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2024 AUTO SHOW 08 ■ BLACK TIE TAILGATE 12 ■ CUSTOM ALLEY 14 ■ TECH COMP 20

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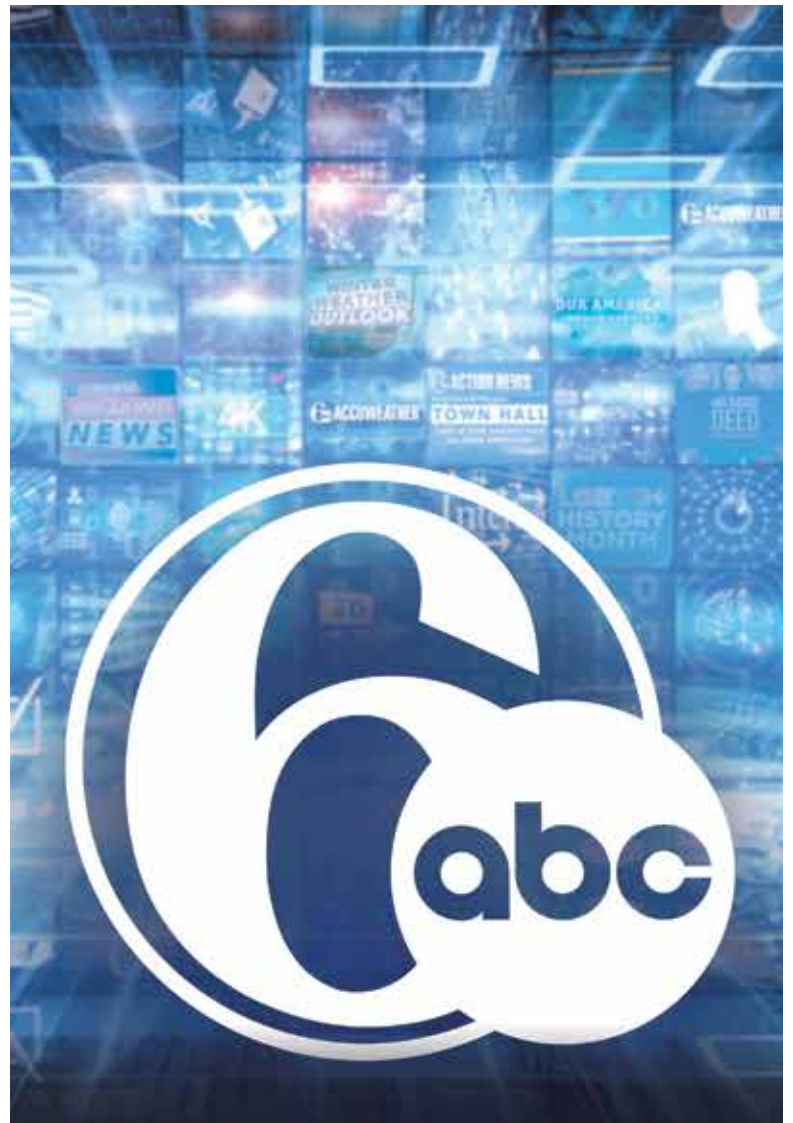


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EDUCATING | GIVING | CONNECTING

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FROM THE EXECUTIVE DIRECTOR

Howdy,

There is no better way to start this letter off than by thanking your 2024 Auto Show Chair and current ADAGP & Foundation President Jason Friedman. Jason has been an unbelievable champion of all things ADAGP over the last few years. His positive energy and solid counsel are exactly what our staff needed during the planning stages of our most recent show and Black Tie Tailgate. Therefore, from all of us, thank you, Jason as well as the entire Board of Directors and Foundation Trustees. We've had to lean more heavily on you over the last several months and that is appreciated more than you know.

Inside this issue you'll find a '24 Auto Show update with important stats and figures. Please take a minute and absorb the info. I think you'll find a few intriguing statistics that remind all of us about the truly important role that Auto Shows continue to play during one's vehicle researching process. You'll also see a recap from CHOP on how they've used donated Black Tie Tailgate funds over the years and how our support continues to make a real impact on the Hospital and its staff.

Lastly, be sure to check out the good work your Association is doing via the Tech Comp. We're truly inspiring future techs via this unique event and I know how important that is to all of us. More than \$1 million in scholarships, tools and prizes is annually awarded via the competition and it's something that truly fuels us around the ADAGP offices.

As always, thanks to our advertisers for their continued support of the Driving Force. Enjoy this issue and Happy Spring to all. Go Phillies.

-Kevin



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FROM THE AUTO SHOW CHAIRMAN

Fellow Dealers and ADAGP Friends,

I hope your Spring is off to a great start.

It's been a busy few months at your Association offices. As we've worked diligently on officially closing the books on our 2024 Auto Show, we've concurrently held many discussions about early outreach to our dealers regarding our 2025 event. With that said, please be on the lookout for more information coming your way. We have great ideas and thoughts about ways that all dealer ad groups can participate in our show and no longer miss out on this incredible marketing opportunity.

Shifting gears to our Foundation, I personally want to thank everyone who came out to this year's Black Tie Tailgate. The energy that evening was palpable and a great reminder of why we do what we do. Thanks to the unwavering support of the Black Tie Tailgate, your Foundation has now raised approximately \$2.5 million for the Department of Nursing at Children's Hospital of Philadelphia since 2018. That's simply incredible, well done.

In closing, I'd like to remind everyone to save the date for our Foundation's next big event, which is our 109th Annual Golf Outing. The TOURNAMENT as we like to call it, is scheduled for Tuesday, July 23rd, at Union League Liberty Hill. As a reminder, THE TOURNAMENT is a fundraiser for our one-of-a-kind Driving Away the Cold Program, which has provided more than 625,000 brand-new winter coats to area children in need. Last year's TOURNAMENT raised enough funds to add another 4,000 new coats to the collective effort. Let's do even more this year. Registration and sponsorship information will be distributed soon but please hold the date in the meantime!

That's all from me for now. Thanks as always for your continued support of your ADAGP and Auto Dealers CARing for Kids Foundation.

-Jason





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FUELING PHILLY 2024

'24 Show Recap & A Look at '25

"Fueling Philly." That was the theme of this year's Philadelphia Auto Show and that's exactly what we did," said Jason Friedman of Colonial Nissan and chair of the 2024 Philadelphia Auto Show. "Whether it was fueling innovation, dreams, creativity, or future purchases, you name it and we fueled it during our 9-day run at the PA Convention Center."

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

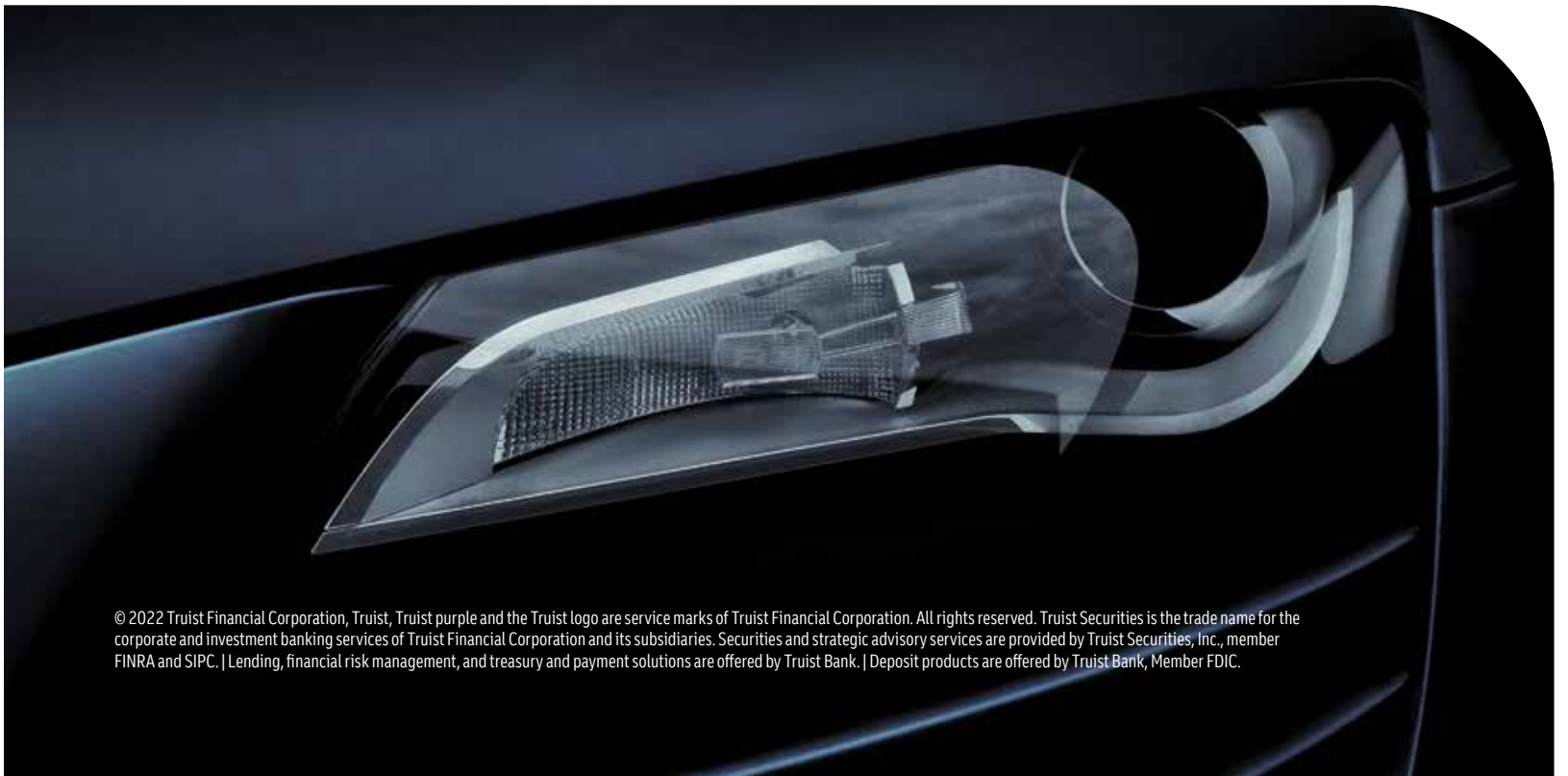
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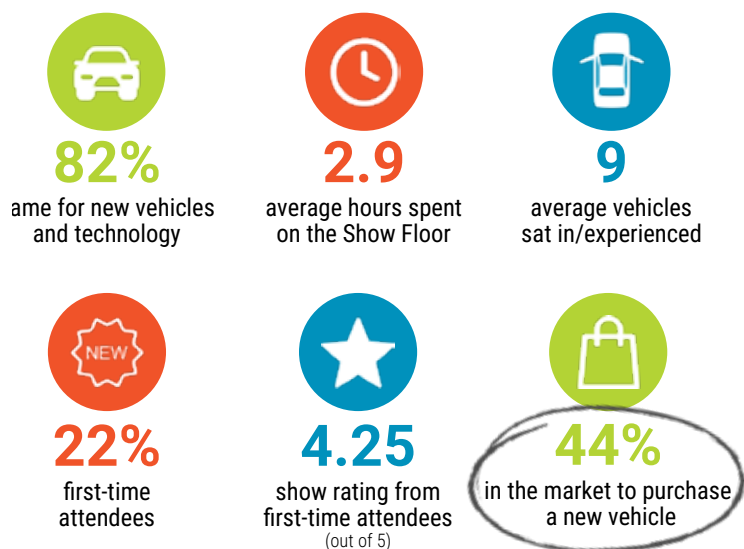


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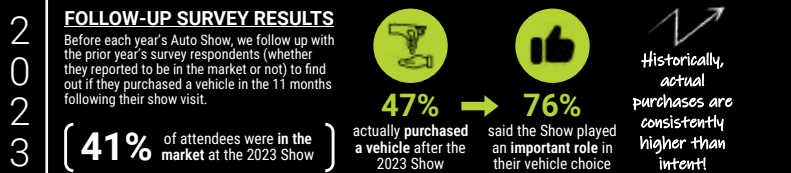
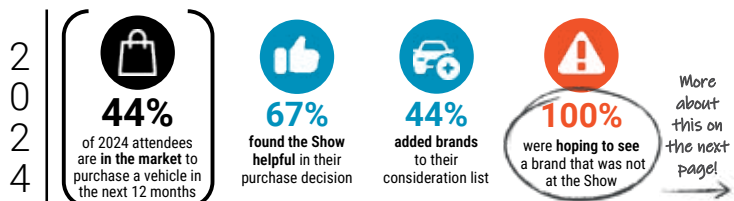
If you were there at any point during those 9-days (except maybe the days when Mother Nature turned Philadelphia into a snow globe), you were able to witness the nearly 134,000 automotive enthusiasts and in-market consumers who traveled from all over the region to spend their hard-earned money on tickets to experience the Auto Show. Just as they have every year for more than 120 years, area consumers use this event to see, shop and compare all their vehicle options under one roof.

So, what did consumers have to say about this year's event?

For 2024, we partnered with Productions Plus (P+) to poll our attendees about their Auto Show experience. The data that follows is derived from a representative sample of 3,060 attendees collected through an online survey, in which attendees were invited to participate by on-site P+ ambassadors and through a post-attendance email. The results? They speak for themselves... take a look.



IN-MARKET ATTENDEES



So, as you can see, despite what some may believe, auto shows across the country are very much alive and well. There is literally no better way to hit such a high volume of qualified buyers, as qualified as they get, than participating in an auto show. As shown, one of the most interesting stats is that every year the percentage of consumers who purchase a vehicle in the 11 months following the show actually exceeds the percentage who say they are in the market at the event. Think about that.

Our inboxes, DMs, you name it, have been flooded with consumers begging for more manufacturers to be at our auto show so they can continue to experience what they love most about the event as mentioned above – the seeing, the shopping and the comparing of the latest and greatest from today's manufacturers. And, one should not discount the absence of your brand and the impact it may have.

With that, your ADAGP has found new ways for your brand to participate in the Philadelphia Auto Show – even if your manufacturer isn't currently supporting Auto Shows.

Here's the deal. We have partnered up with a local company who can help us help any dealer ad group develop a display that meets its respective budget (with not a ton of work required on your end). Just because your manufacturer says they're out, that doesn't mean your brand has to miss out on the biggest local marketing opportunity of the year.

As previously indicated, this year's exit survey alone showed that approximately 44 percent of in-market attendees added brands to their vehicle consideration list after visiting the auto show. If your brand was added because someone saw you there, what happens if you're not? As an association that represents the common interests of nearly all the auto dealers in the five-county area of Greater Philadelphia, we just can't let that happen.

We understand that budgets can vary and that financial relationships between manufacturers and their respective dealers can too. However, we do believe with our new offering in place, we can accommodate all. Therefore, you will see a ton of communication coming from us in the coming months. Please take a minute to review it with us. Your Philadelphia Auto Show Director Mike Gempp will be reaching out. In the meantime, he can always be contacted at 610.279.5229 or mike@phillyautoshow.com. Let's continue to work together to give the people of Philadelphia the most comprehensive auto show around! ■





ABSENT BRANDS

Of those in-market attendees, all of whom were hoping to see a brand that was not at the Show...



81%

said a brand's absence impacts their purchase likelihood

= 47,558 shoppers



71%

were **disappointed** a brand they wanted to see was not present

= 41,687 shoppers



23%

are **less likely to purchase** from an absent brand

= 13,504 shoppers



21%

are more likely to purchase a **different brand** instead

= 12,330 shoppers

There is a real opportunity cost associated with NOT participating in auto shows! That's a lot of potential lost sales... not to mention the missed opportunity to be added to a consideration list.





THE IMPACT OF THE BLACK TIE TAILGATE!



The 2024 Black Tie Tailgate was a raging success! The food, the crowds, and most importantly, the energy was incredible. The Department of Nursing and Clinical Care Services (NCCS) at CHOP has been our beneficiary since 2018. We are proud to report that with the success of our 2024 event, our total amount raised to date for NCCS via the Black Tie Tailgate is now nearly \$2.5 million. That's amazing! To show the gratitude on behalf of the entire CHOP team, Dana Raftas, Associate Vice President of Institutional and Events Fundraising, recently prepared the following impact report that we'd like to share with you!

THANK YOU

The Auto Dealers Association of Greater Philadelphia (ADAGP) and Children's Hospital of Philadelphia have been long standing partners in transforming pediatric healthcare. The Auto Dealers CARing for Kids Welcome & Admissions Center at Middleman Family Pavilion provides a safe and comforting space for families dealing with the stress of having a child in the hospital.

Through the Black-Tie Tailgate, ADAGP also supports the Department of Nursing and Clinical Services in its care for patients and their families. Your impact is profound and can be felt in important areas throughout the department. Not only has your support provided more professional development opportunities for CHOP nurses, but it has also significantly helped shape the patient and family experience here at CHOP.

Nursing and Clinical Services expresses their gratitude for ADAGP and thanks you for empowering CHOP nurses to be the best.

YOUR IMPACT AT THE MIDDLEMAN FAMILY PAVILION

The Auto Dealers CARing for Kids Foundation Welcome & Admissions Center helps patients and their families feel oriented during stressful times.

In less than a year since its opening, The Middleman Family Pavilion has:

- Served over 86,527 unique patients on this campus
- Cared for over 29,557 unique patients in the Emergency Department
- Performed over 55,173 radiologic studies
- Analyzed over 90,849 laboratory specimens
- Performed over 5,362 surgeries on patients
- Supported over 5,533 inpatient admissions
- Had ZERO serious safety events—a quite noteworthy accomplishment, considering the complexity of care CHOP provides.

Looking ahead the hospital is excited about the expansion of the Radiology Department to include interventional radiology and the opening of an MRI machine on campus. The Emergency Department will also open eight additional procedure rooms. The Welcome & Admissions Center has been able to support these accomplishments while also helping families navigate the challenging and oftentimes complex experience of a hospital visit. Because of your support, CHOP continues to look ahead to the many advances in patient care that will come thanks to our partnership.

DEPARTMENT OF NURSING & CLINICAL CARE SERVICES

Over the past five years, the event has raised nearly \$2.5 million in support of NCCS! These funds directly impacted patient, family, community and staff programs and initiatives. The ADAGP has been an essential and valued partner in its support of CHOP nurses.

WITH GRATITUDE

Through the Black Tie Tailgate, the Auto Dealers CARing for Kids Foundation helps CHOP continue its delivery of exceptional care to our patients and families. Your overwhelming support of the Department of Nursing & Clinical Care Services allows CHOP nurses to thrive in difficult and complex situations. They can provide the best possible care to patients, because of the programs you help fund. The Auto Dealers CARing for Kids Foundation Welcome & Admissions Center in the Middleman Family Pavilion supports thousands of patient families during an otherwise difficult experience.

Your support can be felt all throughout CHOP – thank you! ■

Staff Development & Training

NCCS funded a 3-year nursing fellowship, educational modules, Humera injection training, certifications, and other resources to all nurses.

Patient Family Education

Proceeds from the event enabled the translation of more than 400 educational documents to be uploaded to CHOP.edu in Spanish, Arabic, and Chinese.

Postpartum Care

Funds support the addition of more nurses for postpartum group care in the Special Delivery Unit, supply formula kits to families and training of more RNs.

Technology

60 computers and 3 charging stations were purchased. By implementing the Press Ganey Nursing Excellence Program, the hospital can now report and analyze different departments needs.

Virtual Reality MRI

MRIs can be traumatic for kids. Allowing them to experience the procedure virtually helps promote a feeling of control and results in less need for sedation.



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WELCOME TO

CUSTOM ALLEY



Custom Alley has been a growing part of the Philadelphia Auto Show for years. 2024 exit survey results show that apart from the new vehicle displays, Custom Alley was voted the next favorite display amongst showgoers.

“Custom Alley is certainly a growing aspect of our event,” said Philadelphia Auto Show Director Mike Gempp. “It truly complements everything we try to do for the industry through the show, which is ultimately to showcase the latest and greatest from today’s vehicle manufacturers and expose consumers to all their vehicle options under one roof. So as our manufacturer displays fuel what one can buy next, Custom Alley fuels what they can do with it after.”

Custom Alley, which has become known as the premiere indoor custom car show on the East Coast, was featured on the Main

Floor of the Philadelphia Auto Show in Hall A of the Pennsylvania Convention Center this year. With an impressive 130,000-sq.-ft. exhibit space featuring the latest in aftermarket customization, this was the largest Custom Alley display in show history. Local Lane – a key feature of Custom Alley – also returned. Local Lane was a one-of-a-kind display area made up of approximately 35 of the most uniquely customized, personally owned vehicles, all from area residents. Further, an Off-Road segment was added to the show floor this year to fuel even more creativity. The new Off-Road Display was in Hall E of the Pennsylvania Convention Center.

STORY CONTINUED ON PAGE 16



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STORY CONTINUED FROM PAGE 14

Led by Custom Alley Floor Manager Hector Guzman, the interactive displays that guests could enjoy in Halls A and E this year were organized by the following: A1 Wrap, Autoholics, Automotive Training Center, Blessed Society, Bronco Invasion, Car Effex, Car Drugs, Catch Me In Traffic Apparel, CC Kustomz, Chop_Shop_NJ, Code Customs, Crick Life Creations, Cruz Wrapz, Custom Toys, Elite Tuner, Endless Pleasures, Evolution Auto Spa, Folded Gang, Fresh Links, Graveyard Shifters, Highend Car Stereo & Performance, Integrity de, Jeep Invasion, KO Productions – Microreality Racetrack, Lincoln Technical Institute, Luxe Wraps, No Hard Feelings, Oversand Expo, Philly Customz, Rare JDM Parts, RC Misfits, Stay Fresh Mobile Auto Detailing, TIS Wheels, TSD Motorsports, Unbothered Lifestyle, Wheels, Cars & More, Wise Guy's Offroad Social Club and Yazyz Fade TV.

“Our event has always been about educating and entertaining the people of Greater Philadelphia and this year’s Custom Alley took things one step further,” said Hector Guzman, Custom Alley Floor Manager. “We are not only inspiring people’s purchasing decisions but also celebrating the excitement they have for their beloved rides. Further, we are doing it on a local level, which is even more exciting. We’ve got local aftermarket shops coming together to support our manufacturer displays and regional dealer ad group efforts. It’s an invigorating thing and another example of how we Fuel Philly.” ■

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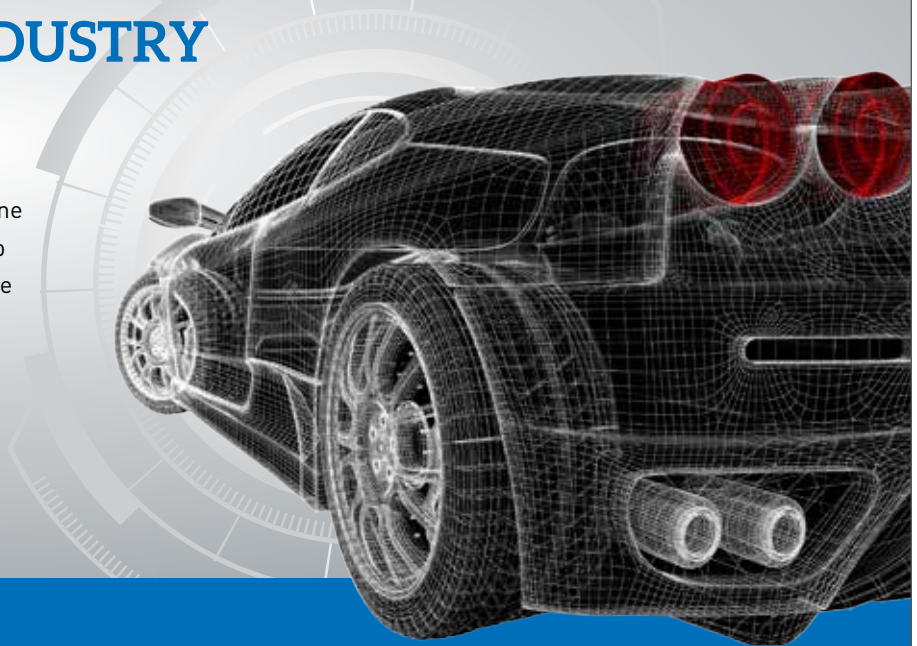
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SAVE THE DATE FORE A GREAT TIME!

The Auto Dealers CARing for Kids Foundation's 109th Annual Golf Outing, aka THE TOURNAMENT, is scheduled for Tuesday, July 23rd, at Union League Liberty Hill.

Union League Liberty Hill is an expansive property offering a variety of amenities. The Club features an 18-hole Gary Player designed golf course that sprawls across 311 acres. The modern design features large fairways and greens with scenic views and beautiful water features near the clubhouse. The golf course is complemented by a two-tiered driving range equipped with Trackman Range. Union League Liberty Hill was proudly voted #1 City Club in the Country in 2012, 2014, 2016, 2018, 2020 and 2022.

Dealer Members and outing sponsors are invited to spend the day on the course, while all members are welcome to attend the evening's dinner and awards reception. There, the Dealer Member with the lowest gross score will be awarded the prized President's Cup, while the lowest net scorer will claim the Foundation Cup.

An official invitation will be distributed in late Spring. For sponsorship opportunities and immediate inquiries, please contact Kevin Mazzucola at mazz@adagp.com or 610.279.5229.

As a reminder, THE TOURNAMENT is a fundraiser for your Auto Dealers CARing for Kids Foundation's Driving Away the Cold Program, which has provided more than 625,000 brand-new winter coats to area children in need. Last year's TOURNAMENT raised enough funds to add another 4,000 new coats to the collective effort. Think about that, that's from just one round of golf! Thanks to our dealer members and industry sponsors, thousands of underprivileged children enjoyed the feelings of warmth and confidence every day of late fall and winter. So let's raise even more this summer! Save the date, mark your calendar, put it in your phone, etc. and be there. We're looking forward to seeing you. ■

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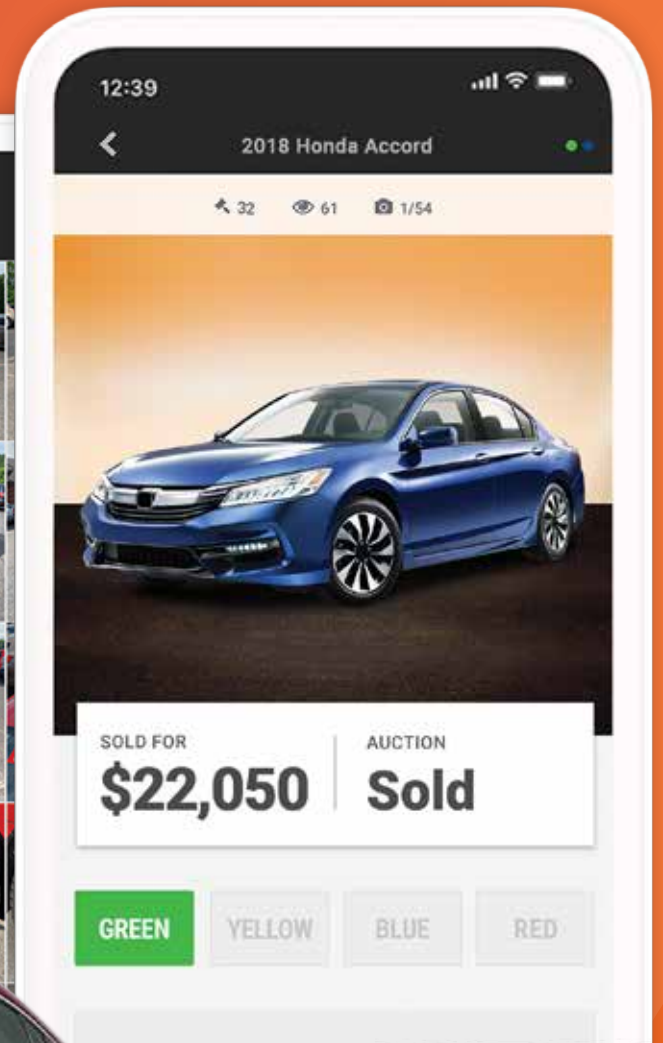
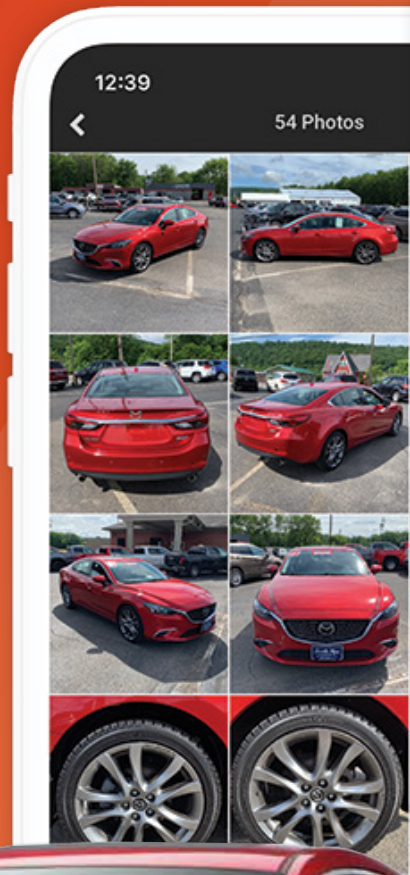
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TECHCOMP

GREATER PHILADELPHIA AUTO TECHNOLOGY COMPETITION

The Auto Dealers Association of Greater Philadelphia celebrated its 31st Annual Greater Philadelphia Auto Technology Competition (Tech Comp) on Friday, March 15. At the event, 22 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 Tyler

Lurwick and Benjamin Miller of Delaware County Technical High School. They were led by Instructor Pete Dillon and sponsored by Garnet Ford. The first-place duo walked away with more than \$285,000 in scholarships and prizes collectively.

The Tech Comp provides the opportunity for elite teams of the finest
STORY CONTINUED ON PAGE 22

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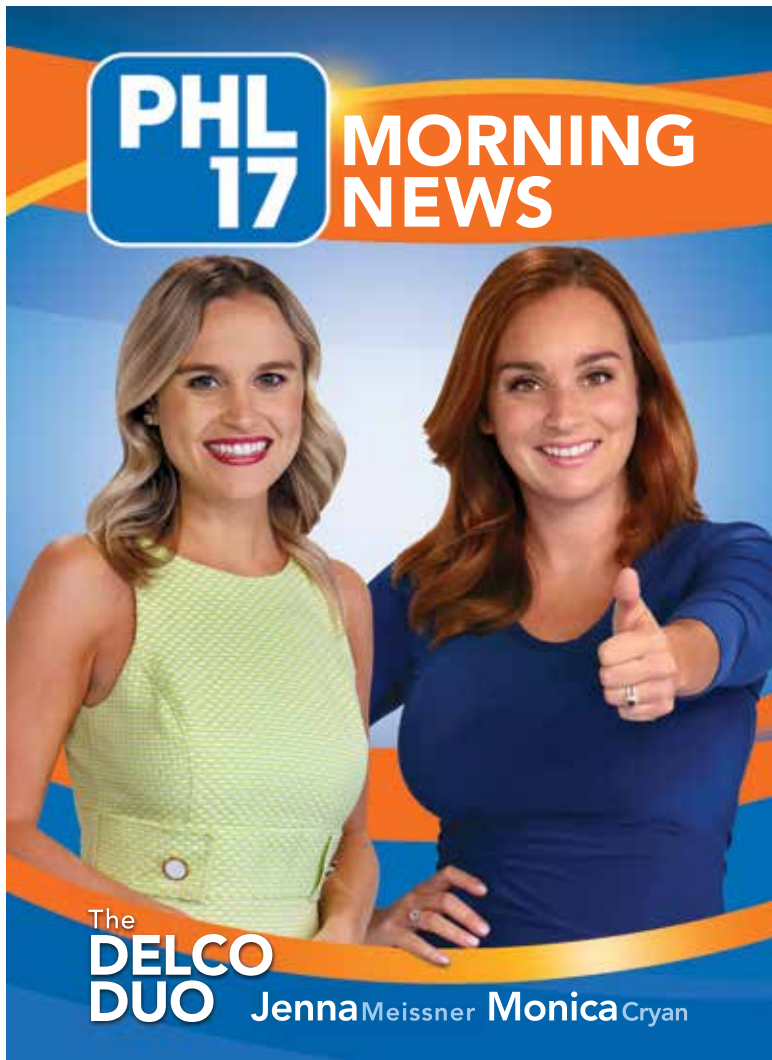
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STORY CONTINUED FROM PAGE 20

automotive technical students from the region to compete in a 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 were all local and from the following area schools: : Berks Career and Technology Center – East, Berks Career and Technology Center – West, Bucks County Technical High School, Delaware County Technical High School, Eastern Center for Arts and Technology, Middle Bucks Institute of Technology, North Montco Technical Career Center, Swenson Arts & Technology High School, Technical College High School – Brandywine, Upper Bucks County Technical School and Western Montgomery Career and Technology Center.

Second place went to Hunter Kraeger and Pierce Baringer of Berks Career and Technology Center-West, which collectively won more than \$188,000 in prizes. The team was sponsored by Piazza Honda/Acura of Reading and led by Instructor Jose Gonzalez. Third place was captured by Kole Lester and Wyatt Nolan of North Montco Technical Career Center. Instructed by Joseph Simes and sponsored by JL Freed Honda, the third-place team walked away with more than \$97,000 in winnings.

As always, the Tech Comp would not be possible without the unwavering support of our Chair Bob Rafferty of Rafferty Subaru, committee members, sponsors and prize donors. With that, thank you to the following:

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\$1,000 TOOL GRANTS FOR NEW TECH HIRES



FROM PAA

Reminder! The PAA Tool Grant Program is available to technicians at new car, truck, and powersports dealerships! To date this year, PAA has awarded \$116,000 to new service technicians employed by Pennsylvania franchised car, truck and powersports dealerships. How cool is that!?

The program runs year-round and restarts annually.

Eligibility Criteria for the Tool Grant Program:

- One tool grant awarded per dealership rooftop applicant, per calendar year.
- New techs must be employed for a minimum of 90 days and not longer than 1 year.
- Online application must be submitted by the service manager or other dealership management and is available at paa.org/toolgrants.

PAA hosts a golf tournament annually to support the Tool Grant Program. Details include the following:

The 11th Annual PAA Golf Outing will be held Wednesday, May 22nd, at the Hershey Country Club – West Course. As stated, all proceeds will benefit the PAA Tool Grant Program.

Sponsorships are available and silent auction donations are being accepted – consider donating sporting event tickets, a block of time at your vacation residence or any other valuable item to raise funding for the tool grant awards. Registration and sponsorship information may be found at paa.org/golf. Questions on the Tool Grant Program? Email toolgrants@paa.org. ■



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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

“ATC has been a tremendous resource providing qualified entry-level technicians for us to hire.

ATC students stand out from others because of their preparation for the “real world” and their commitment to learn and grow their future. We currently employ 14 ATC graduates and current students working as technicians at both our Nissan and Subaru dealerships.

Craig Reichert - Service Manager: Concordville Nissan & Concordville Subaru

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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





HOW AUTO DEALERS CAN PROTECT THEIR GREATEST ASSET

**This article is provided by NJM Insurance Group, 2024 Philadelphia Auto Show Premier Sponsor*

Life rarely goes according to plan, so it is important to be prepared for when the unexpected happens. If you're an auto dealership owner, you know that your most valuable asset are your employees. That's why it is critical to protect them from workplace injuries.

Dealerships have unique hazards that may increase the chances of on-the-job accidents occurring, such as employees being struck by vehicles in the lot, slips and falls, and strains related to overexertion. Workplace injuries result in more than just employees losing time at work, they can also include medical expenses, prescriptions, and lost wages. Having the right coverage when one of these incidents occurs will ensure your employees receive proper medical treatment so they can return to work promptly.

Choosing the right workers' compensation carrier is a crucial decision that can provide dealerships peace of mind – for themselves and their employees.

Dealers should consider a carrier that offers programs and services that will keep their employees safe. After all, the best way to protect employees is to prevent accidents from occurring in the first place. Dealerships should adopt best practices to mitigate risks, educate employees about workplace hazards, and implement a culture where employee safety is a workplace priority. From your sales team to your service technicians, safety should be a central part of your on-the-job training.

For 110 years, NJM has been one of the most trusted names in workers' compensation insurance. Business owners founded NJM to provide affordable workers' compensation coverage with an emphasis on safety and service. Available to dealerships and other businesses in Connecticut, Delaware, Maryland, New Jersey, New York, and Pennsylvania, we will provide you with the proper coverage to respond to workplace accidents.

To learn more visit www.NJM.com/ADAGP.

It's better to be safe than sorry,

that's why you thought of everything to make your dealership a safer workplace, but you didn't think about that peanut butter pretzel that a toddler dropped across the street, which attracted a squirrel, which attracted a hungry alley cat who chased the squirrel up into a tree, knocking down a branch that fell on the sidewalk in front of a skateboarder who jumped into the street causing a car to swerve, which just missed a hotdog stand where the frightened vendor squeezed a bottle of mustard so tight the condiment went flying into your lot right as your number one salesperson approached, and the moment before she slipped in the mustard is when you realized you thought of almost everything to protect your business,

but how protected are your employees?

When the unexpected happens to your business, NJM will go above and beyond for you. As a premier Workers' Compensation provider for auto dealerships, our specialized loss prevention experts can help you make your workplace safer, help keep your employees protected, and help keep your costs down. NJM. We're more than you'd expect from business insurance.

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