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VOL1: 2020



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Upcoming Events:

OPEN TO ALL DEALER MEMBERS

MoreThanAutoDealers.com/MEMBER-EVENTS/

TECH APPRECIATION NIGHT

Date: Feb 11, 2020

Time: 6:00PM - 9:00PM

Location: PA Convention Center

FIXED OPS ROUNDTABLE MEETING

Date: Tuesday, March 10, 2020

Time: 9:00AM - 12:00PM

Location: ADAGP Offices, East Norriton

Moderator: Robert Campbell of

WithumSmith+Brown, PC

Cost: \$25/meeting (lunch included)

ADAGP GOLF TOURNAMENT

Date: Monday, June 01, 2020

Location: Aronimink Golf Club



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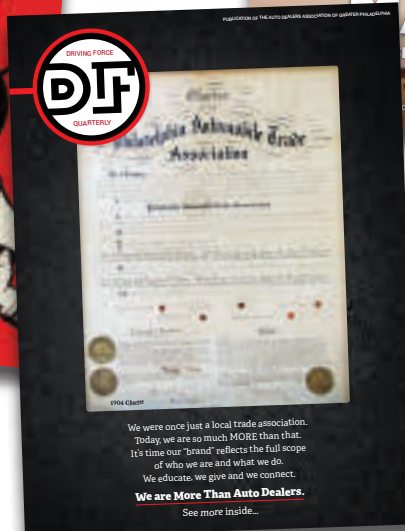
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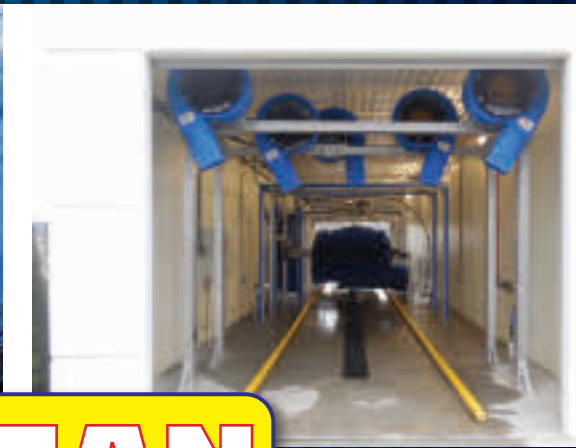
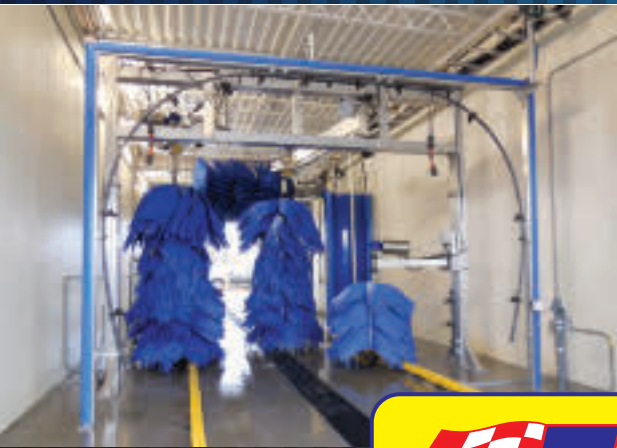


We were once just a local trade association. Today, we are so much MORE than that. It's time our "brand" reflects the full scope of who we are and what we do. We educate, we give and we connect. **We are More Than Auto Dealers.** See more inside...

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FROM THE ADAGP President

Dealers, Members and Friends,

I hope 2020 is off to a great start for all of you. Over at the ADAGP, it's our most exciting time of year with the next edition of our Philadelphia Auto Show quickly approaching.

First and foremost, I'd like to thank your 2020 Philadelphia Auto Show Chair, Maria Pacifico, and the entire Association staff for the hard work they have put into this year's event thus far. I know the level of time, passion and dedication that was required to produce our 2020 show. On behalf of the entire Board of Directors of the Association, as well as the Board of Trustees of the Auto Dealers CARing for Kids Foundation, thank you for your efforts to produce what I know will be another world-class Auto Show.

Secondly, I'd like to thank all our dealer members who have worked hand in hand with the staff to ensure that our event is exactly what I said above. For 119 years, the people of Greater Philadelphia have enjoyed our event, which is one of the largest Auto Shows in the country. It has a tremendous impact on consumers' purchasing decisions as exit surveys have indicated and will ultimately influence billions in regional sales over the next twelve months. To host 36 manufacturers this year is a real victory for our show and a testament to the strength and notoriety of the event. This would not be possible without your support so again, thank you.

Please enjoy this issue of the Driving Force as you learn highlights of this year's Auto Show and everything else that has been keeping the Association busy. We had a terrific 2019 as you'll read. Highlights include another record year for our Driving Away the Cold program as well as the launch of our new Career Portal, which aims to tackle the ever-growing need of technicians in our workplaces, among others.

As always, should you have questions about any of the information discussed in this publication, please feel free to call the Association at 610-279-5229.

Regards and see you at the show,

Ian



FROM THE EXECUTIVE DIRECTOR

Digital vs. Hands On

The more “digital” that customers and commerce becomes, the more important Auto Shows become as well. I think this to myself very often. You see, I’m not a boomer. Well, technically I am, but I’m the youngest of the boomers with a birthyear of 1963—which many smart people say is the last year that people of “my kind” were born. Regardless of your birthyear, I believe Auto Shows have become more unique and of great importance to all consumers as we binarily move about our world.

Today’s consumer is an educated consumer. Consumers are visiting less dealerships because they know what they want, where they can find it, and about how much they feel they should pay. This is all great. They are more knowledgeable than ever before regardless of the product they are interested in. Think about it – consumers can now sit with a cup of coffee at 7am on a Saturday morning in their PJs browsing and comparing. However, the more competitive that manufacturers and dealers get, the more research and education that is required of the consumer. The thousands of pictures, pricing options, virtual-building tools, color combinations, average-price paid worries, trim packages, financing, reliability, best-warranty-to-get thoughts – it’s a lot to take in on a small screen. It’s overwhelming and mindboggling. And that’s where we come in.

Auto Shows are the anthesis of what I just mentioned above. Yet, they are a vital tool in the vehicle-researching process, even in today’s “digital” age. For a large swath of customers, it is what they wait for to begin their browsing and comparing process because of what IT is. It’s the product all under one roof, it’s the no-selling environment, it’s the comparing-every-vehicle-in-their-niche opportunity that are all so special to them in the buying process. I know that certain manufacturers are producing pop ups, boutique exposure, etc. Those are not THIS. The effects of the type of research that happens on our show floor by the customer is long-standing. I promised myself to refrain from spouting stats as sometimes it seems like that’s all that we ever do but they are strong.



For my manufacturer friends, especially those who may have doubts, no one has told the consumer that Auto Shows aren't important, especially at enormously-strong, regional shows that aren't about the flash but more about the grit. We had our 2nd highest attendance ever (in 118 years) at our 2019 show. Okay, maybe I broke my promise and included a stat but that's no BS, our attendees are true blue. They were touching, feeling and getting behind the wheel. They were folding over the 2nd row to see how the kids get into the 3rd row then opening the rear hatch and imagining how Sparky will fit. Can you smell that leather baby? It's an experience you simply can't get elsewhere. And you know what our biggest demographic is doing this? Millennials is who. Yes, those people who we all should love. They are growing, having families and getting mortgages--and buying vehicles. It took them awhile but they are in the "house."

I often hear "We need to measure. Get me some of that activation going." I get that and digital is built for that. We aren't and many of our attendees don't want us to be. They get measured and tracked at 7am while in their PJs at home sipping on that coffee that I mentioned earlier. The only cookies at the Auto Show are the ones sold by Aramark and we're okay with that. Chocolate Chip is my favorite.



Kevin Mazzucola

ACTION NEWS

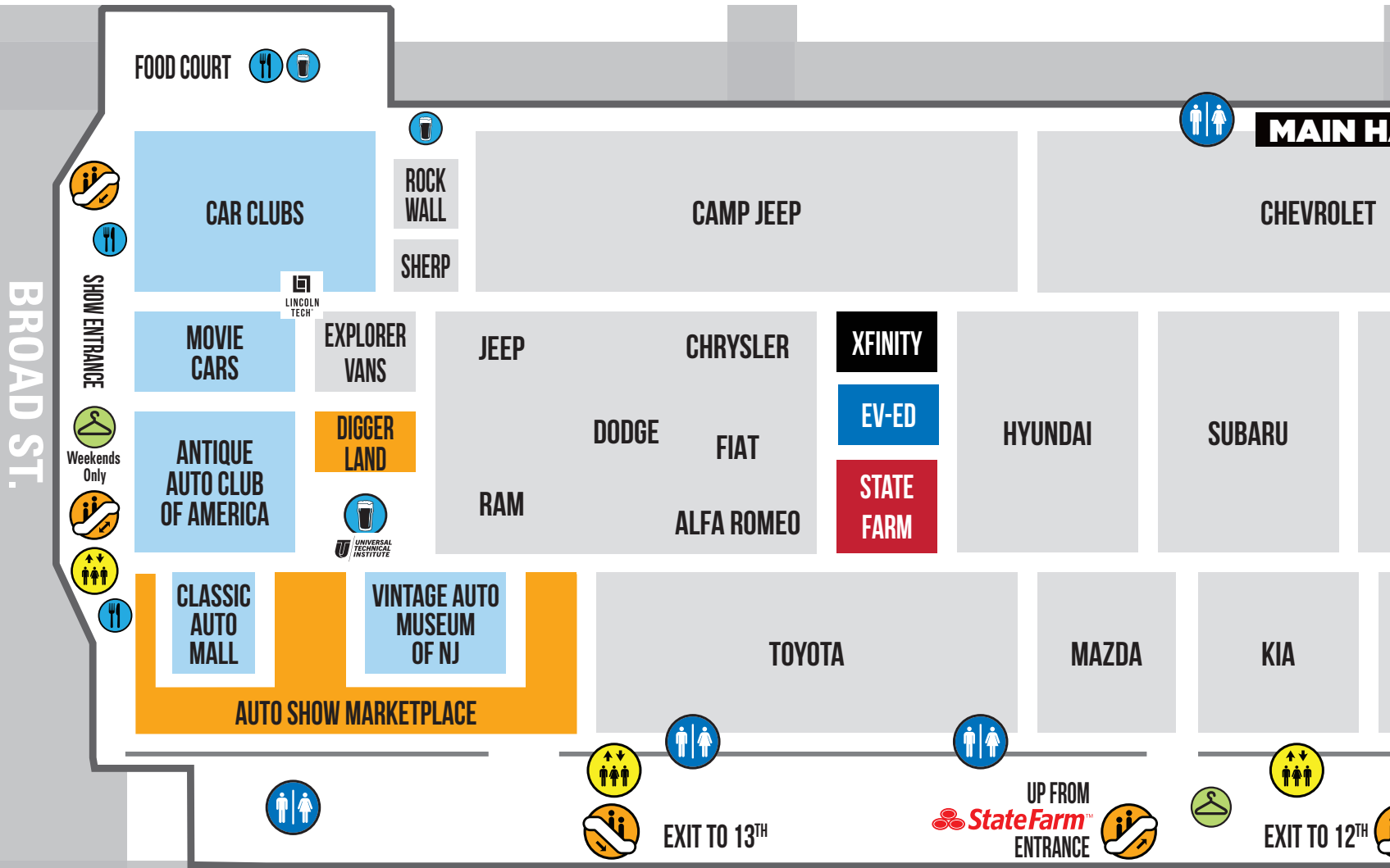
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50



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ACTION NEWS VAN AGAIN!

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IT'S SHOW TIME!



It's almost time for 250,000 consumers from the Greater Philadelphia region to flock to the Pennsylvania Convention Center for one of the country's largest and strongest auto shows. The 2020 Philadelphia Auto Show will open its doors on Saturday, February 8th, and stay open through President's Day on Monday February 17th - a first for the event.

"We're thrilled to take advantage of the holiday weekend and stay open for 10 days this year," said 2020 Philadelphia Auto Show Chair Maria Pacifico of Pacifico Ford, Hyundai and Mazda. "We're coming off our second-largest Auto Show ever. Consumer interest in the event has never been higher. To be able to offer an extra day to our guests to check out the 36 participating manufacturers during what is traditionally a very busy sales time is a real win for everyone."

Follow-up surveys indicate that approximately half of Auto Show attendees go on to purchase a vehicle within 12 months of their Auto Show visit, which translates to billions of regional vehicle sales influenced by the show on an annual basis. Highlights of this year's 750,000 square-foot display floor of the 2020 Philadelphia Auto Show include:

MANUFACTURER CARS

There is a reason why we say there is Nothing Like The Auto Show. With a display floor comparable in size to 11 football fields filled with brand-new vehicles from dozens of manufacturers all lined up side-by-side, the Philadelphia Auto Show offers guests an immersive all-in-one experience that they can't get anywhere else. Guests can see and sit in buzzworthy cars and trucks like: the all-new Chevrolet Corvette, Porsche Taycan, Cadillac XT6, Land Rover Defender and more.

STORY CONTINUED ON PAGE 34



TECH

APPRECIATION NIGHT


02.11.2020

Last year, with little time to plan but plenty of passion to make it happen, ADAGP Field Director Hector Guzman and ADAGP Director of Operations Mary Lynn Alvarino orchestrated our first-ever Technician Appreciation Night at the Philadelphia Auto Show.

“To be completely honest, a turnout of 100-200 techs would have had me grinning ear to ear,” said Guzman. “So, when the night came and we had 500+ technicians registered, I was completely elated. It just goes to show you how there is obviously a hunger and desire to have something like this at the show.”


The “something like this” Hector is referring to is a special night where all area technicians are invited to come to the show for a fun and useful night that aims to build awareness for the career and the industry’s need for more qualified technicians. The 2020 Technician Appreciation Night will take place on Tuesday, February 11th, from 6:00p.m. to 9:00p.m. A free raffle with fantastic prizes will be a highlight during the night’s festivities. Every participant will have a chance to win tools, toolboxes and other items technicians use to work their magic. As a benefit to our member dealerships, your technicians are invited to the Auto Show for free (registration is required for the free raffle). All other technicians are offered a voucher for discounted admission. Registration can be found at phillyautoshow.com/tech-tuesday. Please help us make our second annual Technician Appreciation Night an even bigger success than our first one by spreading the word to all your auto, collision and diesel technicians. Let’s show them some love! Questions? Feel free to contact Hector at hector@adagp.com or 610.279.5229. Please remember – this is not a recruitment event for schools or employers!

Equally important to celebrating technicians is finding them. With that in mind, Hector will again host two informational presentations to more than 1,000 area high school students total on Wednesday, February 12th and Friday, February 14th at the Auto Show. The presentations will offer helpful information, tips and tricks for aspiring technicians. They will also aim to correct common misconceptions about the operational functions of a dealership by informing students of all possible career paths within dealerships, including finance- and management-related positions like Controller, Finance & Insurance Manager, Fixed Ops Director, Parts Manager and more. The hope is to educate students on the ever-changing role of an automotive technician. As we all know, the dramatic transformation of the technological landscape over the last 20 years is especially apparent in the increasing presence of hybrid and electric vehicles. With this advanced incorporation of technology into cars comes a need for technicians that are capable of recognizing, analyzing and effectively resolving electronic-related issues. These presentations are valuable for students as they can hear first-hand how technology has reshaped this job and how the demand for technicians to fill this role has grown tremendously. To learn more, please contact Hector at the information mentioned above! ■



IT JUST GOES TO SHOW YOU HOW THERE IS OBVIOUSLY A HUNGER AND DESIRE TO HAVE SOMETHING LIKE THIS AT THE SHOW!

Hector Guzman,
Field Director of the ADAGP



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Unbiased Reports

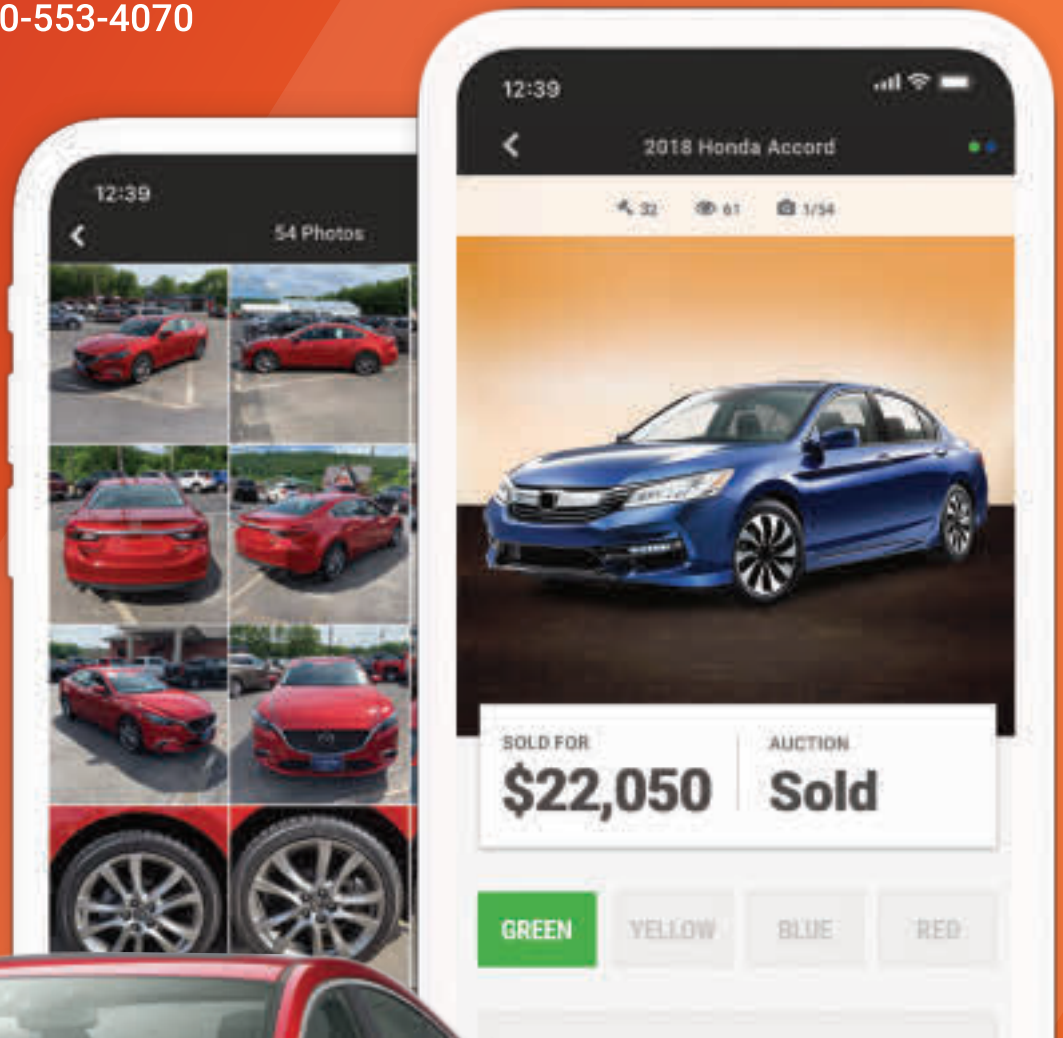
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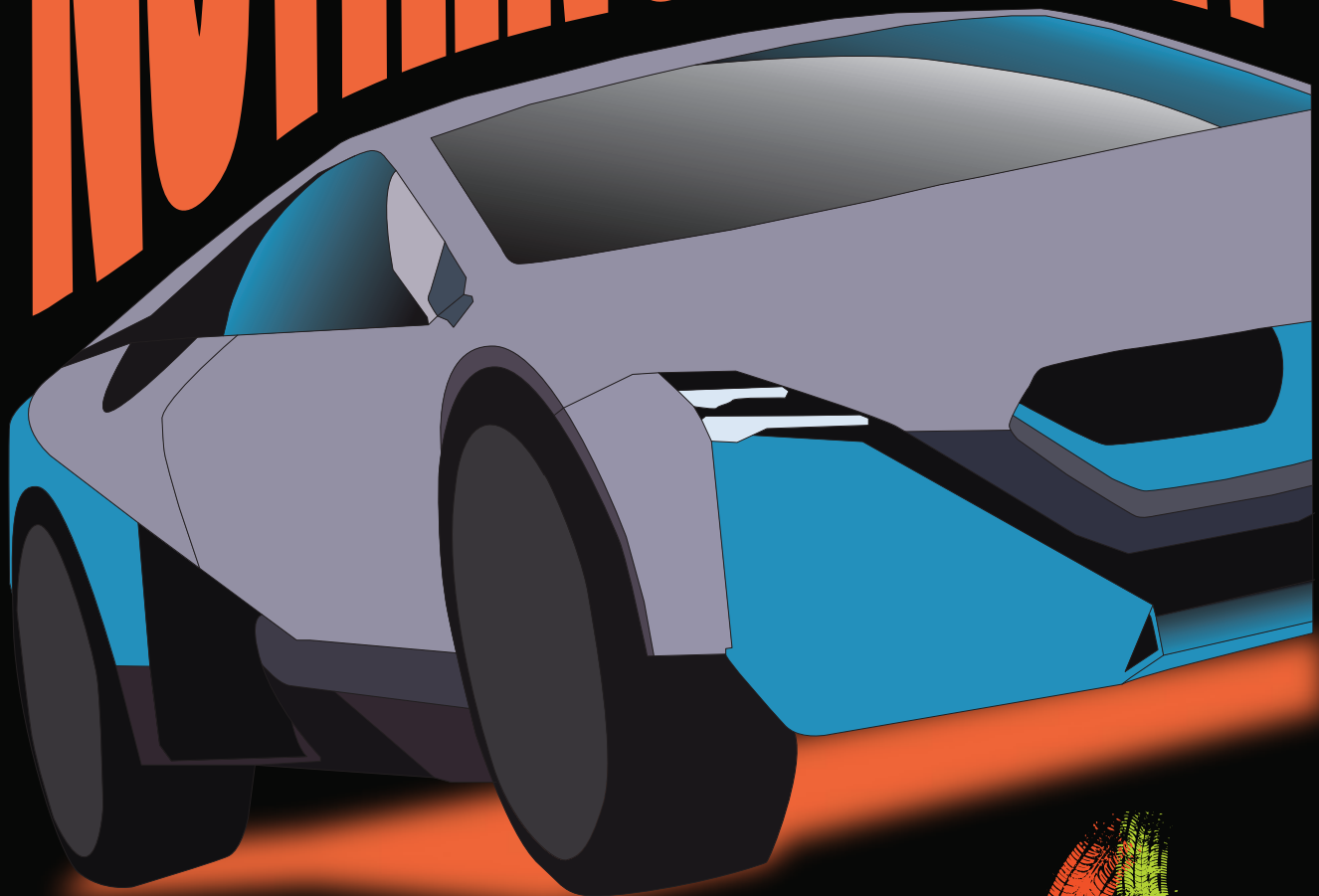
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February 8-17
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1st Place

Anaije Williams
Franklin Learning Center

DRUM ROLL, PLEASE...

2020 POSTER COMPETITION

IT'S FUN TO SEE HOW TODAY'S YOUNG ARTISTS INTERPRET AND PORTRAY SOMETHING THAT IS SO ICONIC IN OUR CITY!

Eric Caldarale, Auto Show Creative Director

The Philadelphia Auto Show is proud to announce the winner of its third annual poster competition. Anaije Williams of Franklin Learning Center took home first place honors.

“The Philadelphia Auto Show has had many looks over the years--as any event that is 119 years old would,” said Eric Caldarale, creative director for the show. “And, it’s fun to see how today’s young artists, graphic designers, etc. interpret and portray something that is so iconic in our city. This poster competition has really allowed us to connect with an entirely new generation on a completely different level. It’s a fantastic thing to be a part of.”

The 2020 Philadelphia Auto Show poster competition was open to all public high school students in the Philadelphia and Montgomery County school districts. Students were invited to submit their original 18” x 24” posters for a chance to be named the official 2020 Philadelphia Auto Show poster and have their artwork on display at this year’s event.

Anaije Williams was chosen as the first-place winner among 15 finalists from area schools. Her design had an even balance between a vintage vibe of previous poster designs and other graphically-inspired materials while producing a futuristic feel of vehicles we very well may see driving around in the future. The balance of these multiple tones is what set her apart from her competition. Just as the Auto Show is multi-focused, so was her design.

As the first-place winner, Anaije received a 12-inch MacBook, among other things, which was presented to her on January 13th in a very exciting way. With a camera crew from 6abc in tow and her art teacher, Andres Gonzalez, and principal, Nicole Lee, in on the secret, Auto Show staff surprised Anaije during her art class on an otherwise quiet morning at school. Her reaction was priceless as her fellow classmates gave her a big round of applause.

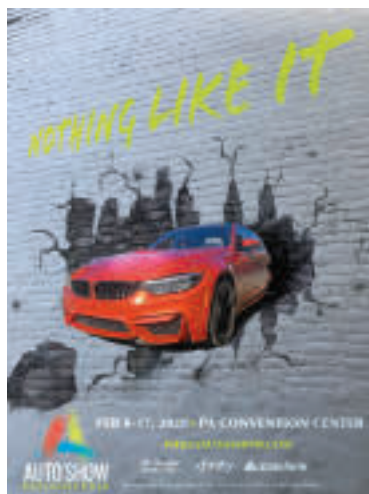
“It’s nice to take a quick break from the hustle and bustle of producing the show and do something like this,” added Caldarale. “Sure, we could have just emailed her art teacher and let him tell her that she won. But that’s not how we do things around here, especially when it’s something so important to our event.”

Second place honors went to Kendall Trumbore of Perkiomen Valley High School. Kendall received \$500 as her prize. Third place was awarded to Olivia Newman, also of Perkiomen Valley High School, who was awarded \$250. The work of all three finalists can be found on display at the Philadelphia Auto Show outside of Hall B.

If you have any questions about the competition or would like to learn more about our plans for 2021, please contact ADAGP Creative Director Eric Caldarale at eric@adagp.com or 610.279.5229. ■



2nd Place
Kendall Trumbore
Perkiomen Valley HS



3rd Place
Olivia Newman
Perkiomen Valley HS



The 6abc crew surprising first place winner Anaije.



ANNUAL DINNER RECAP

It was a beautiful fall night on November 8th when the ADAGP convened for its 115th Annual Dinner Meeting at the Four Seasons Ballroom inside the Comcast Technology Center. While no changing of the guard occurred, there was no shortage of accolades for the fine work done by your Association in 2019, led by your devoted Board of Directors.

Speaking (or writing) of devotion, we'd like to take a minute to recognize one of our most devoted Board Members in recent years whose term recently concluded. Don Franks of J.L. Freed Honda gave countless hours and tremendous guidance during his 15-year tenure as an ADAGP Board Member. He served all roles on your executive committee, including the role of 2014 and 2015 Philadelphia Auto Show Chairman. During his chairmanship, both the Philadelphia Auto Show and Black Tie Tailgate set multiple new records, including ones related to attendance and fundraising. His passion for all things ADAGP could be felt at every board meeting and for that, we are all so grateful! Thank you, Don!

Your 2020 Board of Directors is as follows. A special welcome to first-time Board Member Chris Bernicker of Springfield Hyundai and second-time appointee Kevin Dunphy of Dunphy Ford. Many thanks to Ian Jeffrey of Volvo Cars of Fort Washington as he continues to lead the Association through often times uncharted territory and David Kelleher of David Dodge Chrysler Jeep Ram for taking our Foundation to new heights. Additional thanks (in advance) to Maria Pacifico of Pacifico Ford, Pacifico Mazda and Pacifico Hyundai as she begins her tenure as Auto Show Chair and to Jason Freidman of Colonial Nissan as he continues his work on your executive committee as Secretary/Treasurer.

To everyone else that joined us on November 8th, we also thank you. It was our largest Annual Dinner Meeting in more than a decade. The energy in the room was palpable. We hope you agree. And, as always, our most sincere gratitude to our Annual Dinner sponsors – Philadelphia Inquirer, NBC 10/Telemundo and Automotive Training Center. The night simply couldn't happen without your support! ●

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WHILE STUDENTS ARE STILL WILLING TO RELOCATE, STAYING CLOSE TO HOME AND IN FAMILIAR SURROUNDINGS IS AN IMPORTANT INCENTIVE, ESPECIALLY IN TODAY'S CLIMATE OF HIGH DEMAND AND LOW SUPPLY...

Bob Kessler, Campus President of UTI in Exton

FROM THE SCHOOLS: TOP 3 KEYS FOR ATTRACTING THE BEST OF TODAY'S AUTOMOTIVE TECHNOLOGY STUDENTS

By Jacqui Arcidiacono- Employment Services Director
Universal Technical Institute, Exton

Demand for well-trained automotive technicians is accelerating, but an increasingly short supply of qualified candidates has left industry employers, from dealerships to truck fleets, in a scramble to fill positions. With everyone competing for the same pool of available technicians, how can you attract, hire and retain the best?

After 15 years of working with Universal Technical Institute (UTI) students and graduates, we've found three things that matter most:

Proximity to Roots

"While students are still willing to relocate, staying close to home and in familiar surroundings is an important incentive, especially in today's climate of high demand and low supply," said Bob Kessler, Campus President of UTI in Exton. "Increasingly, our students want to find rewarding work near family and friends, and in the area that they know."

What does this mean for employers? Focus on recruiting locally. Work with training programs in your area to introduce your business to students and show them all you have to offer. Help students understand why pursuing a career working for you would be a good choice. Visit them in person and invite them to your shop and, even if you are located nearby, create an online presence that showcases exactly what a career path looks like within your organization. Today's students spend much of their time online and will rely on the information they find there to make decisions. Our students are also visual and enjoy seeing the types of technology, equipment and vehicles they will be working with and on.

Mentorship

Our students learn through hands-on, high-tech programs, but there's nothing like that first job, working alongside experienced technicians, to really advance the skills they've learned in school. Students are excited by employers that invest the time in teaching students how to work in a fast-paced career. They also want to work in an environment that offers teamwork where others encourage them and want them to succeed. Offer strong mentorship programs, pair new technicians with supportive senior staff to show them the ropes, and take time to answer their questions. The most successful programs have a structured system of check-ins and allow mentors and students to work together as long as needed.

Pay and Incentives

In the current job market, a competitive salary is just the first step. Students are looking for companies that offer tuition reimbursement, tool allowances and other incentives. Most new graduates don't have a toolbox of their own beyond the basics, and are attracted to employers who help them invest in the tools-of-the-trade. Graduate technicians have made a significant investment in a sophisticated technical education because they are passionate about the trade and their future career. They want you to value the investments they have made and help them succeed.

By understanding the priorities of today's students, you can customize your recruitment and retention packages, appeal directly to what matters most and recruit and retain the best talent. ●

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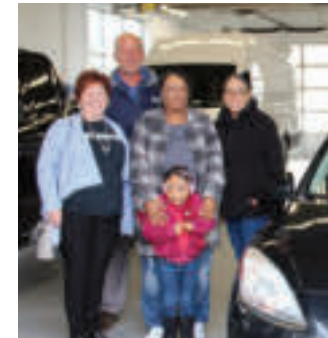
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Wheelz2Work

Year-round, United Way of Bucks County helps create opportunities for financial stability. That includes helping people with transportation to get to work. It is currently working with a program called Wheelz2Work, which is part of the Bucks County Opportunity Council's (BCOC) Economic Self-Sufficiency Program. This program helps families get out of poverty permanently. "Graduation" from the program means that people are completely off all public benefits (welfare, SNAP (a.k.a. food stamps), etc.) and can support themselves and their families.

The biggest challenge most families face is transportation. Without a reliable way to get to work, they can't keep a job or move up at work. They can't continue their education to improve their prospects in the future and the list goes on.

As part of the Wheelz2Work program, dealers in Bucks County were asked to help the United Way and others get reliable family vehicles for folks who need a hand up. The families involved had already saved enough to cover title/tags/doc fees/etc. as well as their own insurance. They were just missing one thing: a car. With that said, local dealers were asked to help find vehicles that were/had:

- 2009 or newer
- 4-doors
- Less than 120,000 miles
- Current inspection
- Reliable and not in need of repairs

Dealers were also asked to help with the costs via deep discounts or to donate parts/labor to be sure the cars were good to go. The results? Amazing! Several dealers stepped up and did their part. The ADAGP salutes the following dealerships for their participation in such a great program:

- Norristown Chrysler Dodge Jeep Ram (2)
- Ciocca Ford of Quakertown (2)
- Colonial Volkswagen Subaru
- A & T Chevrolet
- John Kennedy Ford Feasterville
- Colonial Nissan

Are you interested in getting involved with this program? If so, please feel free to contact Marissa Christie, President & CEO of United Way of Bucks County, at marissac@uwbucks.org or 267.795.7833. Need more inspiration? Here are a few quick stories of people who have been helped through the program! (Names are abbreviated for privacy reasons).

A. works as a home health aide and makes many stops each day. When her family's one car had mechanical issues beyond the value of the vehicle, she started using Uber to visit her clients. Some days she made a little money. Many days she lost money – but she didn't want to risk losing her job, so she kept going. Every single day was stressful. The clock was ticking. If she had to continue with Uber much longer, they wouldn't be able to pay their bills. Now, her family has a safe, reliable car. A great weight has been lifted!

J. was working full time and in a GED program when someone hit – and totaled – her car. Her car loan had her vehicle 'underwater' so she couldn't get a new one through insurance. Despite having a significant and chronic back problem, she has been walking nearly an hour each way to get to her job at a convenience store – often on dangerous roads, late at night and in great pain. She also had to stop her GED classes. Having a car again changes things for her, her children and her 3-year-old grandchild who lives with her. Now that she has the car, she has been able to take extra hours at work. She will also be able to enroll her grandchild in PreK through United Way's scholarship program, something families struggle to do without reliable transportation. ●

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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.

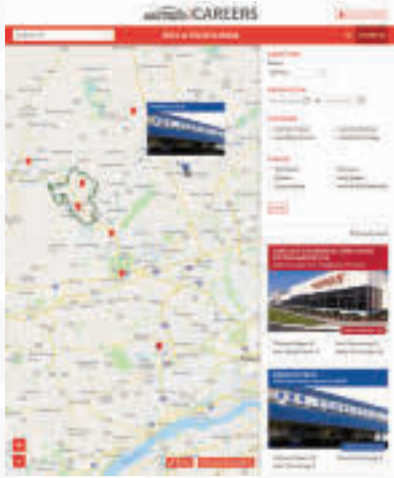
Celebrating more than 220,000 graduates at our campuses nationwide, UTI works with manufacturers of 35+ leading brands to create programs that help students turn their passion into opportunities so they can meet the demands of employers and industry.²

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.

19 THINGS YOU SHOULD KNOW ABOUT OUR



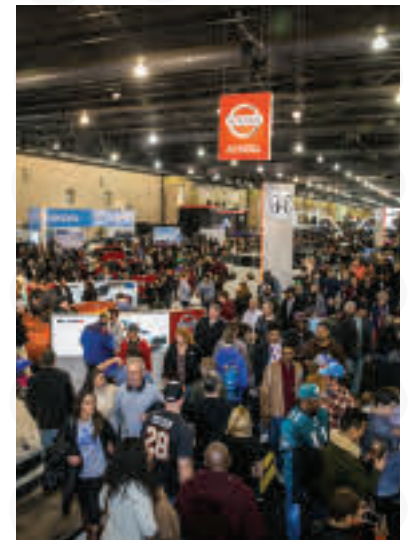
We launched our Career Portal, bridging the communications gap between area tech school students and dealerships. Check out careers.morethanauto dealers.com.



We had 6 Dealer Road Show Meetings that reconnected us with dozens of our dealers.



Our Driving Away the Cold Program distributed a record 52,700 brand-new winter coats in one month...yes, one month. That takes our grand total of new coats distributed to date to 419,700—amazing!



Our 2019 Philadelphia Auto Show was our second-largest Auto Show in our 118-year history with more than 257,000 guests coming through the doors in 9 days.



We announced our first-ever female Auto Show Chair--Maria Pacifico. Equally important, it's the first-time we announced a second-generation Chair. Maria's father, Kerry, held this role back in 1964/65.



We were the first Association in the country to host NADA and its newly-developed Fixed Ops Onboarding Workshop—more than 100 dealerships were represented at the event.



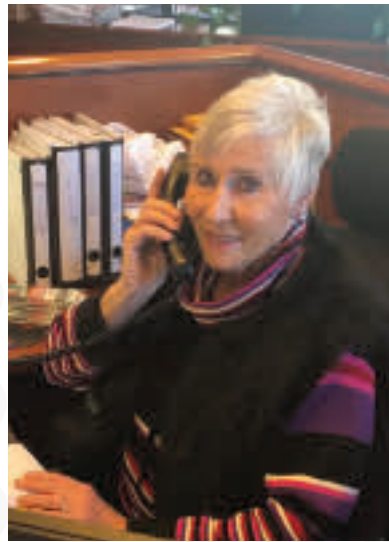
We launched our first-ever Technician Appreciation Night at the Auto Show, which was a resounding success with 500+ techs in the house!



Our 0-60 video newsletter transformed how we communicate with our members.



\$1 million in scholarships and prizes was awarded to 24 area high school seniors via our annual Tech Comp.



Beverly Brett returned to answer our phones for her 36th Auto Show.



Mike Gempp directed his 20th Philadelphia Auto Show.



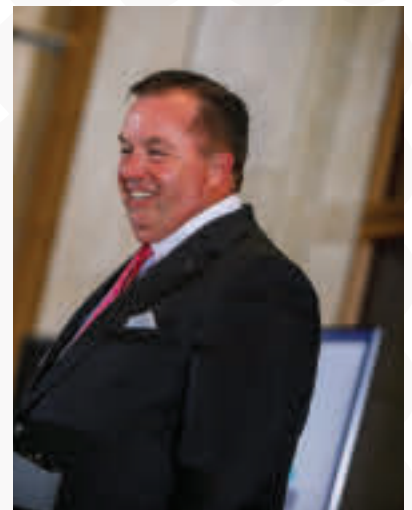
We reaffirmed our support of Children's Hospital of Philadelphia by establishing a new pledge to support the Patient Welcome Center at its brand-new hospital coming to King of Prussia in 2021.



Our Philadelphia Auto Show event ratings hit all-time highs, proving how valuable this event is to area consumers.



We announced our first-ever, three-year Black Tie Tailgate beneficiary—the Department of Nursing at CHOP. Standing at 6,000 strong—they deserve three years of support! We've raised \$1.2 million for the Department and we can't wait to add to that total via the 2020 Black Tie Tailgate.



Our own David Kelleher will represent the state as the nominee from the Pennsylvania Automotive Association for the Time Magazine Quality Dealer of the Year Award.



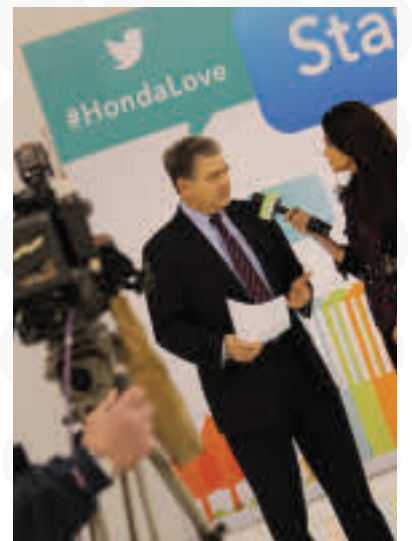
We proudly welcomed Jon Blitzer, our new Auto Show and Events Manager, to our team.



As it does every year, our Auto Show turbo-charged the Philadelphia area with \$50 million of economic impact.



We proudly supported Healthy Kids' Day Activities at 30 local YMCAs this Spring.



We welcomed Chris Bernicker of Springfield Hyundai and Kevin Dunphy of Dunphy Ford to our Board of Directors while we wished Don Franks of J.L. Freed Honda well and thanked him for his 15 years of service.



BEING MORE

A&T Donates Prize-Winning Books

A&T Subaru is continuing the work of the Subaru Love Promise – a pledge to do right by the communities in which we all live and work – by donating outstanding, prize-winning books to the Souderton Area School District with the goal of engaging young learners in the world of science. These books are designed to supplement existing curriculum by supporting K-12 science, technology, engineering, and mathematics (STEM) education, while also helping to build reading and literacy skills.

All books have been awarded the AAAS/Subaru SB&F Prize for

Excellence in Science Books. This prize celebrates outstanding science writing and illustration for children and young adults. The prizes are meant to encourage the writing and publishing of high-quality science books for all age groups. To support classroom learning, the AAAS also publishes classroom-ready, standards-based lesson plans that help teachers integrate these outstanding books into their teaching.

The set of books was delivered to E. Merton Crouthamel Elementary School and will be shared with classrooms districtwide. Well done, A&T!

*Information in this article was gathered from Patch.com



Change for Change

Middle Bucks Institute of Technology students enrolled in the Automotive Technology and Collision Repair Technology programs sponsored a unique fundraiser to benefit our Auto Dealers CARing for Kids Foundation's Driving Away the Cold program for the second year in a row.

The Middle Bucks Automotive Technology and Collision Repair Technology students put their own spin on this worthy fundraiser by building a unique collection container from a car engine and calling their campaign "Change for Change" to encourage fellow students to donate their extra change. Their hard work paid off because the students collected \$1,288 which was donated to our Foundation directly and equates to another 65 brand-new winter coats for area children in need. Many thanks to these wonderful students for not only supporting our program but reminding us why it's so important to BE MORE.

Do you have news to share? If so, send it along to Andrea Simpson at andrea@adagp.com! ●

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FROM PAA:

As a reminder, our friends at the Pennsylvania Automotive Association, through a fund within the PAA Foundation, awards scholarships to students affiliated with franchised new car and truck dealers in Pennsylvania. There are two categories that applicants should be aware of:

PAA Community Service Scholarship

The PAA Community Service Scholarship is awarded to children, step-children and grandchildren, of dealership personnel currently working in Pennsylvania dealerships, who are high school seniors graduating after May 1, 2020 or who are currently enrolled as

undergraduate students. In addition, dealership employees who will remain employed full time at the dealership during their education are eligible to apply. The PAA Scholarship Committee will review scholarship applications that satisfy the following criteria:

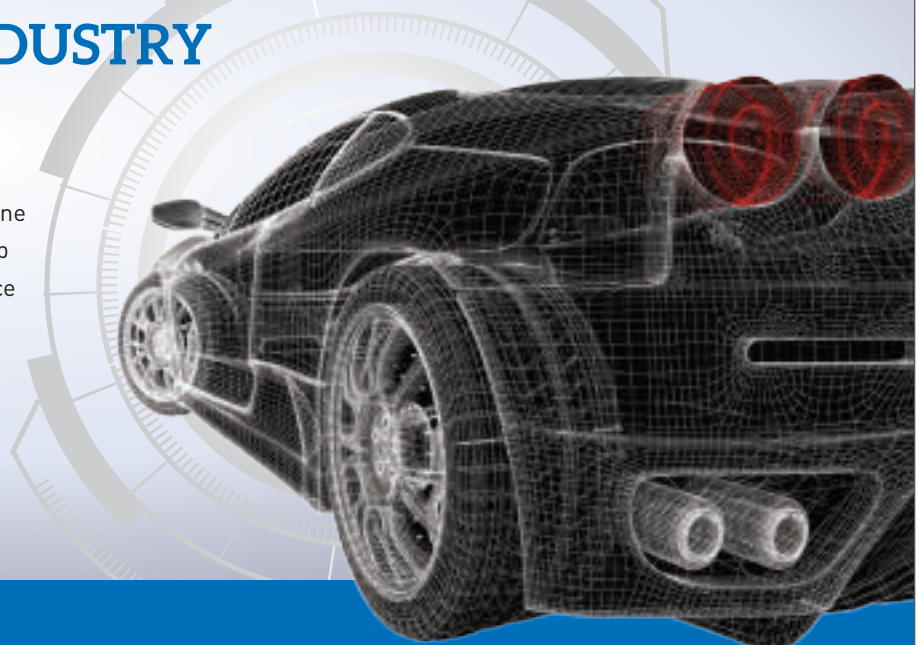
STORY CONTINUED ON PAGE 26

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

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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.

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

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



AUTOTRAINING.EDU

Scholarship Continued:

STORY CONTINUED FROM PAGE 22

1. Applicant must be the child, step-child or grandchild of an employee, or the employee, of a franchised new car or heavy-duty truck dealership in Pennsylvania. The employee must be employed by a dealership for a minimum of one year as of January 1, 2020 and must still be employed at a dealership when the scholarship is awarded. Neither the employee, nor their extended family, may hold any stock or ownership in the dealership.
2. The applicant must demonstrate academic achievement of a cumulative GPA of 2.5 or higher (on a 4.0 scale).
3. The applicant must document involvement in community service activities, on a voluntary basis, with charitable organizations and institutions, schools, churches and other groups that provide care, services and relief to those in need in their communities.
4. The applicant is also encouraged to document participation in other activities or organizations such as sports, music and arts, Girl and Boy Scouts, church or religious related groups and other pursuits and interests that are beneficial to the welfare of the community or individual.

The amount of the scholarship is up to \$5,000 per year. The scholarship will automatically be renewed for the second year if the student continues to be enrolled as a full-time student in good standing with a GPA of 2.5 or higher throughout the academic year and the parent, guardian or recipient continues to be employed at a Pennsylvania new car or truck dealership.

The scholarships can be used at community colleges and four-year colleges or universities. Students must be enrolled full-time, with at least 12 credits per semester. The scholarship is available for tuition, fees, books, tools and other eligible educational expenses. PAA does NOT pay scholarships to individuals. Instead funds will be paid directly to the institution to be credited to the individual student's account.

PAA Automotive Technology Scholarship

The PAA Automotive Technology Scholarship is awarded to students based on their interest in pursuing a career in automotive technology as demonstrated by their acceptance to an automotive training program and the support of a sponsoring Pennsylvania new car or truck dealer. To be considered sponsored, a student has the support of a Pennsylvania new car or truck dealer who provides at least 200 hours per year of work to the student while they pursue their education. The scholarships can be used at four-year colleges or universities, community colleges or technical schools in Pennsylvania that offer manufacturer specific training. The scholarship is available for tuition, fees, books, tools and other eligible educational expenses.

The Foundation does not pay scholarships to individuals, but instead authorizes the grant to be paid directly to the institution to be credited to the individual student's account. Recipients must be full-time students with at least 12 credits per semester.

The PAA Scholarship Committee will award scholarships based on the following criteria:

CONTINUED ON PAGE 32

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.

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Complaints
Franchise
Issues
Succession
Planning



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Issues
Employee
Relations
New Dealer
Formation
Regulatory
Issues

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CONGRATS!

ATC Recognized as a 2018-2019 ACCSC School of Excellence

On September 25th, the Accrediting Commission of Career Schools and Colleges (ACCSC) recognized by the United States Department of Education as the designated institutional accrediting body for over 800 post-secondary, trade and technical schools, presented Automotive Training Center located in Exton with the 2018-2019 ACCSC School of Excellence Award. In earning this recognition as an ACCSC School of Excellence, Automotive Training Center joined an elite group of 17 post-secondary institutions located across the country that were recognized with ACCSC's most prestigious institutional award.



The School of Excellence Award is designed to recognize an ACCSC-accredited institution for their consistent commitment to the expectations and rigors of the accreditation process, as well as a commitment to delivering high-quality educational programs and services to students and graduates. As part of the recognition process for this

award, ACCSC conducted a comprehensive assessment of the school's educational programs and student services, and required the school's graduate employment records to be verified by an independent agency. What an accomplishment! Congrats to our dear friends at Automotive Training Center. ●

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FROM NADA:

With the end of 2019, the National Automobile Dealers Association (NADA) issued an analysis of U.S. auto sales and the economy.

“All in all, the year ended strong with 17.1 million units,” said NADA chief economist Patrick Manzi. “In December 2019, we saw a continuation of many of the trends we have seen throughout the year.”

December 2019 trends include efforts by OEMs to bolster sales with elevated incentive spending, a continued shift to crossovers and pickups and an increase in consumers choosing used vehicles or leased vehicles in light of affordability concerns.

In 2019, light trucks continued to siphon off market share from the car segment. As of December 2019, light trucks represented 72.1 percent of all new light-vehicle sales – an increase of 2.9 percentage points compared to 2018. By the end of 2020, NADA expects the light truck segment to gain market share – topping 75 percent, compared to an anticipated car segment market share of 25 percent.

“As affordability remains a challenge, more consumers chose used vehicles in 2019,” added Manzi. “New cars are getting too expensive for many consumers. Even consumers with great credit or the ability to buy new are instead choosing a used vehicle.”

With the combination of affordability concerns and high used-vehicle inventories, the used vehicle market continues to pull new vehicle customers away from the new-vehicle market. In 2020, NADA anticipates the used-vehicle sales of 39.5 million units – a flat market compared to 2019.

Going into 2020, NADA anticipates new-vehicle sales of 16.8 million units – a 1 to 2 percent decrease from 2019.

“Consumers are feeling confident in the economy. Interest rates are low. Unemployment is low,” said Manzi. “In the U.S. economy, things look really good and I’m confident we will have another solid year in 2020.” ●

How can you shift your dealership into high gear?

Auto dealerships today are looking to drive growth. With shifting consumer trends, dealer consolidation, and new technology, how can you plan for the future and reach your financial goals?

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Scholarship Continued:

STORY CONTINUED FROM PAGE 16

1. Recipient must be employed and/or sponsored by a franchised new car or heavy-duty truck dealership in Pennsylvania with the dealership providing at least 200 hours per year of work to the student.
2. Academic achievement of a cumulative GPA of 2.0 or higher on a 4.0 scale.
3. Involvement in extracurricular activities such as: sports, organizations, clubs or community service.

The scholarship is automatically renewed for the second year if the recipient continues to be enrolled as a full-time student in good standing with a GPA of 2.0 or higher and is sponsored by a Pennsylvania new car or truck dealership.

Two disbursements of \$2,500.00 will be paid for the fall and spring semester during each applicable academic year. The disbursements are paid to the post-secondary institution after the drop/add timeframe, which is mid-September and mid-January.

Applications must be postmarked by March 1, 2020. Applications and more details can be found at paa.org. If you have any questions, please contact Kelly Fromuth at (717) 255-8311, extension 3342 or kfromuth@paa.org or Melanie Stine at extension 3327 or mlstine@paa.org. Good luck to all applicants! ●

Your Friends, Your Neighbors Your Morning News



Jenna Meissner

Demetria Green

Nick Foley

Monica Cryan

Jenna

Demetria

Nick

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**MORNING
NEWS**
5am-9am

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AUTO SHOW Continued

STORY CONTINUED FROM PAGE 09

Test Drives

Consumers can take their Auto Show experience to the next level by visiting the onsite Ride and Drive Zone where both Toyota and Volkswagen will be hosting test drives. The Ride and Drive Zone will be located just outside the DUB Display/Hall F on the street level of the Pennsylvania Convention Center. Please note - details vary by manufacturer.

Camp Jeep

The ever-popular 30,000 square-foot Camp Jeep track is back to give guests the ultimate off-road driving experience indoors. With its exhilarating "can't miss" hill climb as well as several other adrenaline-rushing obstacles, there is a reason this is a must-see attraction for guests.

Super Cars and Exotic Cars

Thanks to C.F. Charities, F.C. Kerbeck and McLaren Philadelphia, this year's Super Cars Display and Exotic Vehicles Display are some of the best of their kind in the country.

The Super Cars Display will feature a line-up of the fastest production vehicles ever made. This is the first time a display of this nature will ever be showcased. It will not only be a first for Philadelphia, but a first for the entire country!

The Exotic Vehicles Display will deliver all the oohs and ahhs that guests have come to expect year after year. Rolls-Royce, Aston Martin, McLaren, Lamborghini and so much more will be onsite to keep guests dreaming all day long.

DUB

The DUB Show Tour returns with tricked out rides, bikes and the latest in after-market excitement. With 125,000 square feet of automotive awesomeness, DUB is its own show within the Auto Show, located on street level between 11th & 12th Streets.

Classic Cars

As guests check out the latest from today's manufacturers, it's nice to offer them an opportunity to pay homage to the vehicles of yesterday. And, three first-class classic displays are back to help us do exactly that! Thanks to our friends at the Antique Automobile Club of America, Vintage Auto Museum of New Jersey and Classic Auto Mall this year's Classic Vehicles Display will have everything from a 1922 Ford Model T Woody to a 1941 Lincoln Continental Coupe to a 1965 Mustang Convertible and everything in between!

Hollywood Cars

Returning for its fourth appearance, the Hollywood Cars display will again offer guests a glimpse of vehicles from some of the most iconic movies and television series ever made. Examples include the Ford vs Ferrari Ford GT40, Fast & Furious Fleet Line Cuba Car, Wayne's World Pacer, Breaking Bad Chevrolet El Camino, Baby Driver Subaru WRX, Dumb & Dumber Shaggin' Wagon and Toy Story Pizza Planet Truck.

Giving Back

And last but certainly not least, the heart of the automotive industry will be on display all throughout the event especially via the 2020 Black Tie Tailgate, which will raise hundreds of thousands of dollars for the Department of Nursing at Children's Hospital of Philadelphia. In addition, a portion of every Auto Show ticket sold will be donated to your Auto Dealers CARing for Kids Foundation in support of the Driving Away the Cold new coat program.

For more info and the latest updates, please visit phillyautoshow.com. ●



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