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FROM THE EXECUTIVE DIRECTOR

Dealer Members and Friends,

Howdy.

This summer, your Philadelphia Auto Show Director Mike Gempp, and I, will be reaching out to many of you and your brand regarding the 2024 Philadelphia Auto Show, which is January 13th-21st.

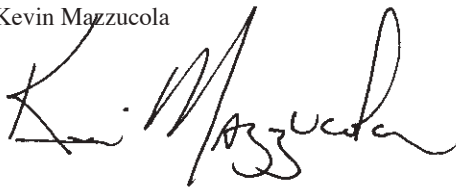
It's never been more important for us to deliver another world-class Auto Show experience to the consumers of the Greater Philadelphia region. Our exit surveys, as well as comments from social media, our website, emails—you name it, all scream the same thing. Consumers want to see all brands at this event. The reason is the event is more unique than ever in the context of digital marketing. Your potential customers are paying money to attend the show to tangibly compare what their next vehicle purchase will be, half of which will buy a vehicle in the next 12 months after the show. Further, with the transformation to EV's, the need for education about electrification is real. Apprehensive consumers who don't understand nor experience products are reluctant. Tens of thousands of consumers stepped into an electric vehicle for the first time at our event and experienced what it was all about—the technology, the torque, charging options and tax credits. And so, as your product portfolios change and your business models adapt to these changes, so has the show.

Influence is happening directly on our show floor. We all know what the market conditions have been these last few years. In many cases vehicles were sold before they got off the hauler, but that appears to be shifting. Now is the time for brands who haven't been at our event in a while to reconsider it (and for those who have been there, we commend you on continuing to leverage this opportunity). With the addition of our e-Track and several other ride-along experiences, our show has never been more experiential. And, knowing how every advertising dollar is evaluated, we've made significant changes that make it even more appealing to participate. For those of you who've had your manufacturer step away a bit, we are putting together efficient packages that will be turnkey for evaluation. Remember, we work for you, and you can count on us to deliver.

Mr. Gempp and I have been around a long time, three decades of Philadelphia Auto Shows in our rearview mirror. But more importantly, it's what we see out the windshield, what's in front of us. When we reach out to you, please take a minute, and listen to what we believe is in your brands' (and consumers') very best interest. Don't be overlooked and don't miss out.

We'll be knocking soon. Thanks.

Kevin Mazzucola

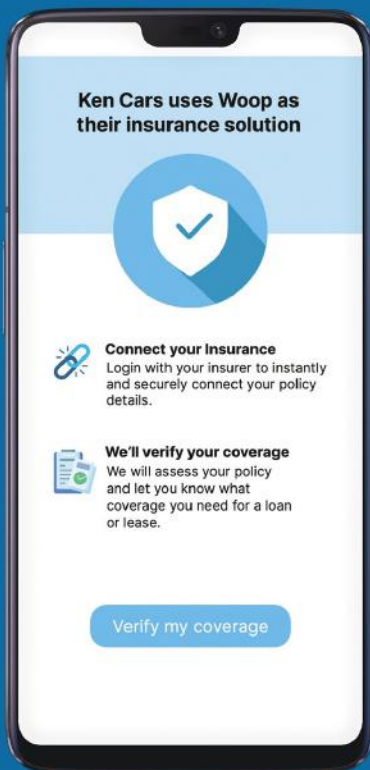


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FROM THE AUTO SHOW CHAIRMAN

Hello Association Members and Friends,

I hope this letter finds you well.

Over the last year, I've had the pleasure of experiencing the true behind-the-scenes action of the Philadelphia Auto Show. It's an incredible amount of work and planning that goes into an event of this stature and I was fortunate enough to have a front-row seat for all of it.

As we plan for the 2024 Philadelphia Auto Show, which I am honored to again be the chairman of, it's imperative for the success of both the show and Association that our dealer body works together to produce the best event possible. I know your ADAGP Executive Director Kevin Mazzucola and Auto Show Director Mike Gempp have a gameplan and roadmap to help make that happen. With that said, I highly encourage you to pick up the phone when they call or invite them into an ad group meeting when the opportunity presents itself. As a fellow dealer who is also preparing for the EV evolution headed our way, I believe the opportunity to participate in the auto show should not be overlooked. I was personally on the show floor this year, on multiple occasions, and trust me, consumers truly do come to see, shop and compare. And, for me, I'm thrilled that vehicles from my brand's portfolio were there ready and waiting for all of that seeing, shopping and comparing. I hope the same goes for you in '24.

Speaking of '24, our Black Tie Tailgate will also be back. Save the date, it's set for Friday, January 12th. We are not over the NADA Expo this year, so I expect to see record crowds. Our 2023 event was a resounding success, especially after a three-year hiatus. We welcomed nearly 4,000 guests that night and raised an incredible amount for Children's Hospital of Philadelphia. In fact, we've raised nearly \$10 million for Children's Hospital since we started hosting this unique gala in 1986. I'm incredibly proud of that and you should be too.

That's it for me for now. Enjoy your summer and I look forward to seeing you all soon.

Jason



If a tree falls in the woods,

and it topples over into another tree that displaces a large group of highly territorial raccoons that run amok in a local campground, which causes a family to pack up and leave in the middle of the night, and while driving home in a rush, one of the hubcaps on their station wagon comes loose and rolls down the street, which then hits a large rock on a cliff, dislodging it, causing it to tumble down a hill, where it smacks into a utility pole that tips over and knocks into the flagpole in front of your business that crashes onto your roof and creates a hole that acts like a funnel for rainwater to spill into your building, which results in water damage,

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WHAT AN EXPERIENCE!

THE 2023 PHILADELPHIA AUTO SHOW WAS A GREAT SUCCESS.

We proudly opened our doors to hundreds of thousands of local consumers for the 121st time. Highlights of the event included the return of the Black Tie Tailgate benefiting the Department of Nursing at Children's Hospital of Philadelphia, a first time appearance of the famed Ram Truck Experience, an expanded e-Track with vehicles from Chevrolet, Ford, Nissan, Toyota and Volkswagen and the reappearance of the ever-popular Camp Jeep Experience.

We're more than a financial partner. We're an invested one.

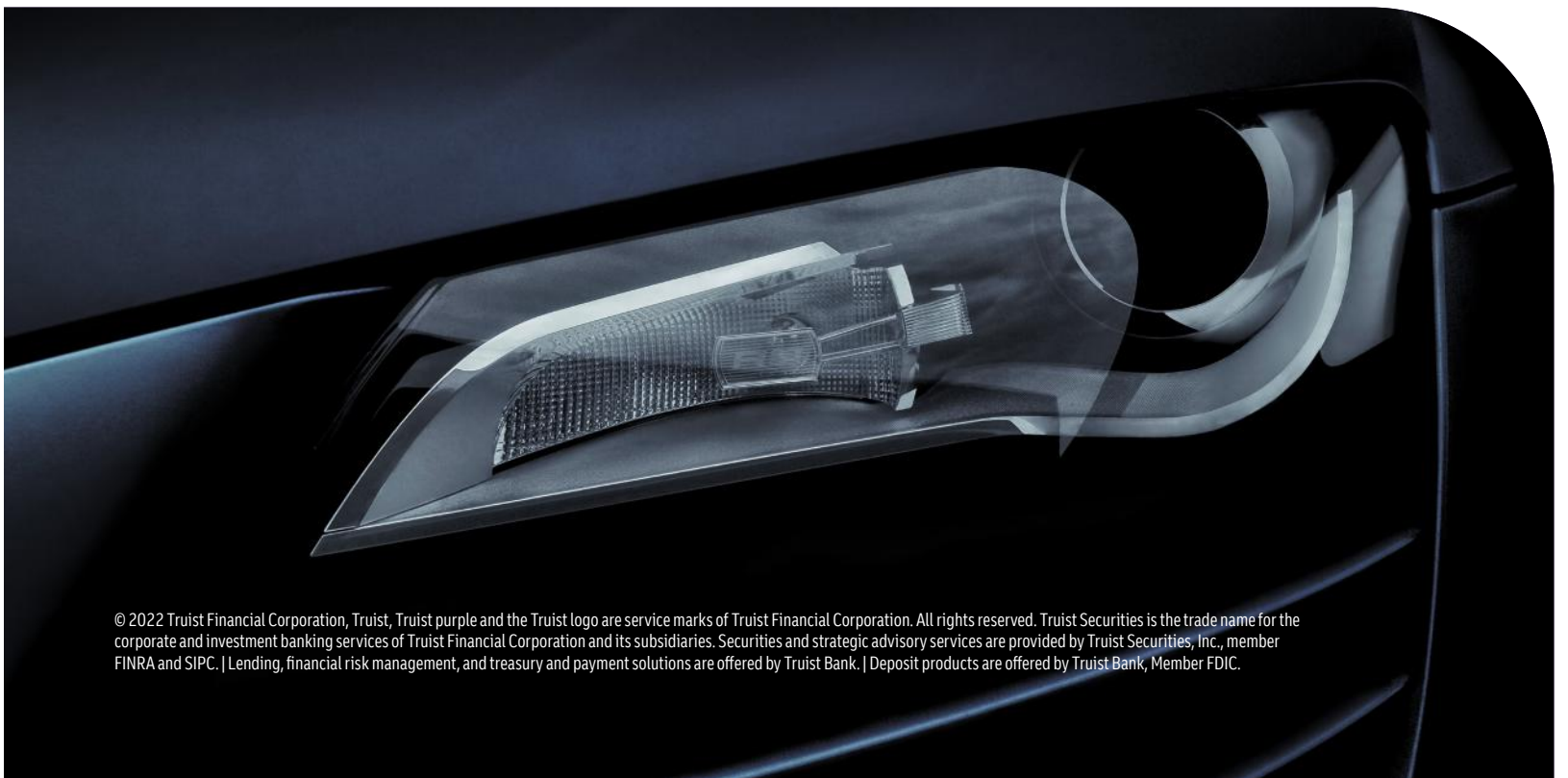
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Chris Broomhead

Relationship Manager

Dealer Commercial Services

Mobile: 856-220-2213

christopher.broomhead@truist.com



STORY CONTINUED FROM PAGE 08

We now shift our efforts to the 2024 show. In the coming months, you will receive a variety of communication from our Auto Show Director, Mike Gempp, and/or Executive Director, Kevin Mazzucola. Please pay extra attention to the information. We kindly ask if the Auto Show is going to be discussed at your upcoming ad group meetings, internal meetings, etc. and there is an opportunity for us to speak on the event's behalf, please invite us to do so. We can provide information specific to your manufacturer and explain how your brand can easily be a part of the event in 2024 thanks to some new ideas and concepts in motion. Points that we will be driving home through the coming months include the following:

Why you must be at the Philly Auto Show:

CONSUMERS ARE HERE: and they are shopping. Each year, hundreds of thousands of attendees pay money to see, shop, and compare vehicles on the show floor. On average, about 50% go on to purchase a vehicle in the 12 months following their auto show visit, with the Show playing a strong role in determining what they purchase.

DON'T BE OVERLOOKED: conquests happen here! Typically, over half of in-market attendees add brands they weren't previously considering as a result of their Show experience. If your brand isn't on display, you're missing out on a valuable opportunity to reach new buyers!

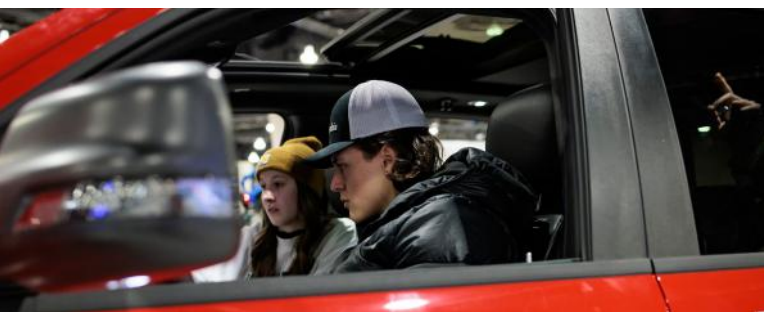
EVs ARE COMING: and Shows help consumers adapt.

The Philly Auto Show has been educating consumers since 1902; there is no better place to showcase new vehicles and technology! At our 2023 event, attendees who experienced the all-electric e-Track reported being twice as likely to purchase an EV in the next five years as those who did not participate.

The 2024 show is scheduled for Saturday, January 13th, to Sunday, January 21st, and remember, it has never been easier to participate. Keep an eye out for communication from Mike or Kevin. In the meantime, if you have immediate questions, you can reach them with the following information:

Mike Gempp, Auto Show Director, mike@phillyautoshow.com or 610-733-2800

Kevin Mazzucola, Executive Director, mazz@adagp.com or 610-564-5111





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¹Some programs may require longer than one year to complete. ²UTI is an educational institution and cannot guarantee employment or salary. For program outcome information and other disclosures, visit www.uti.edu/disclosures.



FOR THE FOUNDATION!

Thanks to the generous support of our participating dealers and event sponsors, our 108th Annual Golf Outing, which was held on May 1st at the beautiful Philadelphia Country Club in Gladwyne, raised more than \$75,000 for our New Coat Program! These funds will be used to purchase an additional 4,800 NEW coats for area kids who need them most. It was one of our best golf outings yet! Well done, everyone!



This event would not have been possible without the unwavering support of our wonderful sponsors. Please take a minute below and view the companies and individuals who helped make this outing happen...and more importantly, those who helped us provide More Coats and More Smiles to area kids!

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1st Place: Kyle Kennedy • 2nd Place: David Penske

FOUNDATION CUP (LOWEST NET)

1st Place: Maria Pacifico • 2nd Place: Michael Roy Chapman

TEAM EVENT (LOWEST GROSS)

1st Place: Mark Daley, Fenton Fitzpatrick, Mike Kotary and Mike Simpson

TEAM EVENT (LOWEST NET)

1st Place: Jim Glanzmann, Jr., Jeff Glanzmann and Mark Glanzmann

LONGEST DRIVE: Tyler Cook

CLOSET TO THE HOLE: Jim Maxim, Jr.

PUTTING CONTEST: 1st Place: Tony Milito • 2nd Place: Jeff Glanzmann • 3rd Place: Jim Maxim, Jr.

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TECH COMP CELEBRATES 30 YEARS

Your Auto Dealers CARing for Kids Foundation celebrated its 30th Annual Greater Philadelphia Auto Technology Competition (Tech Comp) on Friday, March 3. Special thanks to our new event chair, Bob Rafferty of Rafferty Subaru, and the incredible list of other volunteers and sponsors.

At the event, 24 area high school seniors put their automotive skills to the test in a hands-on technician skills challenge and competed for more than \$1 million in scholarships, tools and prizes. First place honors went to Patrick Gallelli and Conor McGlinchey of Middle Bucks Institute of Technology. They were led by Instructor Robert Schwarz and sponsored by Keystone Volvo Cars. The first-place duo walked away with more than \$285,000 in scholarships and prizes collectively. During the timed, hands-on automotive technical skills competition, students tested their knowledge at 10 workstations and performed a Multi-Point Inspection of a new

vehicle. The competing teams are all local and from the following area schools: Berks Career and Technology Center – East, Berks Career and Technology Center – West, Burlington County Institute of Technology, Delaware County Technical High School, Eastern Center for Arts and Technology, Gloucester County Institute of Technology, Middle Bucks Institute of Technology, North Montco Technical Career Center, Swenson Arts & Technology High School, Technical College High School – Brandywine, Technical College High School – Pennock's Bridge and Western Montgomery Career and Technology Center.

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YOU CAN HAVE THE BEST INCOME DEVELOPMENT

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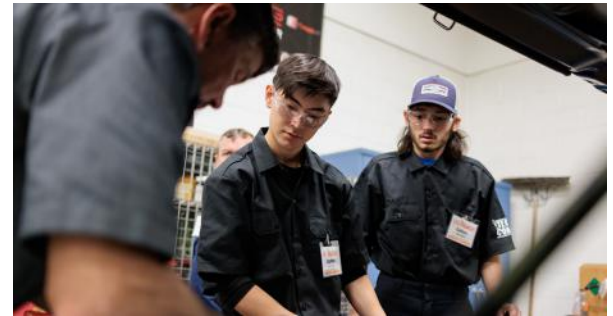
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STORY CONTINUED FROM PAGE 14

Second place went to North Montco Technical Career Center's Robert Knab and Troy Siegfried, which collectively won more than \$188,000 in prizes. The team was sponsored by JL Freed Honda and led by Instructor Joseph Simes. Third place was captured by Jason Zatyzyk and Luke Sanders of Western Montgomery Career & Tech Center. Instructed by Donald Bray and sponsored by Nissan 422 of Limerick, the third-place team walked away with more than \$97,000 in winnings.

We all know auto technicians of the 21st Century must have highly-polished math and computer skills in addition to mechanical aptitude. This competition focuses on all those skill sets. The first part of the regional competition involved a 110-question written exam in December. The exam covered electric vehicle safety and the eight National Institute of Automotive Service Excellence (ASE) areas of the automobile. There were approximately 80 students who took the written exam. The two highest scoring students from the top 12 schools are those who qualified for the March 3rd hands-on competition. Many thanks to the following companies and individuals who, every year, help make the Tech Comp happen. ■



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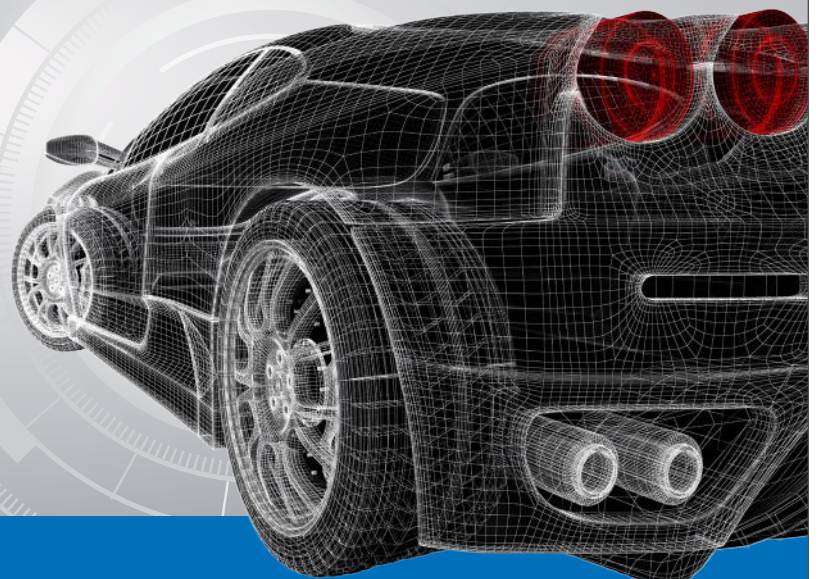


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Pacifico Family Continues Longstanding Tradition

The Pacifico Family Foundation recognized more than 100 deserving high school seniors at its Annual Scholarship Awards on May 11th where it distributed more than \$196,000 in scholarships! Over the past 58 years, the Pacifico Scholarship Program has gifted more than \$3.1 million to students in the Philadelphia area. Each student received a scholarship to help with post-secondary tuition. The school's administrators selected the recipients via academic performance, financial need and career ambition. This annual tradition has changed so many students' lives! Well done, Pacifico Auto Group, well done!

Conicelli's We Care Wednesdays

This past April, Conicelli Service Centers wrapped up its 'We Care Wednesdays' with a bang, completing 101 brake services during the month of April and raising \$2,525 for Mission Kids! Mission Kids is a non-profit, 501(c)(3) organization that offers a comprehensive, centrally located, multidisciplinary team response to allegations of child abuse in a dedicated, child-friendly setting to achieve justice for child victims and promote their physical and mental well-being. Way to go above and beyond, Conicelli Autoplex!

Subaru Love Promise Awards

The Subaru Love Promise Awards nationally recognize Subaru retailers who show noteworthy commitment to their customers through their five HEART pillars (Honesty, Empathy, Appreciation, Respect and Trust), as well as their communities by supporting causes like environmental sustainability, health, education and pets. Some dealers received recognition for both categories! Congratulations to the following ADAGP Members who received one or both awards:

Customer & Community Commitment Award:

- A&T Subaru
- Concordville Subaru
- Fred Beans Subaru
- Glanzmann Subaru
- John Kennedy Subaru
- Piazza Subaru of Limerick
- Rafferty Subaru

Community Commitment Award

- Reedman Toll Subaru of Exton
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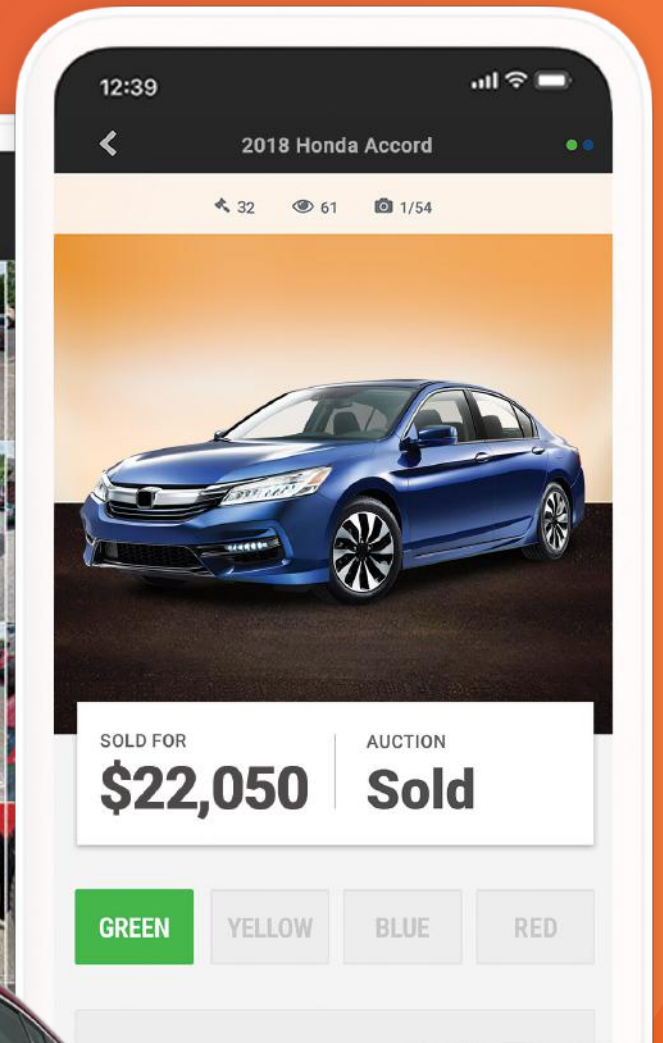
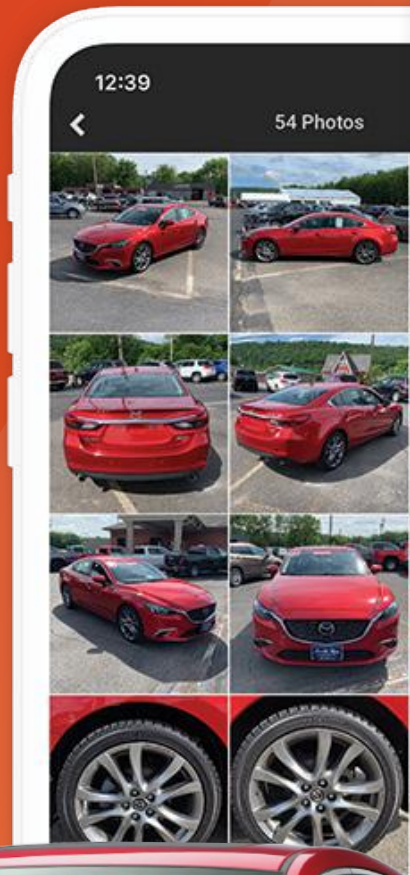
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LET'S SUPPORT!

Founded in 2017 by the 501 (c)(3) nonprofit Cool Cars for Kids (CCfK), the Philadelphia Concours d'Elegance is the only concours in the city of Brotherly Love (and it's held at a place near and dear to the ADAGP—the amazing Simeone Foundation Automotive Museum!) CCfK is a nonprofit that supports care and research for children and families with rare genetic diagnoses.

The Concours brings together families of children with genetic conditions and classic car enthusiasts who share a common passion and appreciation for the one-of-a-kind. Funds raised from this unique partnership will directly forward CCfK's mission by supporting local and national charities – including The Children's Hospital of Philadelphia – to deliver care and support to children and families who struggle with the medical complexities associated with rare diagnoses.

Over the years, the Concours has grown to become a staple in the tri-state car collectors world. Its unique location at the Simeone Foundation Automotive Museum gives guests unparalleled access to one of the world's finest collections of cars. The annual Concours kicks off with a preview gala dinner the evening before. It includes a silent auction and a unique wine tasting by Coach Dick Vermeil, who also serves on the CCfK Board of Directors.

This Concours has been able to directly support various efforts at The Children's Hospital of Philadelphia (CHOP), including funding genetic research at Roberts Individualized Medical Genetics Center, specialty clinics such as the Cornelia de Lange Syndrome and Related Diagnoses Center and the Kabuki Syndrome Clinic, and family support meetings.

Further, CCfK was extremely proud to announce that in 2022 it

was able to start a small grants program as a result of the efforts mentioned above. CCfK awarded four different grants to clinicians and researchers at CHOP. Each of the awardees were given funds for a one-year period to support their work and further CCfK's broader mission of raising awareness and accelerating research in the rare disease community as previously mentioned.

The Sixth Annual Philadelphia Concours d'Elegance will take place June 24, 2023. The Concours showcases an invitation-only assembly of American and European classic and historic automobiles and race cars. This year's theme will be Porsche. The day-long, fundraising event includes professional judging and awards presented for historical accuracy, technical merit, and style. This year's classes are: Open Cars, Closed Cars, Prewar Cars, Postwar Cars, Sports Cars, and Muscle Cars.

In addition, a special Preview Gala Wine Tasting will be on June 23, 2023 at the Simeone Museum as well. The evening will include a unique wine tasting with Coach Dick Vermeil himself, heavy hors d'oeuvres, Concours preview, and silent auction. Preview Gala individual tickets, \$150, include admission to Saturday's Philadelphia Concours d'Elegance; and tables for eight guests are available for \$1000. All proceeds from the evening will also benefit CHOP. Additional event information and tickets can be found at

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*Source: JM&A Group survey of 1700 dealerships
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NEWS YOU CAN USE

The Impending Transition to GA4: What Advertisers Need to be Prepared For

From our friends at MayoSeitz Media


On July 1st, Google's Universal Analytics will officially sunset and Google Analytics 4 will be the new platform available for all advertisers. It is important that you prepare for this transition sooner rather than later in order for all data to properly flow.

First, it is important to understand the major shifts from UA to GA4. Google is following the industry trends of focusing on user privacy and being GDPR compliant. As a result, the introduction of GA4 means that Google will no longer store IP addresses or rely on third-party cookies. Instead, Google will utilize a combination of demographics, geography, and behavior to create a unique ID for a user and layer in machine learning to truly understand site behavior. This means that the collection and measurement methodology between the two platforms will be vastly different but will prepare advertisers for a cookie-less world.

Once the transition to GA4 is done, companies will have a number of benefits but also some major changes to the reporting. Automated event tracking is available as opposed to setting up hard coded tags or using Google Tag Manager. These automated events include but are not limited to click tracking on site, content engagement, and file downloads. Along with the events that are being tracked, GA4 will have more accurate cross-device and cross-platform tracking. While these reports are not fully available at this time, it is expected to be a key focus for the platform. The final major benefit is the full integration of Google Ads into GA4. Previously, it was not uncommon to see mismatched information when looking at the two platforms side by side. With the new integration, the two platforms will now exist in one data set which will provide a more accurate picture of Google's impact on business.


There are a few additional changes that advertisers must be aware of as well. When first switching to GA4 from UA, companies will likely see a drop in reported performance while the new platform gets up to speed with its tracking and machine learning. This is particularly the case with e-commerce related metrics. Also, there are a few metrics that will no longer be measured in the new platform, particularly Bounce Rate. However, Google is adding in a number of metrics such as engaged sessions, engagement time, and engagement rate to help advertisers understand the quality of its site traffic. Finally, with GA4 data retention is only up to 14 months so a cohesive and sustainable approach to historical data is important.

MayoSeitz Media (MSM) is taking a number of steps to help its clients through this transition. In order to ensure that data from UA and GA4 can be combined together as much as possible, MSM is utilizing API connections with GA to combine both old and new data together despite the disparate naming conventions being utilized across platforms. In addition, this API connection allows MSM to house all historical data securely so clients do not lose access to old UA data or GA4 data after the 14 month window. Finally, the multi-touch attribution models will allow MSM to better analyze backend data and combine it with all media platforms and tactics. To learn more from MSM, visit mayoseitzmedia.com. ■



PHL 17 MORNING NEWS

The **DELCO DUO** Jenna Meissner Monica Cryan



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FROM NADA: REGULATORY UPDATE

The Federal Trade Commission on November 15 announced it is extending by six months the deadline for companies to comply with some of the amendments to the FTC's Safeguards Rule. Earlier this year, NADA submitted comments to the FTC seeking an extension of the deadline. The deadline for complying with some of the updated requirements of the Safeguards Rule is now June 9, 2023.

The provisions of the updated rule specifically affected by the six-month extension include requirements that covered financial institutions:

- Designate a qualified individual to oversee their information security program,
- Develop a written risk assessment,
- Limit and monitor who can access sensitive customer information,
- Encrypt all sensitive information,
- Train security personnel,
- Develop an incident response plan,

- Periodically assess the security practices of service providers, and
- Implement multi-factor authentication or another method with equivalent protection for any individual accessing customer information.

Dealers are encouraged to continue in their efforts to expeditiously comply with all the new requirements of the Rule but should consult with their attorneys, service providers and IT professionals about the potential impact of this deadline extension.

ADDITIONAL DETAILS:

The FTC issued a complex set of new amendments to its Safeguards Rule, which require dealers to undertake a series of procedural, technical, and contractual steps to protect consumer and other personal data.

The amended Rule's requirements had an original deadline of December 9, 2022, but the FTC has extended that until June 9, 2023, for some of the updated requirements of the Safeguards Rule.

There is quite a lot that dealers must do to comply with the changes. NADA has a number of member resources to get you started, including a comprehensive Driven Guide for dealers that contains step-by-step instructions for compliance, as well as a series of links, template policies, exhibits, IT guidance and more. For more information about the Safeguards rule, contact NADA Legal & Regulatory Affairs at 800.557.6232.

NADA also has a host of NADA webinars, including:

- An overview and update on the amended FTC Safeguards Rule
- An FTC attorney answers dealers' questions about the rule

Several of NADA's Affinity Providers specialize in consumer and personal data protection. For details, call Dan Ruddy at 800.557.6232. Numerous workshop recordings, third party webinars and other materials are also available. Visit nada.org for more. ■



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WHO'S IN YOUR SERVICE DEPARTMENT?



From front left to right (by row) Brian Logan (2005) Jorge Sanchez Garcia (current Student) Craig Reichert (Service Manager) Yovani Castaneda Cordova (2016) Robert Killian (2006) Zachary Giersch (2021) Carlos Alba (2014) Donnell Wright (2021) Matt Costa (1996) Eric Groff (2014) Andrew Lawton (2019) Luis Huertero (2019) Michael Alvisi (2002) Fabian Juarez (2020) Not pictured Logan Vied

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800-411-8031 (Exton) Rachael Gonzales rgonzales@autotraining.edu



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September 27 - October 1

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Non-Sponsor Registration Fees:

\$3,500 Non-Sponsor and Spouse/Guest

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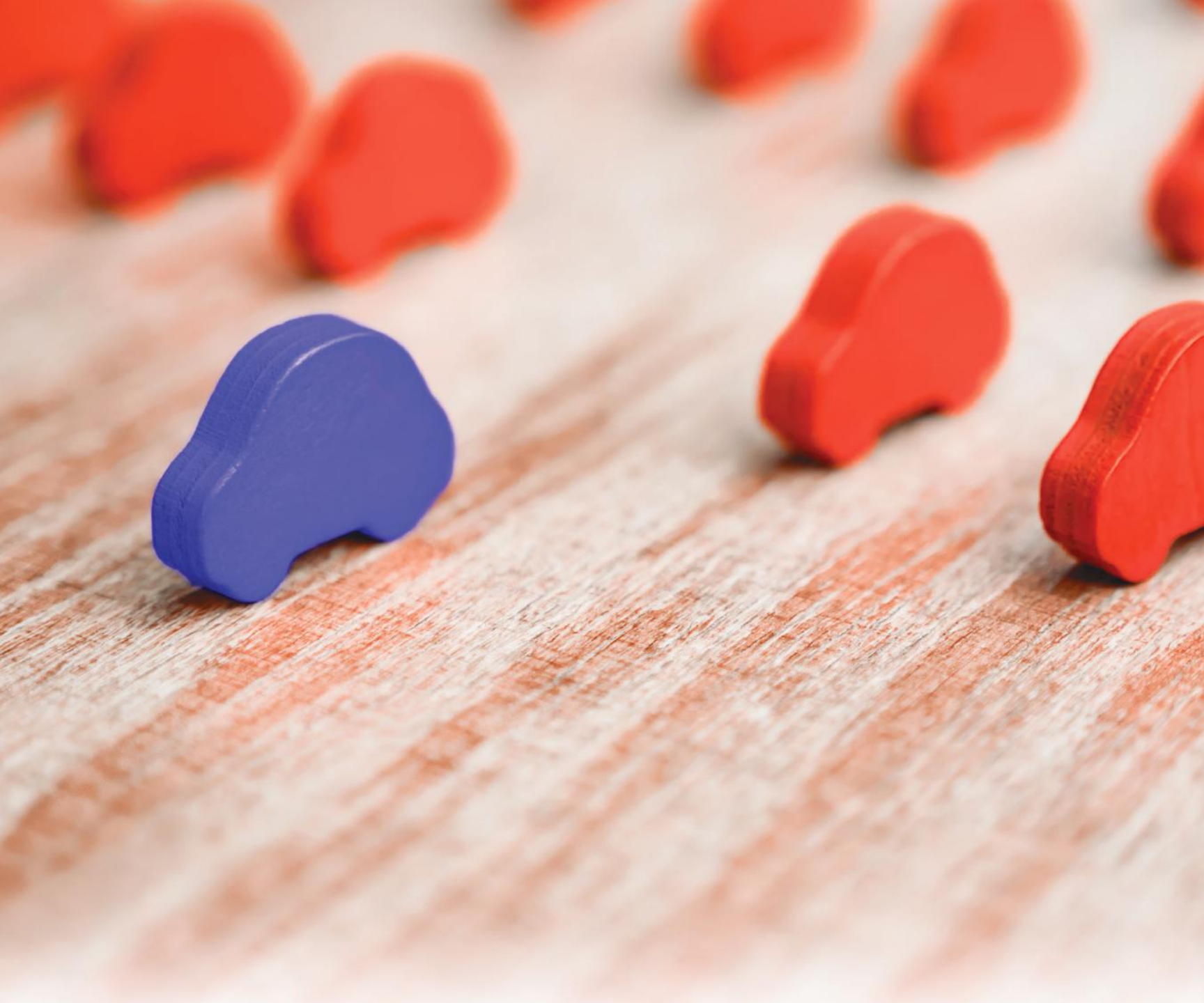
General Information: A deposit of \$995 per room will hold your reservation. Balances are due no later than August 25, 2023. If a credit card is used for the deposit, the balance due will automatically be charged to your credit card on or about August 25, 2023.

Hotel Cancellation Charges: Cancellation received by PAA prior to August 25, 2023, will receive a full refund. In the event of cancellation after August 25, 2023, or early check-out, attendees will be charged any penalties assessed by the hotel. For any reservations received after August 25, 2023, availability and group rate cannot be guaranteed and is at the discretion of the hotel.

Activities:

Activities must be scheduled prior to August 25, 2023. After August 25, 2023, activity fees are non-refundable for any cancellations. In the event an activity is scheduled after August 25, 2023, PAA will accommodate the request if there is still availability. Payment must be made immediately. If there are change/addition requests made during the Conference, these requests will be considered based on availability and will be billed accordingly at the conclusion of the Conference. Please note that change/addition requests made during the Conference cannot be guaranteed and seats on trips will be filled first by attendees that preregistered. All programs have a minimum and maximum number of participants. If an activity is cancelled due to lack of participation, the activity fee will be refunded.

For more information, visit paa.org or you can reach out directly to Becky Ross of PAA at brross@paa.org. ■



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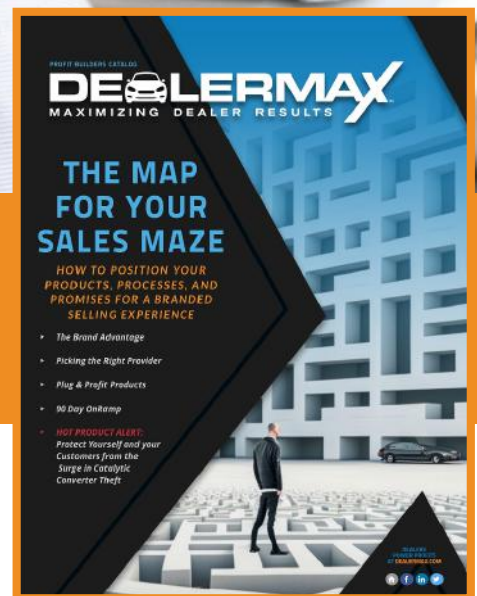
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