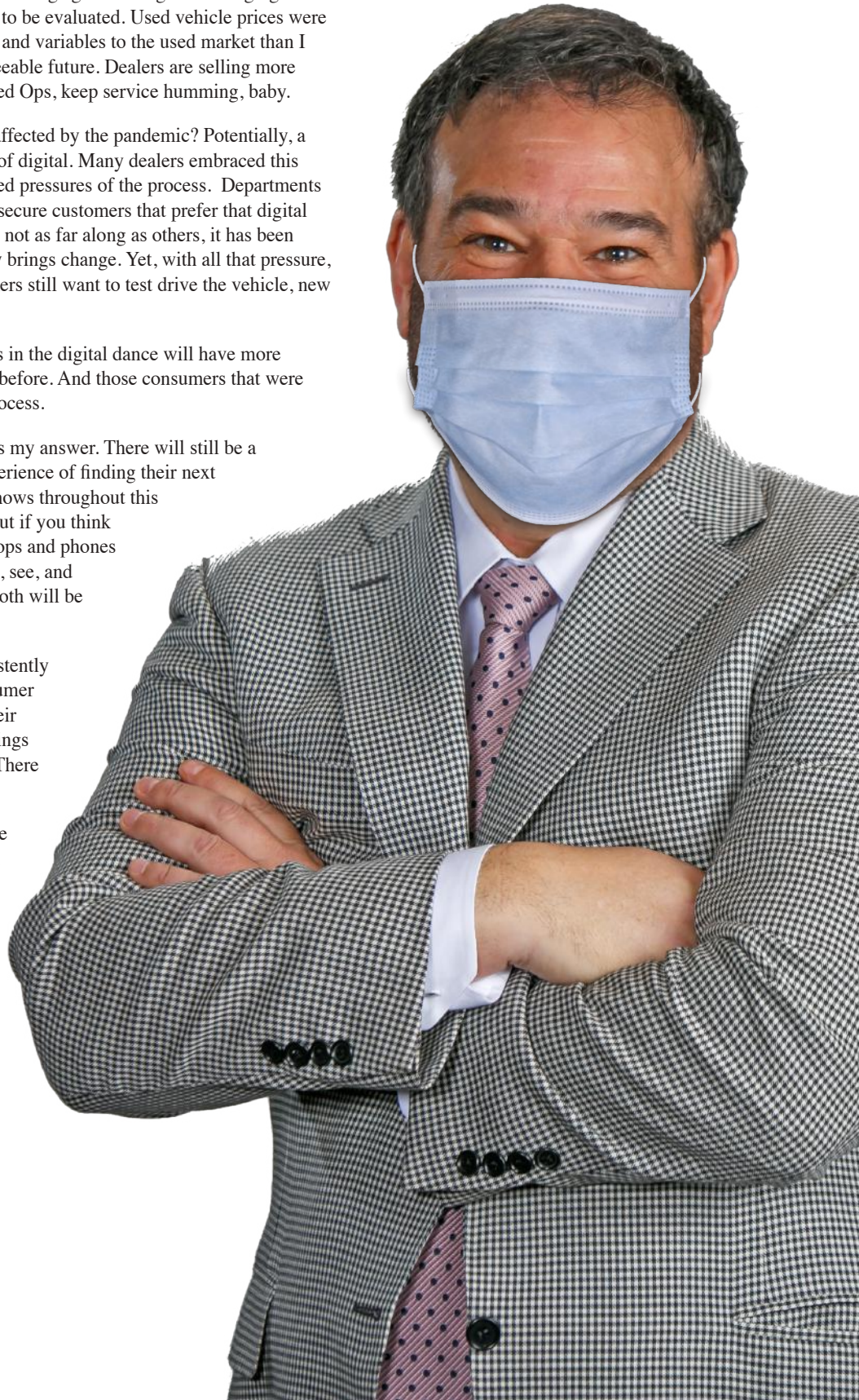
The big question is will we be at pre-pandemic levels consistently anytime soon? You know the answer to that. Until the consumer feels comfortable in their employment and confidence in their ability to meet their household nut, the answer is no. But things are much better than anticipated, service has held its head. There is optimism.

Switching gears. I want to chat about your Driving Away the Cold Program. I'm not tone deaf nor blind to what has been going on in our members' businesses during this time of uncertainty with the pandemic as well as the civil unrest. The program is more important than ever for those that need it. And they will need it like never before. This fall, we, that includes you, are resolved to give another 50,000 brand-new coats to kids that are cold. Our dealer members are the most generous in the country. No dealer organization in the US has a program like yours because of you. The ask is here, please do the most coats you possibly can. Please.

To the masters of closing, that's the best close I got.



kmazz



ardex

THE GO TO PEOPLE

■ **RECON**

■ **DETAIL**

■ **GET READY RECOMMENDATIONS!**



We offer Consulting Services

- Design and layout recommendations for new or existing reconditioning facility
- Training is not an event; it's a process
- Basic detailing, advanced detailing, paint correction, wet sanding, odor removal & ceramic coating application

Dealership Revenue Generating Activities

- Paint and fabric sealant programs with guarantees
- Retail Detail programs
- Ceramic Application training

Game Changing Fixed, Cost Per Vehicle Programs

- Never pay for your products ever again

Automatic Car Wash Chemicals and Service Programs

- Free with program, chemical services, and usage monitoring

State of the Art Reporting

- Web based dashboards on every route service truck
- Monthly expense and usage reporting

Take 2 minutes to speak Shawn. Call for a free on-site survey and recommendations for your dealerships @ 215-768-4927 or take my call soon.

**MANUFACTURER LOCATED RIGHT HERE
IN PHILADELPHIA FOR OVER 70 YEARS!
SELLING DIRECT IN TRI-STATE AREA**

**THE FINEST PROFESSIONAL DETAIL PRODUCTS
Call Shawn 1.800.442.7339 ardexlabs.com**

ardex
LABORATORIES
the better solution

**YOUR
DEALERSHIP
WASN'T
MADE**

**TO
TURN
ON A
DIME**

**When next steps are critical,
experience & effective analysis is key.**

Boyer & Ritter's dedicated team is a consistent resource for up-to-date information to help you drive your decisions.

Contact our
Dealership Services Group

Daniel P. Thompson, CPA
cell: 717-418-1910 | dthompson@cpabr.com

Jay A. Goldman, CPA
cell: 410-790-6928 | jgoldman@cpabr.com

Robert J. Murphy, CPA/ABV, CVA
cell: 717-574-4352 | rmurphy@cpabr.com



WWW.CPABR.COM

Your Friends, Your Neighbors
**Your
Morning
News**



Jenna Meissner

Demetria Green

Nick Foley

Monica Cryan

Jenna

Demetria

Nick

Monica



**MORNING
NEWS**
5am-9am

HELPING YOU NAVIGATE YOUR LEGAL CHALLENGES

The McNeas Automobile Dealership Law Group assists dealers with all aspects of automotive dealership law. From regulatory issues to succession planning, we help to guide you in the right direction.

Buy/Sell
Agreements

Consumer
Complaints

Franchise
Issues

Succession
Planning



Environmental
Issues

Employee
Relations

New Dealer
Formation

Regulatory
Issues

McNeas

www.McNeasAutoDealerLaw.com
www.McNeasLaw.com

Harrisburg, PA • Lancaster, PA • Scranton, PA • State College, PA • York, PA • Frederick, MD • Columbus, OH • Washington, DC

Fast is
a Gig-speed network
that gets business done.

Beyond Fast is technology that makes business boom.

There was a time when megabits per second was all that really mattered. Which is why Comcast built the nation's largest Gig-speed network to deliver unrelenting speed to more businesses in more places.

Now we're going **beyond**.

Beyond connecting businesses. To helping you create experiences that anticipate what customers and employees want.

Beyond network complexity. To zero-touch, one-box solutions that simplify your network and amplify your performance.

Beyond the best for your money. To the best solutions for your business at an even greater value.

We're taking our relentless speed and adding smart technologies and advanced applications that enable your business to do what you never imagined—at speeds you never thought possible.

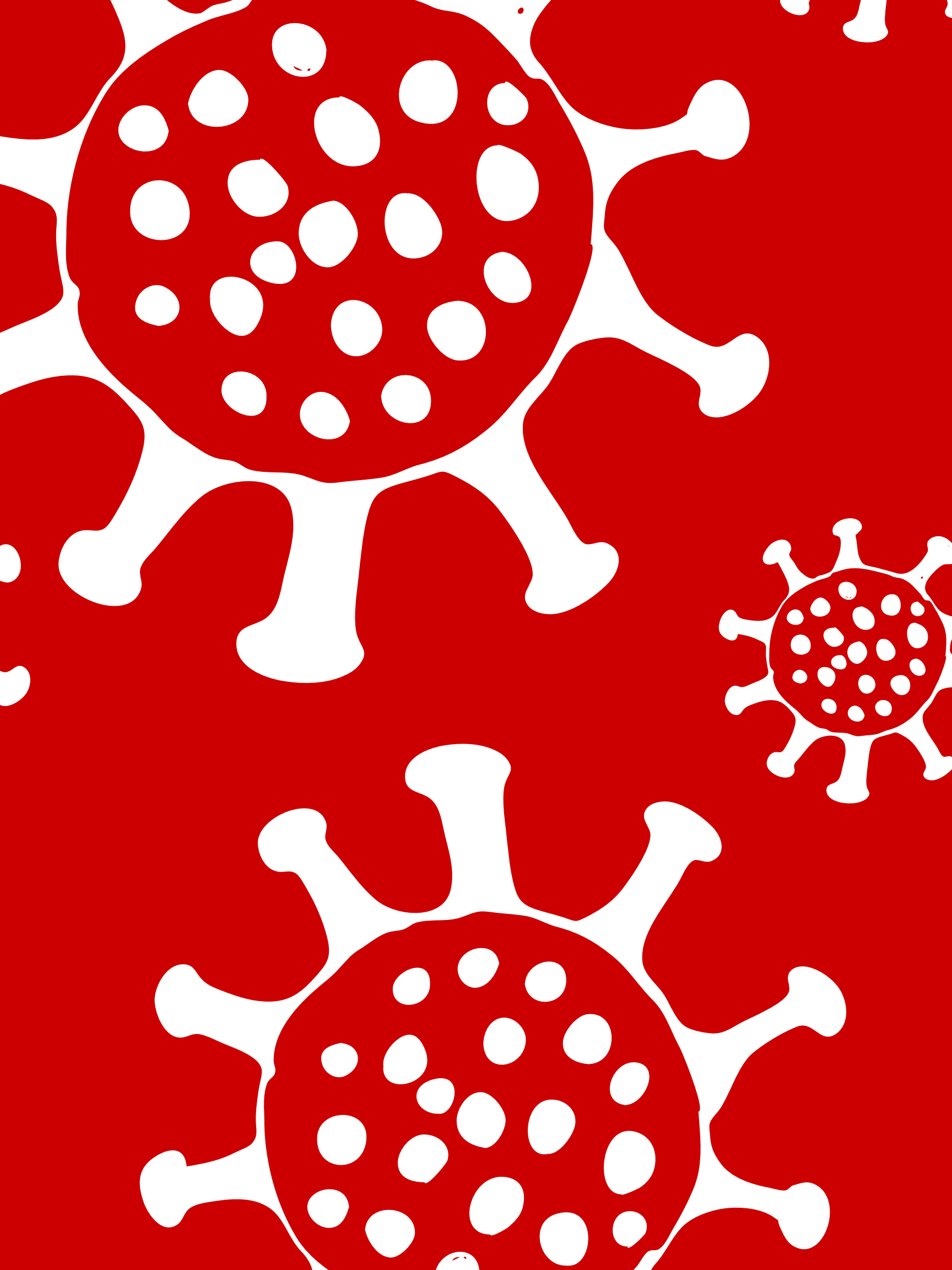
Take your business **beyond**.

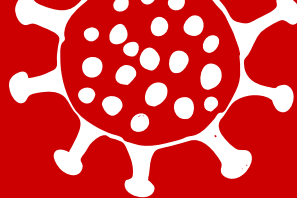
ComcastBusiness.com

COMCAST
BUSINESS

BEYOND FAST

Restrictions apply. Not available in all areas. Maximum download 940 Mbps when hardwired via Ethernet. Actual speeds vary and are not guaranteed. ©2018 Comcast. All rights reserved.





COVID-19: New Offering

As we all continue to navigate through the uncharted waters of the COVID-19 pandemic, the ADAGP, like many of you, is continuing to find ways to provide support to our Dealer Members as well as allied industry partners along the way. For this reason, we have made an addition to our online Associate Member Directory.

If you are an Associate Member that has developed a new product or service as a result of the COVID-19 pandemic, please be sure to list that information in our Membership Database. It's very simple to do, in fact, some of you already have. For example, we all know how important PPE is these days. Here are just a few examples of Associate Members who now have additional offerings in this category that may be of interest to our Dealer Members:

- Ardex produces cleaning supplies and PPE such as latex and nitrile gloves as well as an alcohol-based hand cleaner. The company has established relationships with disinfectant and sanitizer suppliers, along with a spray system to help apply product evenly and quickly on automotive interior and exterior touch points.
- Colors on Parade now offers vehicle and dealership disinfecting services as well. The company's PurTeq® PRÉVNT has gone under rigorous testing. It is said to continually protect from COVID-19 for up to 90 days with no upkeep needed from the applicator.
- Networker Promotions also has a full line of personal protective items including masks, barriers, decals, hand sanitizers, face shields, and other products to help keep your stores and employees safe. Branding of these products is available.

If you would like more details or to view contact information for these companies, please visit MoreThanAutoDealers.com and click on the Auto Industry tab then Associate Members. Want to add your new offering to your current member profile? Please contact Jon Blitzler at jon@adagp.com.

Also, email communication has never been used more to keep both our Dealer and Associate Members abreast of the latest news, developments and more. If you have any personnel changes that we should be aware of or would like to confirm who we have listed as contacts for your company, please call Vicki Thatcher at 610.279.5229 or email at vicki@adagp.com. Thanks! ■



**Take back control.
Own your recon process.**

The CarLove Recon Advantage Program by Colors on Parade simplifies processes, eliminates risks, and fixes costs for dealerships.

The Recon Advantage Program

- Developed using our 30 years of reconditioning experience
- Increases pre-owned sales
- Decreases cycle time
- Creates service drive profit center

Services

- > Glass
- > Exterior Paint
- > Wheels
- > Exterior Non Paint
- > Dents
- > Interior



Get in the driver's seat.

(484) 354-8221 | www.ColorsOnParade.com

FRANCHISES AVAILABLE

A look back & a glance *FORWARD...*

It's hard to believe the 2020 Philadelphia Auto Show, with its 245,000 attendees flocking to the Pennsylvania Convention Center, was just five months ago. Regardless of the current state of life, it's important for our future successes that we take a minute and remind you of the 2020 Auto Show's highlights and accomplishments.

Similar to years past, we enlisted Dr. Richard Waterman and his team at Analytic Business Services to conduct its annual Auto Show exit survey at the event. Analytic Business Services' team has been doing this for 20+ years so when it comes to Auto Show stats, they are second to none...except maybe Mike Gemp. This year's results continued to emphasize how important this event is to consumers in the Greater Philadelphia region with a whopping 87% of in-market attendees reporting that the Show influenced their next purchase decision. Side note, we always like to see how many attendees actually go on to purchase a new vehicle, so we track that too. In 2019, 47% of Auto Show attendees (aka 121,000 area consumers) actually went on to purchase a new or used vehicle. How do we know this? We surveyed everyone one more time 11 months after their Auto Show visit to track actual purchases. We can even tell you that of those purchases, 53% were of new vehicles and 47% were pre-owned. This is incredibly useful information to us as we continue to highlight the impact and importance of this iconic event. It's true that people crave it, love it and most importantly, need it.

More stats that may also be of interest to you include the following:

- Ratings: The overall Show ratings remain strong at 4.04 on a 5-point scale. Respondents rated the new-car display at 4.03.
- Type of vehicle to buy: SUV/Crossover continues to be the most popular type of vehicle to purchase (43% of respondents say they intend to buy this type of vehicle), followed by sedans. There was an increase in interest in trucks and a slight increase in interest in convertibles. Interest in coupes and minivans remained steady.
- Ford and Toyota top buying intentions: Ford and Toyota tied as the most popular manufacturer for purchase intent, followed by Chevrolet, Honda, Dodge, Subaru, and Jeep.
- Favorite vehicle at the Show: The Chevy Corvette was the favorite vehicle at the Show, followed by the Jeep Wrangler, Jeep Gladiator, Toyota Supra, Ford Mustang, and Ford F-150.

So, with this information in today's current climate, where do we go from here?

The Auto Show will be more integral than ever in driving consumer sales in 2021 as the industry and dealers bounce back from the challenges of 2020. The show gives dealers a consistent, dependable lead-generator for follow-up sales in the nation's sixth-largest new retail light vehicle sales market. For one thing, as indicated earlier (but we will say it again because it's that important) nearly half of Auto show attendees leave the show reporting that they will be in the market for vehicles over the coming twelve months. Equally as important, those post-Auto Show buying intentions translate to dealer sales,



**CONSUMERS
ARE SMOKIN' UP
THEIR LAPTOPS
AND PHONES
GARNERING
INFORMATION, BUT
THEY STILL YEARN
TO PHYSICALLY
SIT, SEE AND
TOUCH BEFORE
MAKING THEIR
FINAL DECISION**

Kevin Mazzucola,
Executive Director, ADAGP



as indicated by the 47% of 2019 attendees reporting that they actually purchased a vehicle after attending the Auto Show. And surveys show these sales are not only in the few short months after the Auto Show closes its doors, but instead a constant flow of buyers through the entire year.

Remember, throughout its 119-year history, the Philadelphia Auto Show has always been a beloved, valued institution in the Greater Philadelphia region through the best of times and, yes, the most challenging of times. Starting in 1902, the ever-resilient Auto Show has given dealers and consumers alike a sense of tradition, normalcy, and excitement as well as providing a spark in sales for the auto industry through the Great Depression, 9/11, and the 2008 recession. Despite the challenges of the COVID-19 era, we anticipate 2021 being no different.

Now, as society's post-COVID-19 "new normal" begins to come into focus, multiple studies suggest that consumer demand for privately-owned individual vehicles will rise exponentially with some opting out of public transportation for obvious reasons or maybe taking family road trips instead of flying. Should this trend come to fruition, the Auto Show will be uniquely positioned to give this influx of new potential buyers a destination point to explore their options in a way that only an Auto Show can provide in a one-stop-shop. As Kevin Mazzucola said, "We know there still will be a large swath of the buying public that want the tangible experience of finding their next vehicle. We continue to see vast crowds at large auto shows throughout this digital domination. That is the antithesis of the digital age, but if you think about it, it really isn't. Consumers are smokin' up their laptops and phones garnering information, but they still yearn to physically sit, see and touch before making their final decision. After all, what better way is there to see what that sandstone desert sun paint really looks like, or if Sparky, the family dog, truly fits in the cargo area? Is there one? We don't think so."

One of our industry counterparts also said something of great note recently, "In a world with new dangers, there is a renewed appreciation of the personal vehicle as a place of safety and an important element in our nation's recovery." This is so very true, not only from a safety standpoint but also think of how people turned to their cars and trucks to fill other voids these last few months. People got in their car and just drove to get out of the house. Decorated vehicles took center stage in countless birthday parades, graduation festivities and more. One's personal vehicle certainly became a lifeline and lifesaver.

So, for all those reasons above, that is why your ADAGP staff will continue to be in conversations with the Pennsylvania Convention Center, manufacturers, suppliers, vendors and other large events to ensure the safest environment for everyone working at or attending the 2021 Auto Show. We will keep you informed as we continue to work with all parties, including state and local officials, to do whatever it takes to deliver a safe and successful 2021 Philly Auto Show for all constituents. ■





CPAs • AUTOMOTIVE ADVISORS

Our team has extensive knowledge and experience with the automotive industry. We have over 30 years of experience with automotive accounting and related industry and tax matters. We have the necessary training and skill to respond to the diverse needs of our clients.

Please contact one of our partners for a free consultation.

Daniel J. Ferrari, CPA
Amy M. Dillon, CPA
John J. Entz, CPA

2755 Philmont Avenue, Suite 210
Huntingdon Valley, PA 19006
215-914-1400
www.danferrari.com

PROFESSIONALISM • QUALITY • RESPONSIVENESS



TWO STATIONS • ONE MISSION
BOTH AT YOUR FINGERTIPS



DOWNLOAD THE APPS TODAY

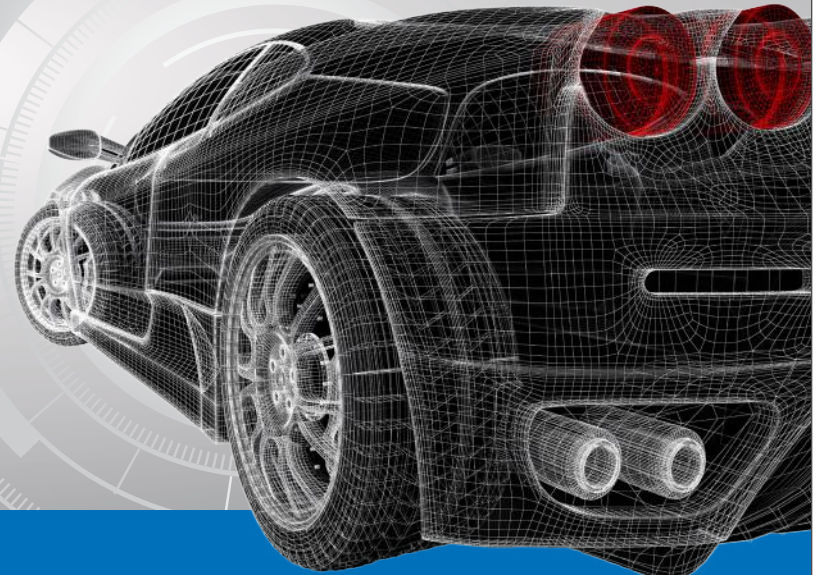
STRENGTH

IN THE AUTOMOTIVE INDUSTRY

For you, it's all about the numbers – turning a profit, meeting quotas, exceeding customer satisfaction – and ensuring everyone is on the same track. That's why our Automotive Services Group has fine-tuned the way we service dealers. Delivering that peace of mind so you can sleep at night knowing each piece of your dealership is running smoothly at peak performance.

Michael Mulhearn, CPA, Partner

withum.com



withum 
AUDIT TAX ADVISORY

Who's In Your Service Department?



Joe McCoy (2003), Michael Burkey Jr.(2015), Jordan Durnell (2016), William Kelly (2005), Desiree Wood (2006), Timothy Andrzejewski (2002), Pedro Velez (2016), Geoff Rousak (1981), John Feltcher (2004), William Day (2014), Marc Hall (2015), Oswaldo Almanza (2016), Carlos Cruz Figueroa (2016), John Cross (1995), Matthew Mercadante (2018), Rodney Jones (1978)
Not Pictured: Anthony Keretzman (2008), Jimi Jollie (2017), Andy Lemus (2018), Michael Domaszewicz (current student),Alejandro Mace (current student), Joham Castro Ayala (current student)

“ATC graduates have the ability to transfer their knowledge from their head to their hands and that is a tremendous asset to our service department.”

JOHN CROSS - Service Manager - Master Certified Tech Honda & Ford - 1995 ATC grad

22 out of 39 service department employees of Scott Honda graduated from ATC.

PREPARED, PROFICIENT, PROFESSIONAL.

These are words that describe the graduates of ATC. Smart employers choose ATC grads because they expect the best. Our graduates have committed themselves to excellence by investing time and money into their automotive and/or collision career.

For more information contact our Career & Student Services Department.
877-411-8041 (Warminster) Trish Devine: tdevine@autotraining.edu
800-411-8031 (Exton) Rachael Gonzales rgonzales@autotraining.edu

For program disclosure information, please go to www.autotraining.edu/consumerinformation.



AUTOTRAINING.EDU



Driving Away the Cold.

NOW, MORE THAN EVER!

Written by Mary Lynn Alvarino, Director of Operations
for the Auto Dealers CARing for Kids Foundation

Your Auto Dealers CARing for Kids Foundation started its Driving Away the Cold new coat program in the fall of 2008. Do you remember what happened in the September of 2008? You may reply "Yeah, the housing/ mortgage crisis reached a peak; Lehman Brothers declared bankruptcy; stock markets crashed; the Troubled Asset Relief Program (TARP) bailed out auto manufacturers, banks, and insurers; car sales fell off a cliff..."

I, remember those events too. But, more importantly, I remember that we had just spent the summer months asking local dealerships to donate money to a brand-new program to give brand-new winter coats to local children living in poverty. I remember having to call or email each dealer, who had pledged to provide funding for new coats, to ask if they could fulfill the commitment they had made, just weeks before. Admittedly, I'm a glass half-empty type and I braced for the worst. At first, I was filled with dread as we waited for a dealer to answer the phone or as I opened an email reply. As the days of September wore on, the broadcast news got worse but my conversations with dealers brought hope and inspiration. Very few cut back on their commitments and only one dropped out completely. Overwhelmingly, our dealer members stuck to their original pledges and our inaugural year for Driving Away the Cold warmed my heart, along with the body and soul of 18,325 impoverished children.

In the late fall of 2008, our new coats were needed more than anyone could have imagined earlier that year. They provided emotional comfort to the parents who could direct financial resources to other necessities. Our new coats provided physical comfort to children as they walked to school ready to eat a hot breakfast or, sadly, as they slept in a home without heat, or worse yet, as they slept in a car. In 2008, our new coats started an annual onslaught of giving that has solidified our reputation as More Than Auto Dealers.

I use the terms US and OURS because they include YOU. WE are YOUR Auto Dealers CARing for Kids Foundation and it's YOUR Driving Away the Cold new coat program. YOUR Foundation is a genuine 501(c)(3) organization and has become a trusted and valued resource in the local non-profit community. Obviously, the gift of a new winter coat directly impacts the recipient, every day, for several months each year. What's not as obvious is the impact Driving Away the Cold has on other non-profits. Giving away 50,000 new coats in one month is a huge undertaking. We rely on 250 local non-profits to help get the coats to the children who need them most. After a dozen years of supplying tens of thousands of new coats in the region, those 250 non-profits also rely on us for the coats. They have rerouted the resources that they previously dedicated to securing coats to providing other essential services for the families they serve.

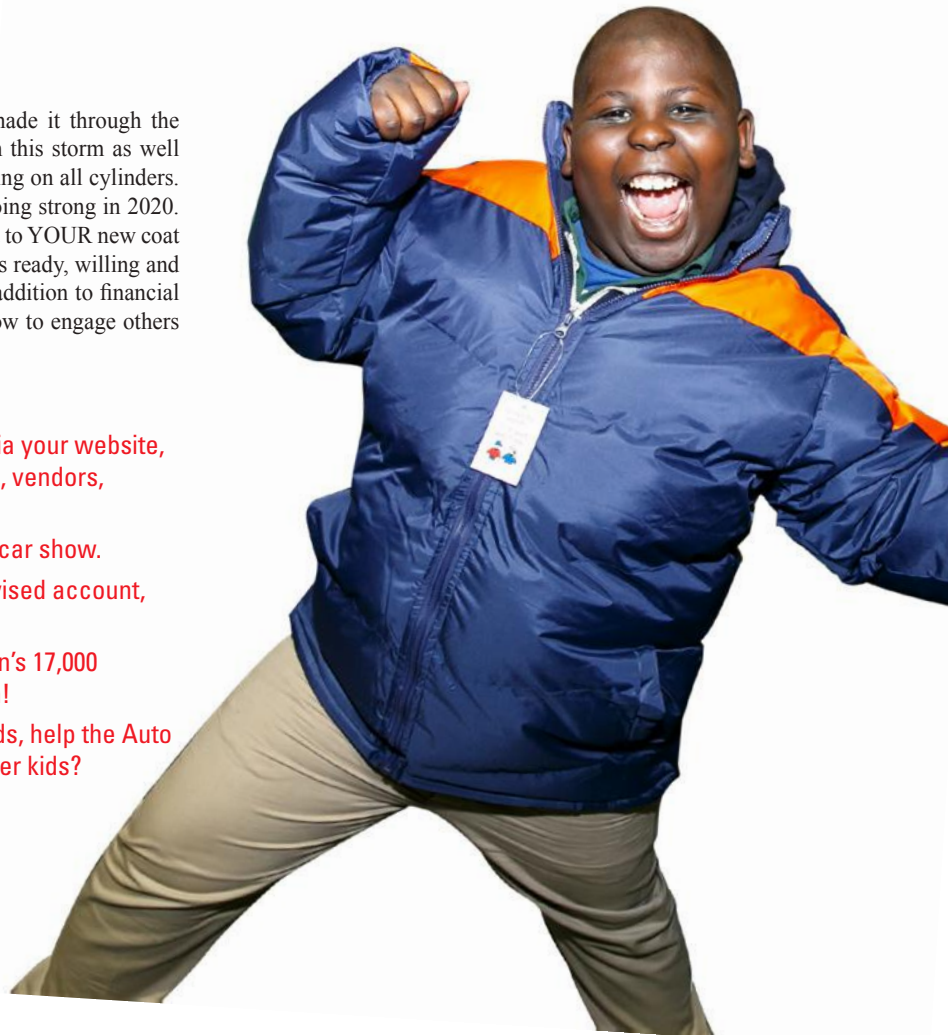
We are at the beginning of what looks to be a very long storm. I know there will be tough times ahead. We must remember that we are all in the same storm, but we are not all in the same boat. Some are in well-fortified boats that will weather the storm and others may be clinging to a piece of driftwood. NOW, MORE THAN EVER, we need to maintain the valuable service for which we are so well known because the need for new winter coats will grow measurably.

Driving Away the Cold. (continued)

New car dealers are smart, resourceful and resilient. Most dealers made it through the financial storm that began in 2008. I know most will make it through this storm as well and we will need everyone's help to keep Driving Away the Cold running on all cylinders. YOU got this program off the ground in 2008 and YOU can keep it going strong in 2020. We will contact each of you this summer to talk about your commitment to YOUR new coat program. NOW, MORE THAN EVER, keep in mind that we are always ready, willing and able to help you, help us, raise money for Driving Away the Cold. In addition to financial contributions from your dealership(s), below are a few examples of how to engage others and to help fund the initiative:

- Cashiers ask service and parts customers to contribute.
- Create a personalized fundraising page and share the link via your website, e-newsletters and social media to target friends, customers, vendors, neighbors, etc.
- Host a fundraising event such as a bake sale, BBQ or small car show.
- Consider a personal donation or use funds from a donor advised account, such as a PAA Foundation account.
- Ask employees to donate. One dollar from each of our region's 17,000 dealership employees would put a new coat on 971 children!
- Get kids involved. How can your kids, or your employees' kids, help the Auto Dealers CARing for Kids Foundation raise money to help other kids?

NOW, MORE THAN EVER, I am happy to talk about YOUR Driving Away the Cold new coat program and YOUR Auto Dealers CARing for Kids Foundation. Please feel free to contact me with your thoughts or suggestions - mla@adagp.com or 610-279-5229 x.12. ■



EISNERAMPER

UNDER DURESS? WHAT'S NEXT?

We're not sure either, but the partners and employees of EisnerAmper want you to know that our clients and communities are foremost in our thoughts.

And, we firmly believe, better days are ahead. Maybe not tomorrow, but soon. In the meantime, if we can help, let us know.

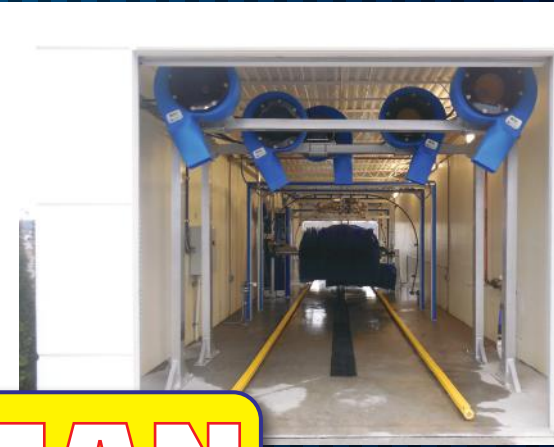
For business resources related to COVID-19, connect to us at EisnerAmper.com/WHATSNEXT.

Dawn Rosoff | dawn.rosoff@eisneramper.com

MORE WASH POWER™



**GET AHEAD OF YOUR COMPETITION
GET MOTOR CITY**



Fleet Clean™ Systems are specifically designed for Rental Car Agencies, Auto Dealers, and Fleet Operators seeking to incorporate a vehicle wash into the nucleus of their operation - either as a fleet cleaning workhorse, a value added customer service, or as an additional profit center. Our systems are rugged and built to stand up to the toughest conditions. They require minimal space and include pre-engineered plumbing and electrical solutions. The Fleet Clean is simple to operate and ensures superior cleaning power with maximum throughput and uptime, and boosts customer satisfaction and bottom line revenues. Fleet Clean has four base models to choose from, and can be customized to fit your needs for any size vehicle fleet.

- ✓ Reduce Labor Costs
- ✓ Increased Customer Satisfaction
- ✓ Process up to 60 Cars Per Hour
- ✓ Attract & Retain Service Customers
- ✓ Create a Superior Experience
- ✓ Increase Traffic for New Car Sales

TURNKEY
AUTOMOTIVE SOLUTIONS

*For More Information About Our
Car Wash Systems, Please Contact:*

Phone: 610-275-6600

Email: info@tascleancars.com

Web: www.turnkeyautomotivesolutions.com

Manufacturer of Exceptional Carwash Equipment



 866.362.6377

 sales@motorcitywashworks.com

 www.motorcitywashworks.com

Motor City Wash Works, Inc. | 48285 Frank Street | Wixom, Michigan 48393



How Can We Use Social Media to Emerge from the Pandemic?

From our friends at ChatterBlast Media, social media agency of the ADAGP:

COVID-19 has brought with it unprecedented challenges for just about everyone. Most industries have been hit by the economic impacts of the pandemic. The auto industry has suffered no less. While your dealership may have been quiet for some time as a result, social media is a great tool that you can use to re-engage with your audience as we emerge from this period of uncertainty.

Here are three quick tips for pivoting your dealership's social media strategy to fit in a post-pandemic world.

Tip 1: Acknowledge the reality.

How has your dealership been affected by the pandemic and why does your clientele care? It is important to be vocal about the steps and precautions you'll be taking on site in the coming months. How will you ensure that your customers will be able to return to a safe environment as soon as possible while still providing the same quality service that you were previously? Customers are curious about what their experience will be like in this new world. Often, they will look to social media for that information and reassurance.

Beyond that, acknowledge those who have worked hard to support business during this strange and difficult time. Highlight and thank your essential workers like auto technicians who continued to show up and work through unusual conditions to keep your customers moving. Remember that people want to support people. Here's a great opportunity to show some faces.

Tip 2: Think outside the box and get creative.

Social media can be used in more ways than simply posting photos of cars and trying to sell something. Teaching your audience and

providing small tips and tricks will come across as helpful and will showcase your dealership as a trustworthy resource. Going above and beyond to situate you and your team as thought leaders and entertaining personalities will set you apart from the competition.

There are plenty of ways to do this while thinking creatively and taking advantage of your various social platforms. For example, Instagram and Facebook allow you to livestream videos, which can help you and your audience feel more connected to each other. You can use this to provide the educational content for your customers, which will then encourage engagement.

Tip 3: Be authentic.

Marketing content across the internet has become a lot less polished due to the fact that most people have been stuck in their houses for the last few months. No large-scale productions. No photoshoots. Nothing really but at-home video and remote methods of content creation.

This may sound negative, it is actually helping brands look more authentic and relatable as audiences are getting real, unfiltered looks at some of the personalities behind brands. On a large scale, it is resonating. So, don't be afraid to post less-than-perfect content on your dealership page. As long as you're coming from a genuine place of wanting to help and educate others, your audience will see that and appreciate you.

While many of these tips may feel far off from how you would normally post on behalf of your dealership, it's important to realize that social media has changed drastically in a short amount of time. It can seem daunting to keep up with these changes, but an open mind, authenticity, and a sense of community can help your dealership adapt and come out better on the other side. ■

LATHER. RINSE. REPEAT.



SAVINGS BASED ON DEALERSHIP INTEGRATION OF THE LATEST CAR WASH TECHNOLOGIES

WHERE? At each of your dealerships – increasing CSI on a daily basis!

HOW MUCH? Car Wash Savings: Over 50% per vehicle en route to up to \$50K savings per dealership, per year.

WHEN? The sooner the better means greater savings, increased throughput and higher CSI.

WHO? Turnkey Automotive Solutions (TAS)
We are the turnkey car wash professionals and your partner from construction to service.

TURNKEY
AUTOMOTIVE SOLUTIONS

 **Mark VII**
CLEAN CARS®

DISCOVER YOUR
FULL POTENTIAL
TODAY!

CONTACT US:
INFO@TASCLEANCARS.COM
610.275.6600



MARKET BEAT

Patrick Manzi, NADA Chief Economist

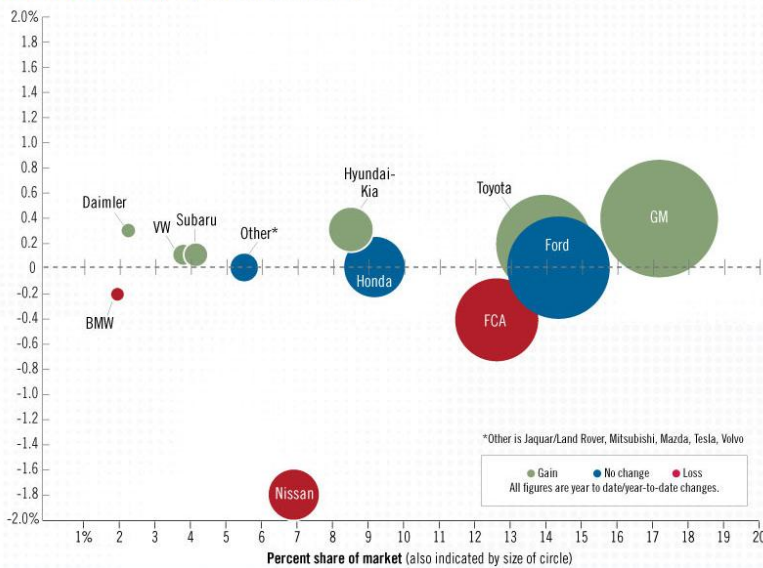
U.S. Light-Vehicle Sales

(Seasonally Adjusted at Annual Rates)

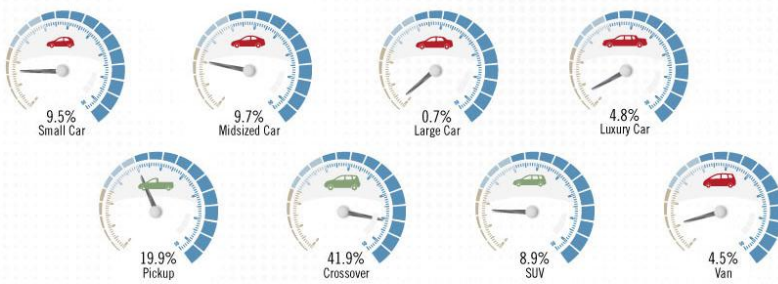


	Jun 2020	YY %	Jan - Jun 2020	YTD/YTD %
Total Car	2.97	-39.3%	3.13	-36.1%
Total Light Truck	10.07	-18.1%	9.89	-17.9%
Domestic Light Vehicle	9.59	-28.4%	10.00	-24.1%
Import Light Vehicle	3.46	-8.7%	3.03	-20.1%
Total Light Vehicle SAAR	13.05	-24.0%	13.03	-23.1%

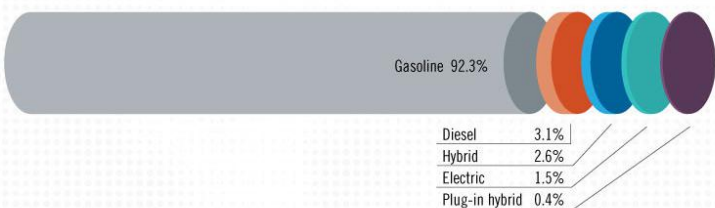
Market Share, by manufacturer



Market Share, by segment



Market Share, by powertrain



FROM NADA: June Vehicle Sales Increased to 13 Million SAAR

New light-vehicle sales in June improved compared to May but remain down significantly compared to this time last year. The June SAAR of 13.05 million units represents a 7% increase compared to May, but the June sales rate represents a decline of 24% compared to June 2019. Through the first half of 2020, sales were down by 23.1% compared to the first half of 2019. Light trucks continue to be popular, accounting for 76.7% of all new vehicles sold in June. And in the first half of the year, three out of every four vehicles sold were light trucks.

As in May, the sales headlines don't tell the whole story. Retail sales have recovered much more quickly than fleet sales. According to Wards Intelligence, retail sales in June were down by only 6% year-over-year while fleet sales were off a whopping 73%. The retail sales recovery has been driven by generous manufacturer incentives. According to J.D. Power, incentive spending is expected to average \$4,411 per unit, an increase of \$445 from June 2019 and a record level for the month of June. After reaching an all-time record in April 2020 of \$4,981 per unit, incentive spending was dialed back in May and June. For the rest of the year, incentive levels are expected to be elevated compared to last year but likely won't be as high as in April 2020.

We expect new light-vehicle retail sales will continue to recover during the second half of the year. But fleet sales are forecast to remain down significantly, because of major cancellations from rental car companies and fewer sales to state and local governments dealing with pandemic-related revenue losses. According to Cox Automotive, fleet sales are expected to fall to 1.3 million units by the end of 2020, a decline of roughly 2 million units compared to 2019.

For the rest of the summer, inventory constraints—especially in popular segments—will be a headwind for the retail sales recovery. Additionally, new spikes in COVID-19 cases across the country or within the North American supply chain could cause additional plant shutdowns that further limit available inventory. We expect new light-vehicle sales to fall within 13 million to 13.5 million units for 2020. ■



NATIONAL AUTOMOBILE DEALERS ASSOCIATION
8484 Westpark Drive, Suite 500 | Tysons, VA 22102

SOURCE: Wards Intelligence

PURCLEAN™

SPOT-FREE RINSE SYSTEMS

AUTO DEALER SERIES

*TURN YOUR ENTIRE INVENTORY INTO A SHOWROOM
OF CLEAN SPOT-FREE VEHICLES*

FEATURES –

- Compact skid design – requires minimal footprint
- Glass, chrome and painted areas dry perfectly spot-free
- Clean 45+ vehicles in just one hour
- Bring the wash bay to your vehicles
- Minimizes labor - No more towel drying vehicles
- Patent pending Water Stabilizer - Eliminates the need and ongoing expense of a water softener
- Automatic membrane flush - Prolongs membrane life
- Quality Light - shows incoming water quality
- Low pressure shut off safety feature
- Minimal maintenance required
- Engineered and manufactured in the U.S.A.
- ETL Listed



LOTMASTER SPOT-FREE
RINSE SYSTEM

5HP BAY SPRAY SYSTEM

WATER STORAGE TANK
5HP SKID MOUNT SYSTEM

PURCLEAN™ LOTMASTER
PACKAGE II



ALSO INQUIRE ABOUT OUR PURWATER™
WATER RECOVERY SYSTEMS

BACK: SUPPORTING PRODUCTS,
SYSTEM DIAGRAM &
ADDITIONAL SPECIFICATIONS

TURNKEY
AUTOMOTIVE SOLUTIONS

INFO@TASCLEANCARS.COM
610.275.6600

NEW WAVE INDUSTRIES
3315 ORANGE GROVE AVENUE
NORTH HIGHLANDS, CA 95660
800.882.8854

NEWWAVE
INDUSTRIES™
LTD.

WWW.PURCLEAN.COM



FROM THE EXPERT

From our friend Jeff Foltz of Auto Outlook.

So, let's get the bad news over with first. After a solid start in 2020, Greater Philadelphia Area vehicle sales fell off a cliff in mid-March, as the COVID-19 crisis put the brakes on the market. Sales have recovered from the low points in late March and April, but are still well off from pre-crisis levels. In addition, the recovery is likely to be slow and there are potential speed bumps related to the future course of the virus and the related consequences for business operations. Without a vaccine or an effective treatment, it is unlikely that the market will return to robust levels any time soon. That's it for the bad news. Now the good news.

Although the eventual course of the sales recovery may be uneven, the longer-term trajectory is unambiguously positive. Here are the three key tailwinds that should support the market for many years to come. First, vehicle affordability is improving. The Federal Reserve has practically guaranteed that interest rates will be near zero for at least two years. In addition, the manufacturers have the ability to open the incentives spigot when needed, and used vehicle prices should remain stable as wholesale supplies increase.

The second reason for optimism is the accumulation of pent up demand. Area vehicle sales are likely to be 25% below anticipated

pre-crisis levels in 2020. Vehicles wear out, leases expire, and the technology gap between new vehicles and the average ten-year-old car on the road continues to widen. About 100,000 combined new and used vehicle purchases will be postponed in the area this year, but they will occur eventually.

And third, this pent up demand will be given a near-term (and perhaps longer term) boost by changes in behavior caused by the virus. People are reluctant to board a plane, get on a train, or hop in an Uber ride. Comprehensive disinfecting will only go so far in alleviating these fears. Using your own vehicle represents the best safe-haven from the risks inherent in these alternative modes of transportation. Granted, when the health threat from the virus wanes, people will undoubtedly return to planes, trains, and shared rides, but the inherent advantages of having your own vehicle will likely stick with many people. Vehicle ownership has always provided freedom, independence, and a sense of personal control. These benefits are garnering more attention right now, and should still impact consumer behavior, even when COVID-19 becomes a distant memory.

Wrap up: will vehicle sales quickly return to levels reached a couple of years ago? Unlikely. Are there risks that could make the recovery uneven, and proceed slowly? Of course, but the general direction for the market is unquestionably positive. ■

GET
THERE.
FASTER.
SMARTER.

DIESEL AND AUTO TECHNICIANS ARE IN DEMAND



Graduate in less than a year.¹

Since opening our state-of-the-industry campus in Exton, Universal Technical Institute (UTI) has been helping Philadelphia by training technicians to learn the skills that can keep our community running.

Celebrating more than 220,000 graduates at our campuses nationwide, UTI works with manufacturers of 35+ leading brands to create programs that help students turn their passion into opportunities so they can meet the demands of employers and industry.²

Visit **Exton.UTI.edu**



¹Some programs may require longer than one year to complete. ²UTI is an educational institution and cannot guarantee employment or salary. For important information about the educational debt, earnings and completion rates of students who attended this program, visit www.uti.edu/disclosures.



THE POWER TO

will something into existence

Bringing an idea to life requires vision and conviction. At Bank of America Private Bank, we offer personalized service and specialized capabilities to create more of what matters to you.

To learn more about our business succession and integrated wealth planning, please visit privatebank.bankofamerica.com/Autodealer, or contact:

William J. Meagher Jr.
Private Client Advisor
Four Penn Center, Suite 1110
1600 JFK Boulevard
Philadelphia, PA 19103
267.675.0122
william.meagher@bofa.com

What would you like the power to do?®

BANK OF AMERICA 

PRIVATE BANK

Bank of America Private Bank is a division of Bank of America, N.A., Member FDIC, and a wholly owned subsidiary of Bank of America Corporation.

Investment products: **Are Not FDIC Insured** | **Are Not Bank Guaranteed** | **May Lose Value**

Certain Bank of America Private Bank associates are registered representatives with Merrill Lynch, Pierce, Fenner & Smith Incorporated ("MLPF&S") and may assist you with investment products and services provided through MLPF&S and other nonbank investment affiliates. MLPF&S is a registered broker-dealer, Member SIPC, and a wholly owned subsidiary of Bank of America Corporation ("BoFA Corp."). Bank of America Private Bank is a division of Bank of America, N.A., Member FDIC, and a wholly owned subsidiary of BofA Corp.

© 2020 Bank of America Corporation. All rights reserved. | MAP2894986 | AD-01-20-2198 | 01/2020

YOU CAN HAVE THE BEST INCOME DEVELOPMENT AND THE BEST REINSURANCE.



No Compromise and No Excuses for Your F&I Program.

Resources Management Group F&I specialists will impact your dealership's profitability by implementing positive methods to change and adapt to any market conditions. Executing at every critical dealership component: Recruiting, Training, Compliance, Disruption Strategies, Digital F&I Technology. Results through best process and practices. Portfolio Dealer Centric Reinsurance entitling you to every benefit, from day one.

- Dealer Directs Investments and chooses financial institution.
- Ability to borrow up to 75% of unearned reinsurance premiums.
- Guaranteed Service Retention: dealership claims tieback.
- Proven process for driving more profits into your dealership and reinsurance company.
- True Transparency – No Hidden Fees – Accountability.
- Over \$2.1 Billion of Assets Created for more than 1,700 U.S. Auto Dealers.

800.761.4546 | ghoffman@corprmg.com | corprmg.com



MORE FROM NADA: 80,200 Dealership Jobs Added in May

New data out of the Bureau of Labor Statistics (BLS) shows that franchised dealerships added 80,200 jobs in May, an extremely encouraging sign for employment in U.S. automotive retail.

At the end of February 2020 – prior to the coronavirus pandemic forcing the closure of many states – franchised dealerships directly employed more than 1.1 million people across the U.S. Unfortunately, like most industries, the auto retail industry has not been immune to negative economic impacts caused by the coronavirus, and dealerships across the country were forced to reduce their workforce in light of the coronavirus pandemic that shut most of the country down for nearly two months.

Last month, the U.S. Bureau of Labor Statistics (BLS) published its first estimate of franchised dealership employment in April, showing that employment at franchised dealerships fell by 247,800 jobs to 888,200, or a decline of 21.8%. But last week, BLS published its first estimate of dealership employment in May. The May report indicated signs of recovery in dealership employment and showed that employment increased by roughly 80,200, an increase of 9.0% compared to April.

America's franchised new-car dealerships, most of which are small businesses as defined by the Small Business Administration, are a major contributor to the U.S. economy. In addition to the 1.1 million direct jobs, franchised dealerships are responsible for an additional 1.2 million indirect and induced jobs under normal times. On average, each dealer in the United States employs about 68 people with an average annual salary of over \$70,000—culminating in a \$68.8 billion payroll nationally. Dealership payroll is not only vital to the American economy but also to dealer employees, their families and the local communities where dealerships operate.

While the May news out of BLS was extremely positive, reaching pre-coronavirus employment levels and full economic recovery will be a slow process. As dealerships begin to reopen their doors, auto sales are increasing and will allow dealers to bring back even more of their employees and move towards full recover. ■

*Data as of July 7, 2020 via NADA.org.



Accountants & Management Advisors to the Auto Industry since 1954

Financial Reporting & Projections/Forecasts
Life Inventory Applications ■ Tax & Estate Planning
Cash Management & Budgeting ■ Performance Evaluation
Cost Analysis ■ Buy/Sell Agreements & Succession Planning
Mergers & Acquisitions ■ Internal Control Design

VBW VOYNOW BAYARD WHYTE AND COMPANY, LLP
CERTIFIED PUBLIC ACCOUNTANTS

The Northbrook Corporate Center • 1210 Northbrook Dr., Suite 140, Trevose PA 19053
Contact Hugh Whyte, Randall E. Franzen or Kenneth Mann:
215-355-8000 ■ voynowbayard.com

All the auction excitement without the all-day hassle.

ACVAuctions.com | 1-800-553-4070

Unbiased Reports

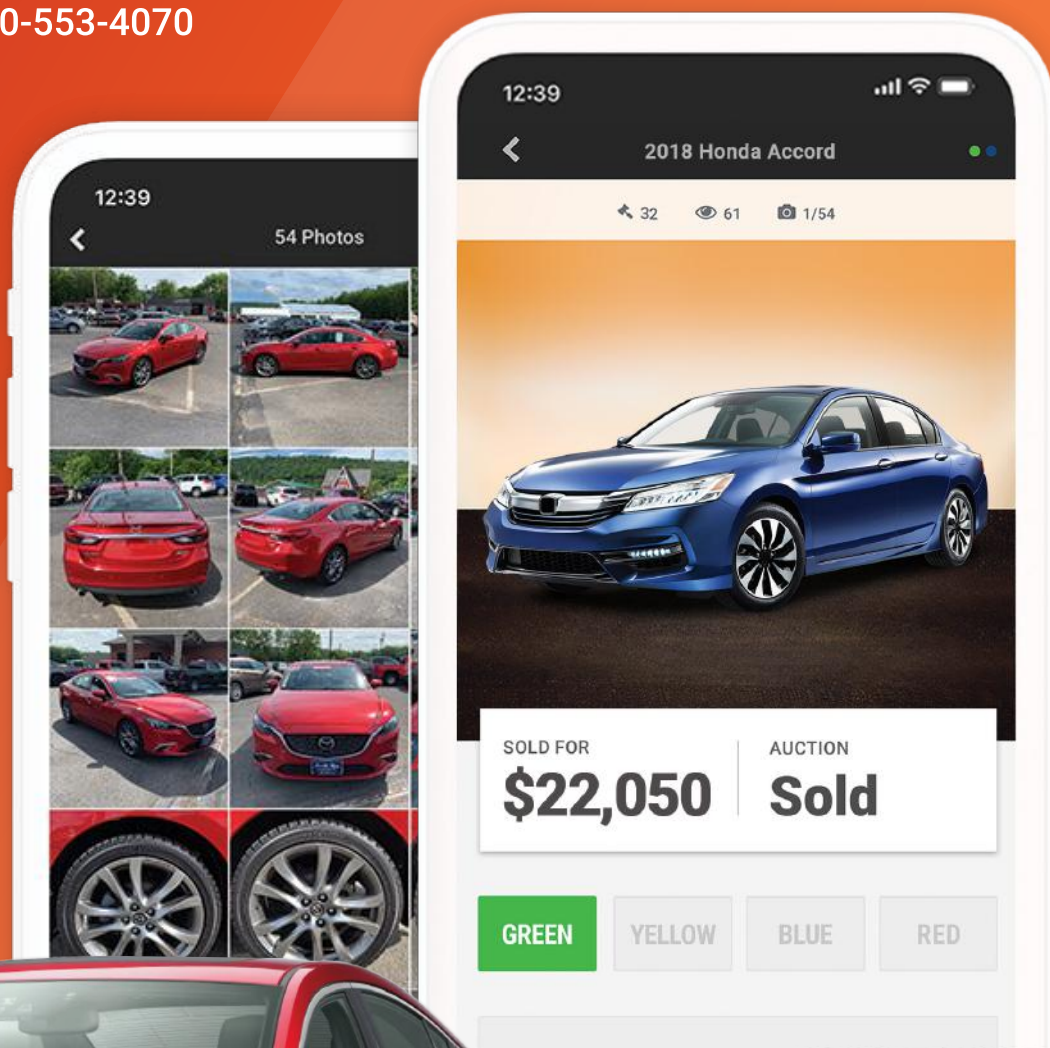
ACV inspectors complete comprehensive condition reports at the dealer's lot.

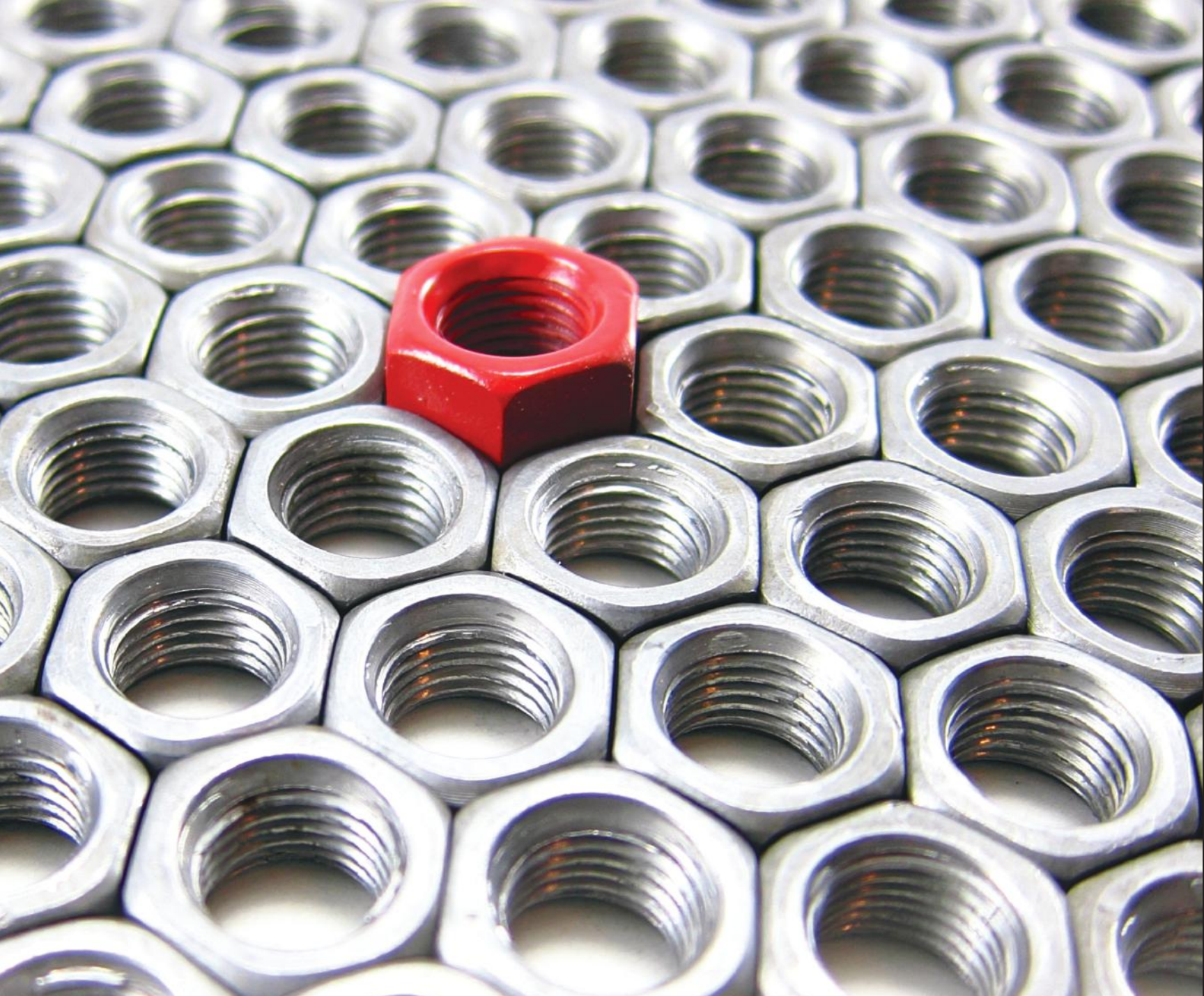
Virtual Lift™

Delivers a seamless hi-resolution photograph of the undercarriage.

AMP™

Allows dealers to hear vehicle engine sounds before they bid.





LINCOLN TECH GRADUATES RISE ABOVE ANY OTHER GRADUATES YOU MIGHT BE CONSIDERING.

They are job-ready from day 1, with the skills the position requires. We've been training America's workforce for nearly 75 years, and we're proud to say our graduates truly stand out in a crowd.

**REACH OUT TO US TODAY TO REVIEW YOUR HIRING NEEDS.
CALL 215-335-0800 VISIT LincolnTech.edu**



LINCOLN TECH[®]



**PHILADELPHIA CAMPUS
9191 Torresdale Avenue Philadelphia, PA 19136**

WHY DO SUCCESSFUL DEALERS PARTNER WITH US?

THEY GET RESULTS.

For nearly 40 years, Profit By Design, A Maxim Company, has lead the automotive industry in sales process and profit improvement with a unique and innovative focus on developing one of the dealerships greatest assets - professionally trained & equipped personnel.

- PERFORMANCE PROGRAMS
- PROFITABILITY PROGRAMS
- PROTECTION PROGRAMS
- PERSONNEL PROGRAMS
- CUSTOMIZABLE TRAINING

Discover the impact Profit By Design can have on your bottom-line.



PROFIT DESIGN[®]

SUSTAINABLE EXCELLENCE

A MAXIM COMPANY