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FROM THE EXECUTIVE DIRECTOR

Dealer Members and Friends,

For those of you who have been around a long time, you know how much pride I take in the work that comes out of your ADAGP offices. It's something that has energized me my entire career. This year was no exception.

I'm incredibly fortunate to work with a Board of Directors and membership base that I know I can call when needed. And, let's be honest, I called many of you over these last few months as we prepare to give Philadelphia another terrific Auto Show. To each and every one of you that I talked to, thank you. Thank you for helping us navigate uncharted waters in a landscape we were all unfamiliar with. This hasn't been our easiest show to produce but I can honestly say it's probably the one that has the most passion behind it.

With that, we are proud to open the doors of the 122nd Philadelphia Auto Show this January. It's time to Fuel Philly again—just like we always have. We'll have a variety of manufacturer displays, our largest Custom Alley area to date, a redesigned e-Track, Classics, Hollywood Rides and so much more. We will again serve as the place that Philadelphians can come to fuel their passion, creativity, innovation, nostalgia, you name it. For nine days, the PA Convention Center will be morphed into a sea of all things automotive. I hope to see all of you there.

Until then, enjoy this issue of the Driving Force. We've been busy doing great work in the community when not planning the Auto Show and that's another thing we should all also be incredibly proud of.

-Kevin

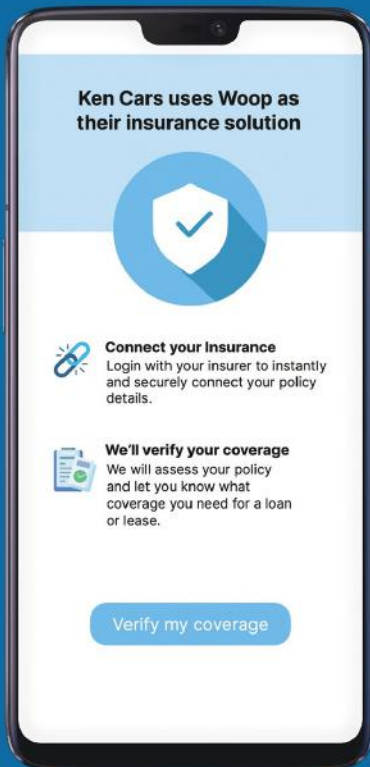


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FROM THE AUTO SHOW CHAIRMAN

Fellow Dealers and ADAGP Friends,

It's hard to believe but here we are with another Philadelphia Auto Show just weeks away.

Your ADAGP Team has been working around the clock to produce a strong Auto Show. On behalf of the entire Board of Directors for your Association as well as the Trustees of your Foundation, I want to thank them for their countless hours of effort and determination to give the people of Greater Philadelphia Region another great event to enjoy.

Inside this issue, you'll see a variety of things, in addition to production of the Auto Show, that have been keeping your ADAGP and Foundation busy these last few months. One of the most important highlights is the return of our massive coat distribution event with the School District of Philadelphia. We haven't been able to host this event since 2019 and it was absolutely wonderful to welcome the kids back to the Pennsylvania Convention Center for a morning filled of coat selecting and of course, smiling. Overall, we have provided 625,000 new coats to area kids in need through this one-of-a-kind philanthropic initiative. We couldn't have done it without the support of our Dealer and Associate Members so thank you to each one of you for your participation.

Speaking of Associate Members, I want to also thank all of you that advertise in this publication for your continued support. Please know we see and appreciate your involvement with our Association. Whether it's supporting our New Coat Program, being a sponsor at one of our events and several other things in between, you are always there for us and we are grateful for that.

That's all I've got for this issue. I hope to see many of you at our 2024 Black Tie Tailgate and/or on the floor of the show!

Take care,

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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FUELING PHILLY 2024

Things to Know About the 2024 Auto Show

The 2024 Philadelphia Auto Show will proudly open its doors for the 122nd time this January. Consumers from all over the Greater Philadelphia region will again be invited to check out some of the latest and greatest from several of today's leading vehicle manufacturers as well as enjoy several new attractions and time-honored traditions. This year's theme of the show is Fueling Philly and that's exactly what it's going to do!

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

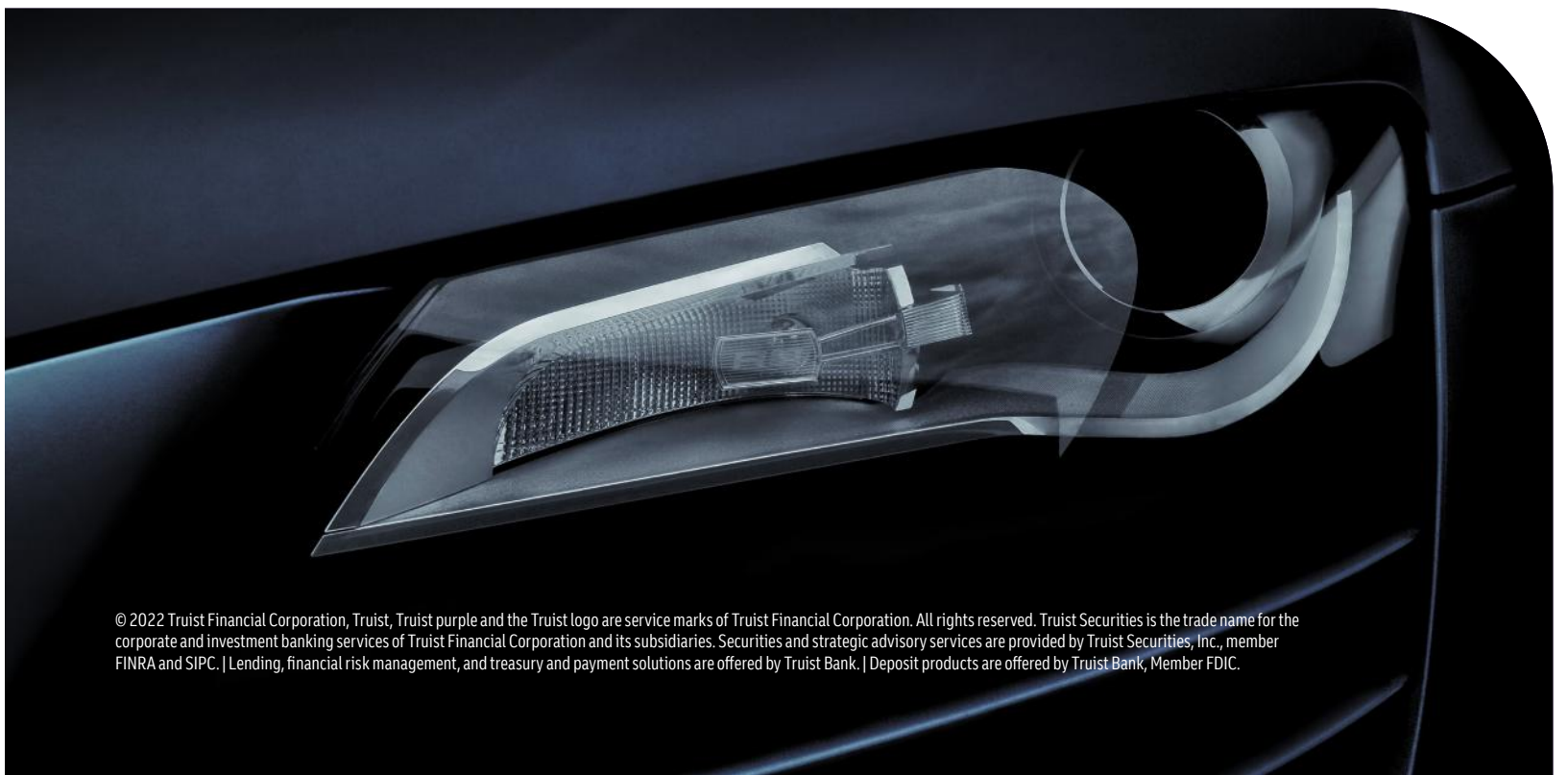
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Relationship Manager

Dealer Commercial Services

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STORY CONTINUED FROM PAGE 08

When you head to the event this year here are a few things to make note of:

-We're back in Halls A thru E! Yup, that's right, consumers will again get to enjoy the ultra-convenient layout of most of the show being on one floor! Which leads us to our next point...

-The Black Tie Tailgate Red Carpet is back on Broad! Guests of our one-of-a-kind Black Tie Tailgate Preview will enjoy all the fanfare that our Broad Entrance can offer. The lights, the red carpet, the music, get ready for all things that we've come to love when entering that beautiful location of the PA Convention Center!

-The e-Track returns bigger and in a (slightly) new location! Don't worry – it's still on the Main Floor for all to experience its awesomeness, it's just set back a smidge for easy traffic flow. Look for it in Halls B/C!

-Upon request and demand, the 2024 Buyer's Guide will be available as both a print AND digital version. For decades, this guide as served as excellent resource for consumers in the market for a new car or truck or those who just like to browse what's available today. With more than 300 vehicles showcased, it's sure to be another excellent resource in 2024!

-Custom Alley has grown! With approximately 130,000 square feet of amazing aftermarket-ness, it's something you will not want to miss. In addition, an off-road segment has been added to this year's display floor to fuel even more creativity!

-A logistical one here, we won't be using the 11th street entrance so make sure you use the 12th and Arch Sts. entrance or Grand Hall entrance (above Jefferson station).

-NJM Insurance Group is back as our premier sponsor! Be sure to stop by and visit the NJM Booth during your visit and say thanks on behalf of the ADAGP!

-PECO is also returning as the sponsor of our e-Track. Thank you, PECO!

-All complimentary tickets for Dealer Members and Participating Dealers will be mailed by December 22nd. Any questions about your package, contact Vicki Thatcher at vicki@adagp.com or 610.279.5229.

-Tech Appreciation Night is Tuesday, January 16th. Complimentary tickets will also be mailed to all ADAGP Service Managers by early January. You can also contact Vicki at the information above should you have any questions.



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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.



BLACK TIE TAILGATE TO HONOR CHOP NURSES!

The ADAGP, in conjunction with the Auto Dealers CARing for Kids Foundation has been supporting the extraordinary work of CHOP since 1986. To date, it has donated nearly \$10 million to the pediatric hospital. In addition to the Hospital's General Fund and the Auto Dealers CARing for Kids Foundation Patient Welcome Centers at both the Main Hospital and KOP Hospital, specific departments that have been supported by the funds raised at the Black Tie Tailgate in the past include the Division of Neurology, Division of Neonatology, Division of Gastroenterology, Hepatology and Nutrition and the Center for Autism Research. 2024 now marks the fifth year of support specifically for the Department of Nursing.



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Black Tie Tailgate ticket selling season officially kicked off at our special Menu Tasting event on Dec. 5th. Representatives from both the Department of Nursing as well as your Auto Dealers CARing for Kids Foundation were onsite at the Roberts Center for Pediatric Research to sample some of the delicious tastings created by the amazing "Chef Mike" and the team at Aramark Food Services. Desserts this year will be designed by the incredibly-talented crew at Classic Cake.

To date, the Auto Dealers CARing for Kids Foundation has raised more than \$2 million for the Department of Nursing and Clinical Care Services via the Black Tie Tailgate. With 6,000 nurses, respiratory therapists and technicians at CHOP, the Foundation is honored to support the Department again in 2024. Further, the 2024 event will again welcome the sweet sounds of Jellyroll, which has provided the soundtrack to the Black Tie Tailgate for decades.

Please note – if you plan to attend the event, please be sure to monitor phillyautoshow.com for event updates including specific entryway instructions. We will be making changes from last year's festivities. Any questions, feel free to call our office at 610.279.5229. ■



DRIVING AWAY THE COLD: 625,000 NEW COATS & COUNTING

There has certainly been a lot of ups and downs in our industry over the last few years but one thing that has always remained a steady positive is your Foundation's New Coat Program. Since 2008, we have proudly been distributing brand-new winter coats to area kids in need and every single year, our dealers truly "show up" to make it all happen. 2023 was another great example.

Nearly 180 ADAGP Dealer Members teamed up for this year's New Coat Program. With one in six Philadelphia-area children living in poverty and approximately 38% of households in the region struggling to make ends meet, the need for this essential item is at an all-time high. A new winter coat remains one of the most requested items via local social services agencies. All the

new coats generated through this program are always distributed through a network of more than 300 nearby social services agencies, YMCAs, homeless shelters, school districts and more. This distribution process ensures that the coats get onto the backs of the children who need them most.

STORY CONTINUED ON PAGE 16



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STORY CONTINUED FROM PAGE 14

And speaking of coats getting on the backs of children who need them most, that is exactly what we were able to witness this past October 5th. For the first time since 2019, our Foundation was able to host a live distribution event with children from the School District of Philadelphia. The day was full of smiles, shrills of joys, happy kids picking out coats in their favorite colors and busy industry folks taking time out of their day to be so much more than auto dealers. If you were there, you felt the energy, it was palpable.



We've said this before and we'll say it again, there are few programs in the country run by metro associations that have this level of commitment and involvement from its dealer base. We are truly grateful, inspired and touched. Nearly \$10 million in brand-new coats has happened over the last sixteen years. If you've played a part in this, stop and give yourself a pat on that back because YOU ROCK!

We can't forget our associate members, industry partners and just plain awesome individuals who have become an integral part of this program's success, especially in more recent years. Special thanks go to our 2023 corporate supporters including the following: ■



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ADAGP PARTNERS WITH NEW GENERAL CONTRACTOR

Your ADAGP is proud to announce their new relationship with General Exposition Services for the 2024 Auto Show.

Founded in 1992 as one of only three local Tradeshow Contractors in the Philadelphia Market, General Exposition Services produces 15+ shows per year at the Pennsylvania Convention Center, which has served as the home of the Philadelphia Auto Show for more than 25 years.

“As the largest consumer event to visit the Pennsylvania Convention Center and a key economic driver for the Greater Philadelphia Region, we wanted to explore a relationship with a local contractor that could benefit both our participating manufacturers as well as regional, participating dealers,” said Mike Gempp, director of the Philadelphia Auto Show. “General Exposition Services fit the bill perfectly. They are based locally and know our venue and its entire team incredibly well. This has inherently created more efficient and effective opportunities for those participating in our event. We are beyond excited for this new phase of production of our show.”

The General Exposition Services team will be led by long-time industry veterans Joe Boyle, Tabitha Tyler and Chris Rowan.

Together, they bring decades of show management and exhibitor relations experience to the Philadelphia Auto Show.

“We are proud to say we have become a staple at the Pennsylvania Convention Center throughout the years, primarily as a result of the long-term relationships we’ve built with venue management and staff; and most importantly, we have a valued and tremendous relationship with union representatives and labor who have continued to support the day-to-day activities and production of events at the Center,” said Joe Boyle, vice president of sales and services and managing partner at General Exposition Services. “These relationships have been fostered in a way to develop a better atmosphere and more productivity; and have been proven successful for not only General Exposition Services, but for the union labor, show management, and exhibitors involved. We are thrilled to be able to apply these successes to another iconic event in our backyard.” ■



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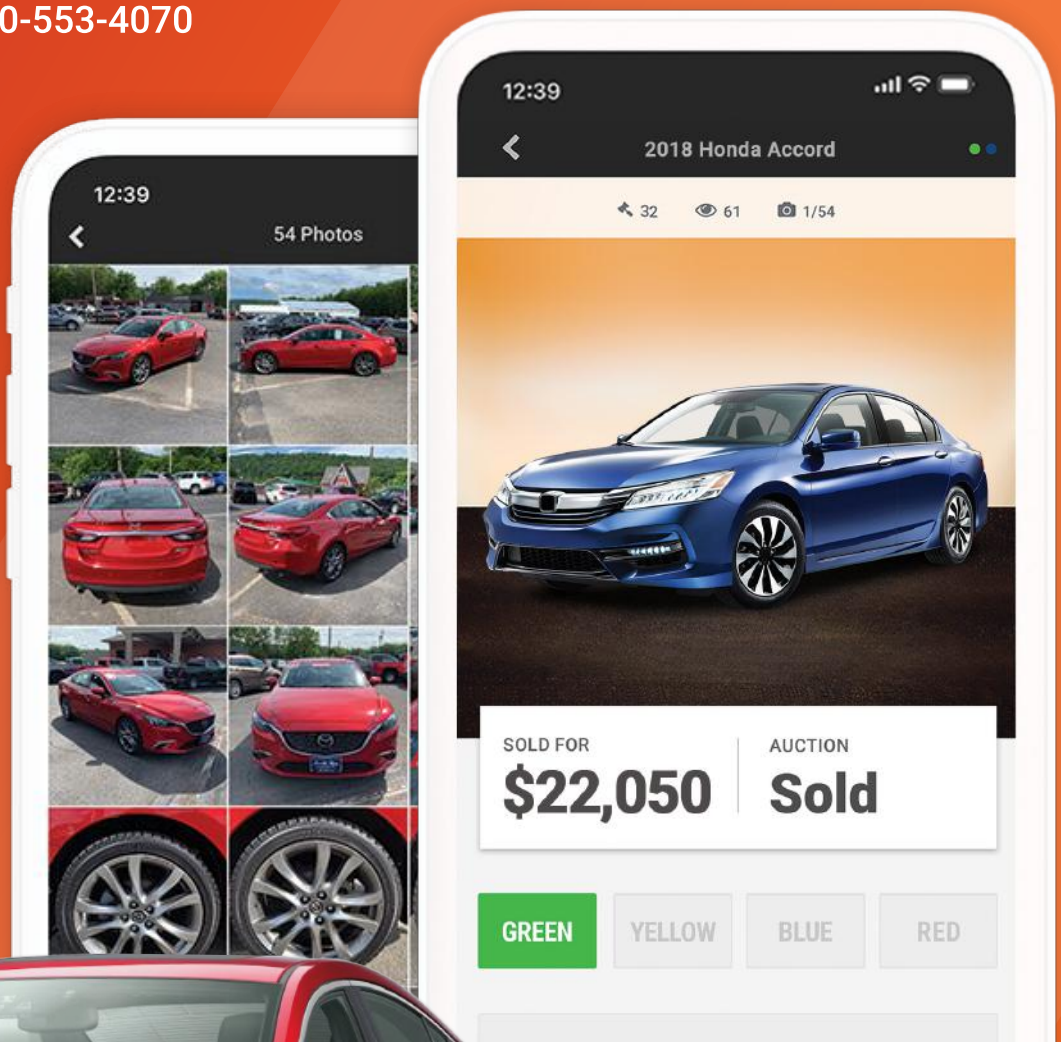
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ANNUAL DINNER MEETING RECAP

Our 119th Annual Dinner Meeting was held at the beautiful Ballroom at Ellis Preserve in Newtown Square. It was a great November night celebrating some of the best auto dealers and industry partners in the country! Special thanks to our current ADAGP President and 2024 Philadelphia Auto Show Chair Jason Friedman for his involvement in the event. The full list of our 2024 Officers includes:

PRESIDENT/AUTO SHOW CHAIR
Jason Friedman, Colonial Nissan

VICE PRESIDENT
Jeff Glanzmann, Glanzmann Subaru

SECRETARY/TREASURER
Tom Hessert, Hessert Chevrolet

IMMEDIATE PAST PRESIDENT
Maria Pacifico, Pacifico Auto Group

Additional notes of interest regarding your Board of Directors include the introduction of first-time Board Member **Michael Roy Chapman** of Chapman Auto Stores and the re-election of **Joe Bush** of Bush Auto Group and Ben Mears of Audi Fort Washington.



Other 2024 Board Members include:

- Luke Bergey, Bergey's Dealerships
- Chris Bernicker, Springfield Hyundai
- Kevin Dunphy, Dunphy Ford
- Peter Lustgarten, Concordville Nissan and Concordville Subaru
- Ben Stein, Keystone Volvo Cars

In addition, special thanks also go to Bob Rafferty, Sr. of Rafferty Subaru who is our current Tech Comp Chair.

Your 2024 Foundation Officers and Trustees were also announced at the event, and they include the following:

PRESIDENT/AUTO SHOW CHAIR
Jason Friedman, Colonial Nissan

VICE PRESIDENT
Jeff Glanzmann, Glanzmann Subaru

SECRETARY/TREASURER
Tom Hessert, Hessert Chevrolet

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- Jay Dunphy, Dunphy Ford
- Don Franks, JL Freed Honda
- Jay Haenn, Lansdale Chrysler Jeep Dodge Ram Fiat
- David Kelleher, David Auto Group
- Scott Lustgarten, Martin Main Line Honda, Lexus of Chester Springs and Wilkie Lexus
- David Penske, Penske Buick GMC Truck

The names you see above volunteer an incredible amount of time to push forward the mission of your Auto Dealers CARing for Kids Foundation, which is to enhance and enrich the lives of children and youth in the communities where our dealer members work and live. If you see one of them, give them a thank you because they have done fantastic work over the last several years. Speaking of thanks, our sincerest gratitude goes out to Automotive Training Center (ATC) for sponsoring this year's Annual Dinner Meeting. As always, the fine team at ATC remains an excellent Association partner and supporter. Thank you, ATC!

P.S. – Photos from the Annual Dinner can be found in the Member Section of [MoreThanAutoDealers.com](https://www.morethanautodealers.com). ■



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PHL 17 MORNING NEWS

The **DELCO DUO** Jenna Meissner Monica Cryan

DON'T FEAR THE FUTURE OF AI IN AUTOMOTIVE

*Article from ADAGP Partner ACV AUCTIONS

From our cars to our houses, technology continues to advance the way we live our lives in a major way. Some aspects of this evolution are exciting. Other parts seem frightening. But progress is always at the center. With that in mind, where does Artificial Intelligence fall in your wheelhouse for used car operations?

AI in automotive is real and it's here to improve the way you do business every single day. How? From merchandising to inspections, these technology solutions enhance your efficiency, increase your grosses, and improve your ability to offer a better customer experience. If you want to refine how you do business, then it's time to lean into technology...especially AI.

Keep in mind that AI is not a tool to run things for you, but rather it is a solution to partner with you to make your job easier and drive positive outcomes.

First, AI offers significant opportunities to streamline administrative processes. Anything from routine paperwork to invoicing and even appointment scheduling can be automated through AI. This doesn't replace staff. Rather, it frees them up to offer more value-added services that can dramatically upgrade the customer experience while improving your brand's reputation.

Next, advanced technologies can really elevate your inventory management processes. Here, AI helps analyze data and drive reports that optimize stocking. You gain insights into which vehicles you should go after while streamlining opportunities to obtain them.

On top of that, you can take historical data and analyze seasonality to make educated decisions based on trends and actual sales data. Your lot will be filled with the right cars priced competitively. AI helps you sell faster and hold more gross on every transaction. That's how you change the game.

Finally, and this may have the greatest impact on your dealership, is AI's ability to elevate the vehicle inspection process. Computer vision driven by AI image recognition can assess vehicle conditions by analyzing images and videos.

This increases accuracy on inspections for everything from windshields to dents. You'll save money and gain a more accurate understanding of a vehicle's history and future repair needs. Couple this portion of AI technology with predictive maintenance that suggests repairs based on historical data and you'll see a reduction of unexpected breakdowns on your inventory while shrinking recon and repair costs on trade-ins.

Simply put, incorporating AI into used car operations can streamline processes, provide a competitive edge, and ultimately heighten the customer experience. AI shouldn't be feared. When utilized correctly, it is a tool that can unlock your dealership's true potential. Find a partner who can help you integrate these solutions while guiding you on how to leverage future developments. Technology will always be your friend in automotive retail. ■

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WHAT IS GENERATION Z?

It's no surprise that Gen Zers are quickly making an impact on the media landscape. Their media habits are different than the generations that preceded them as technology, social networks and streaming encompass their everyday lives. Gen Zers consider the combination of media and technology pivotal in maintaining community and staying informed. With a quickly evolving media landscape it's crucial to understand how this generation is consuming media—what are their technology and media preferences and how can we reach them? This generation grew up in an era where multifunctional devices blurred the line between usage and content consumption. This interconnection of devices promotes simultaneous use, which makes what Gen Zers are consuming more important than where.

Streaming services (both audio and video) and digital video are at the top of their consumption list whereas

watching traditional television or listening to the radio occur much less frequently than their older cohorts. Roughly 94% of this generation will have streamed video in 2023 with Netflix and YouTube being the top platforms they turn to. If they're online they're probably watching digital video as it has become the most popular form of content among this audience. The share of Gen Zers who will watch digital video at least monthly this year is greater than any other generation, at 93.8%. TikTok and YouTube remain their preferred ad-supported video platforms. YouTube will capture 86.6% of Gen Zers this year, while 66.7% will be on TikTok. However, Gen Z makes up only about a quarter of YouTube's user base but almost half of TikTok's. This means content on TikTok is more likely to be seen by Gen Z than any other generation.

Gen Zers are also consuming social media differently than ever before. Social platforms are no longer a place

for sharing pictures and videos and keeping up with friends and family. Gen Z views every social platform as having a purpose, whether it be to watch videos, view stories, or spark discussion. These platforms have become their lifeline and the way they learn about the world around them. Gen Zers spend most of their daily time with TikTok, Instagram and Snapchat. Surprisingly, Instagram is expected to surpass TikTok penetration in 2024.

Podcasts and digital gaming also play prominent roles in their everyday life. Podcast penetration will grow the fastest among Gen Z, reaching 66% by 2027. Spotify and YouTube are their preferred platforms as 40% of adult Gen Zers look to Spotify to access podcast media. More importantly, they're listening to podcast ads—more than a quarter of Gen Z listeners have bought a product or service because of a podcast ad.

As one of the few media habits not solely consumed on a smartphone, Gen Zers will narrowly overtake millennials in terms of gaming usage. 63% of adults in this generation play games on their console or PC at least once a week and teens in this age group are more likely to game on a console than a mobile device or PC. Digital gaming is undoubtedly becoming Gen Z's domain as they have a penchant for socializing in a digital space.

While consumption habits will continue to shift over time, Gen Z's impact on the media landscape is here to stay. Understanding media usage and behaviors within this age group is crucial for marketers and advertisers looking to reach this digitally-focused generation. ■

From our Friends at MayoSeitz Media (MayoSeitz Media is the official media buying agency of the ADAGP/Philadelphia Auto Show).



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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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Craig Reichert - Service Manager: Concordville Nissan & Concordville Subaru

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GREATER PHILADELPHIA TECH COMP

2024 TECH COMP IS UNDERWAY

On December 7th, the written exam for the Auto Dealers CARing for Kids Foundation's 31st Annual Tech Comp took place, officially kicking off activities for the 2024 event. Approximately 80 students from more than 15 area schools participated in the exam. The 110-question written exam covered electric vehicle safety and the eight National Institute of Automotive Service Excellence (ASE) areas of the automobile, which are Engine Repair, Engine Performance, Electrical/Electronic Systems, Brakes, Heating and Air Conditioning, Suspension and Steering, Manual Drive Train and Axles and Automatic Transmissions.

Like previous years, the two highest scoring students from the top 12 schools are those who will qualify for the March hands-on competition. During the timed, hands-on automotive technical skills competition, students will test their knowledge at 10 workstations and perform a Multi-Point Inspection of a new vehicle. The students will vie for more than \$1 million in scholarships, tools and prizes. It's truly a life-changing event for the participants, especially for the first-place winners who traditionally walk away with more than \$250,000 in scholarships, tools and prizes. As always, the ADAGP will begin soliciting prizes from its membership base in early February. Should you have any donations prior to that or want to get a jumpstart, here is mailing information. We graciously thank you in advance for your contribution.

If you would like to donate prizes or items for the bins, below are the quantities we'll need:

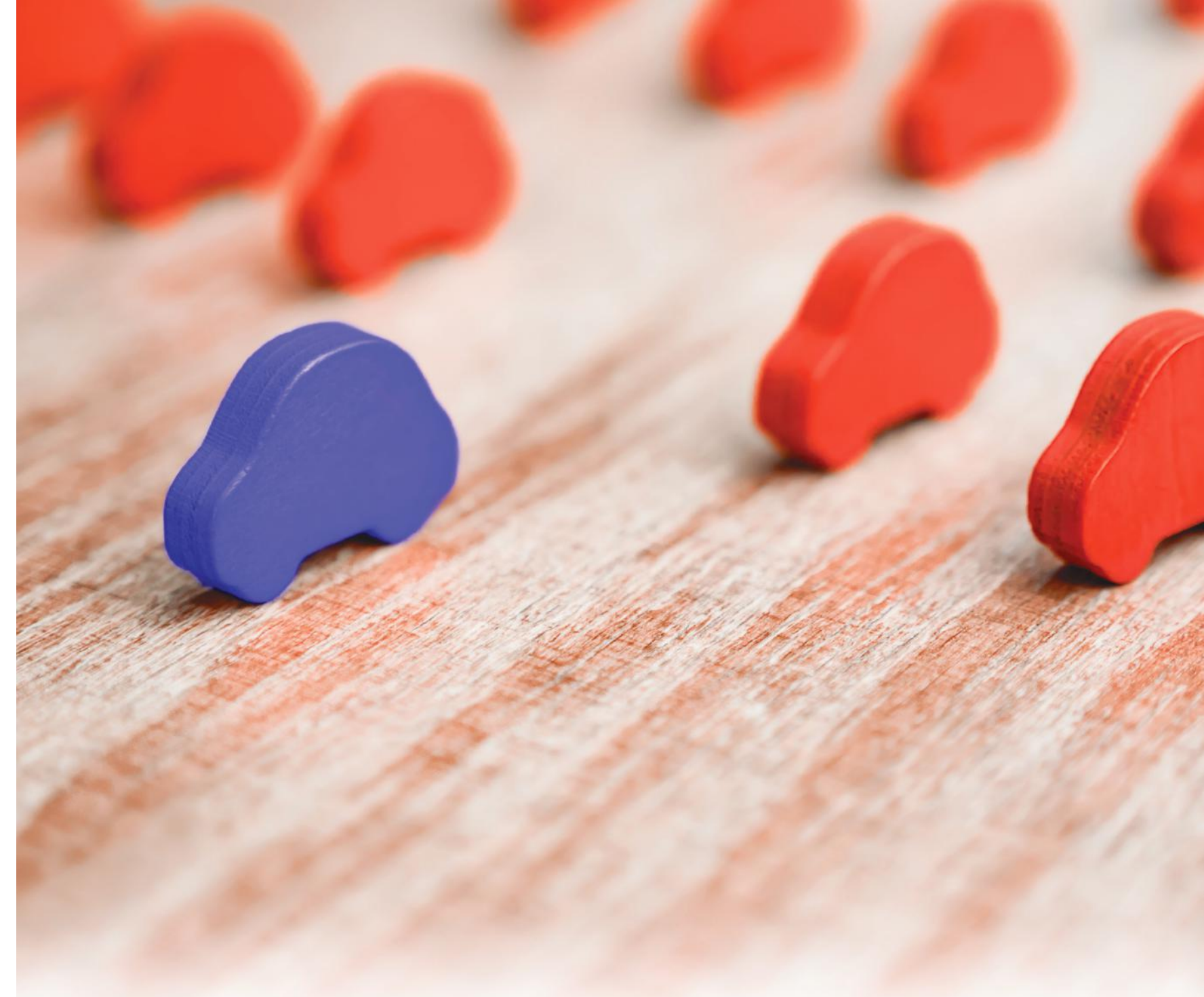
- PRIZES – 2, 4, or 6 - we'll recognize the first, second and third place teams and each team is two students.
- STUDENT BINS – 24 – We'd be grateful for a total of 24 items, they do not have to be exactly the same.
- INSTRUCTOR BINS – 12 – same as above, they do not have to be the same item.

Any type of sports tickets, small tools, gift cards or promotional items are also welcomed.

Please ship your donated items to:

Hector Guzman
Auto Dealers CARing for Kids Fdn
3311 Swede Rd, Ste A
East Norriton, PA 19401
(610) 279-5229

Lastly, a friendly reminder, the event is open to spectators and all ADAGP Members are invited to check it out. The 2024 Tech Comp is set for March 15th at ATC's Warminster Campus located at 900 Johnsville Blvd. The event gets underway at 8:30am and awards traditionally happen between 2:00-2:30pm.



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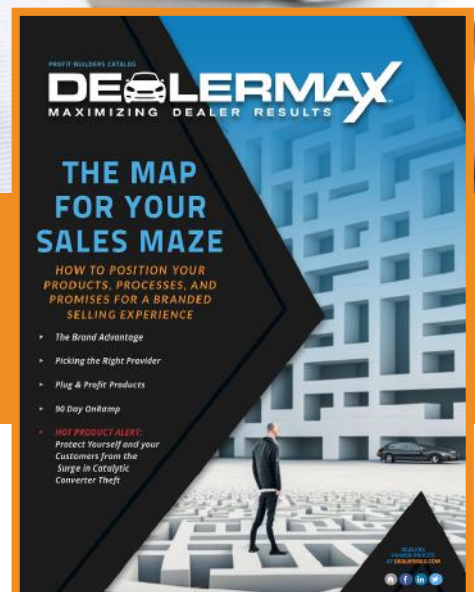
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