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EDUCATING | GIVING | CONNECTING

VOL 1: 2022

Ad Index:

- Pg. 25 ACV Auctions
- Pg. 11 Ardex
- Pg. 13 ATC
- Pg. 23 Boyer & Ritter
- Pg. 09 Colors on Parade
- Pg. 19 Comcast
- Pg. 03 Daniel Ferrari
- Pg. 27 DealerMax
- Pg. 18 EisnerAmper
- Pg. 21 Interphase
- Pg. 26 Lincoln Tech
- Pg. 15 McNees
- Pg. 23 NBC10
- Pg. 22 NJM Insurance Group
- Pg. 21 PHL17
- Pg. 24 Resources Mgmt Group
- Pg. 24 UTI
- Pg. 22 VoynowBayard
- Pg. 20 Withum
- Pg. 03 WPVI-6abc
- Pg. 02 Zurich

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FROM THE EXECUTIVE DIRECTOR

Dealers, Members and Friends,

We are at the cusp of the 2022 Philadelphia Auto Show. I almost typed that again since I couldn't write that in 2021. This year's show, like so many things right now, will be one for the record books—for everyone involved with it.

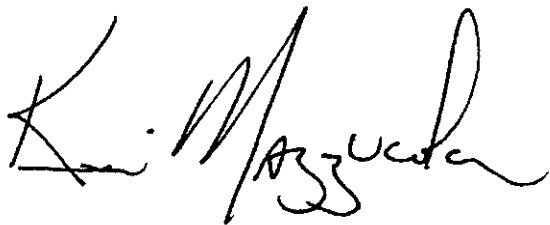
The fact that we are here with such a truncated time to put the show together during the highest point of the Omicron surge, along with inventory shortages, and concerned manufacturers and dealers, is a testament. It's a testament to the dealers that have supported the event through their ad groups and dealerships, the manufacturers that have stepped up, along with the Board's faith. It also a testament to the staff I work with, a dedicated group of veteran pros that continue to have a passion for the show that is unrivaled.

So what? Out of that comes what? What comes is a viable and valuable show for the manufacturers, dealers, and most importantly, attendees, a show that we can be proud of. I am bullish on the show. I've attended many Auto Shows throughout the country. In some cities, to the public, it is just something to do, but in Philadelphia, it's something you go to. There is a difference. The whole country is desperately hungry for normalcies, and for many, normalcy is going to the Auto Show this time of year. They didn't have that in 2021.

I believe that the role of the show will be looked at more uniquely by the buying public than ever before. With such a push to digital during the last 2 years, the ability to see anything viscerally and touch it tangibly, especially when it comes to vehicles is a real premium. As inventories continue to be thin with chip constraints, many consumers may not even see some of these current models on your dealership lots. Couple those facts with the addition of new features like the e-Track (where attendees can experience brand-new product while learning about electrification) and I believe the buying public will be highly satisfied with our event.

Further, the return of the show is a great opportunity for Philadelphia itself. The Center City area hasn't seen this type of influx of people since.....well the last time the show was there in February 2020. Imagine how Reading Terminal Market feels about the return, or the restaurants, or hotels, or the parking garages, or SEPTA, or the trade unions setting up and dismantling the event, even the PA Convention Center itself, the list goes on.

We are and will be refueling and recharging...more things than one.



FROM THE AUTO SHOW CHAIRWOMAN

Fellow Dealers,

It's an honor to write you today as your 2022 Philadelphia Auto Show Chair.

It's no secret that putting together this year's show has been no easy feat. Between issues related to the pandemic and the chip shortage that we all know too well, it's been a time like no other for your ADAGP Staff and Board of Directors. However, despite those challenges, here we are, ready to open the doors to our 120th edition of the Philadelphia Auto Show and we could not be more proud of that.

This year's show theme is refueled and recharged. It's fitting. Here's why.

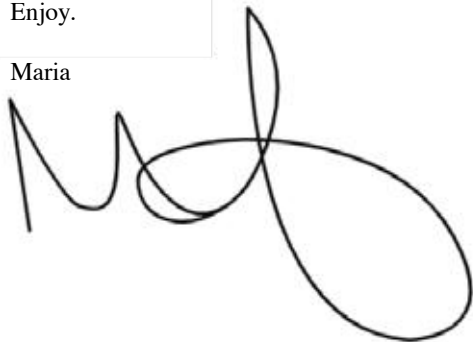
It's fitting not only because it's representative of the kind of show we are presenting, with new features like our electric vehicle test track (the e-Track), but also because it's time to refuel and recharge the great people and places of Philadelphia. No other event in the City of Philadelphia delivers the kind of economic impact (along with the accompanying entertainment) that we do. It's time to bring that back and we're ready to do so.

As dealers, this show will be incredibly important to the buying public. It's a place many of them will see new product up close and personal for the first time in almost two years. Historically, the show has had a major influence on the next vehicle of choice for those who attend the event and are in the market. We expect nothing less this year.

We also expect to see all of you there. We open this Saturday, March 5th, and we are parked at the Pennsylvania Convention Center through Sunday, March 13th. As always, a show floor plan can be found in this special Auto Show edition of the Driving Force as well as other key details and highlights.

Enjoy.

Maria



HERE WE GO!

2022

REFUELED | RECHARGED

After a long two years, your Philadelphia Auto Show team is beyond proud to reopen its doors to the public on Saturday, March 5th through Sunday, March 13th.

“Of all the shows we’ve ever produced, this one will be our greatest masterpiece,” said ADAGP Executive Director Kevin Mazzucola. “No other event of ours has had more passion and dedication behind it. We are going to deliver another fantastic Auto Show to the people of Philadelphia as well as all our participating dealers and manufacturers. I’m confident that you, as members of the Association that produces this event, will have a feeling of pride too.”

Spanning more than a half-million square feet, our 2022 Philadelphia Auto Show display floor will include several new features as well as time-honored fan favorites. This year marks the 120th edition of the event. Highlights include:

The e-Track: The Show’s first-ever multi-brand electric vehicle test track will be a key feature at this year’s event. At the e-Track, consumers will be able to ride in select manufacturers’ electric vehicles through an indoor track and experience the capabilities of their entries into this fast-growing automotive segment. More details included in the next article!

The Showroom: Guests will again be invited to check out the latest and greatest developments from some of today’s leading vehicle manufacturers in “The Showroom,” which will be in Halls A, B and C of the PA Convention Center.

Camp Jeep & Toyota Ride & Drive: Camp Jeep is back to give attendees the ultimate off-road driving experience indoors via a one-of-a-kind 30,000-square-foot track with an exhilarating hill climb. In addition, Toyota will once again offer guests the opportunity to get behind the wheel of several of its latest models via its outdoor Ride and Drive, located at 12th and Arch Streets.

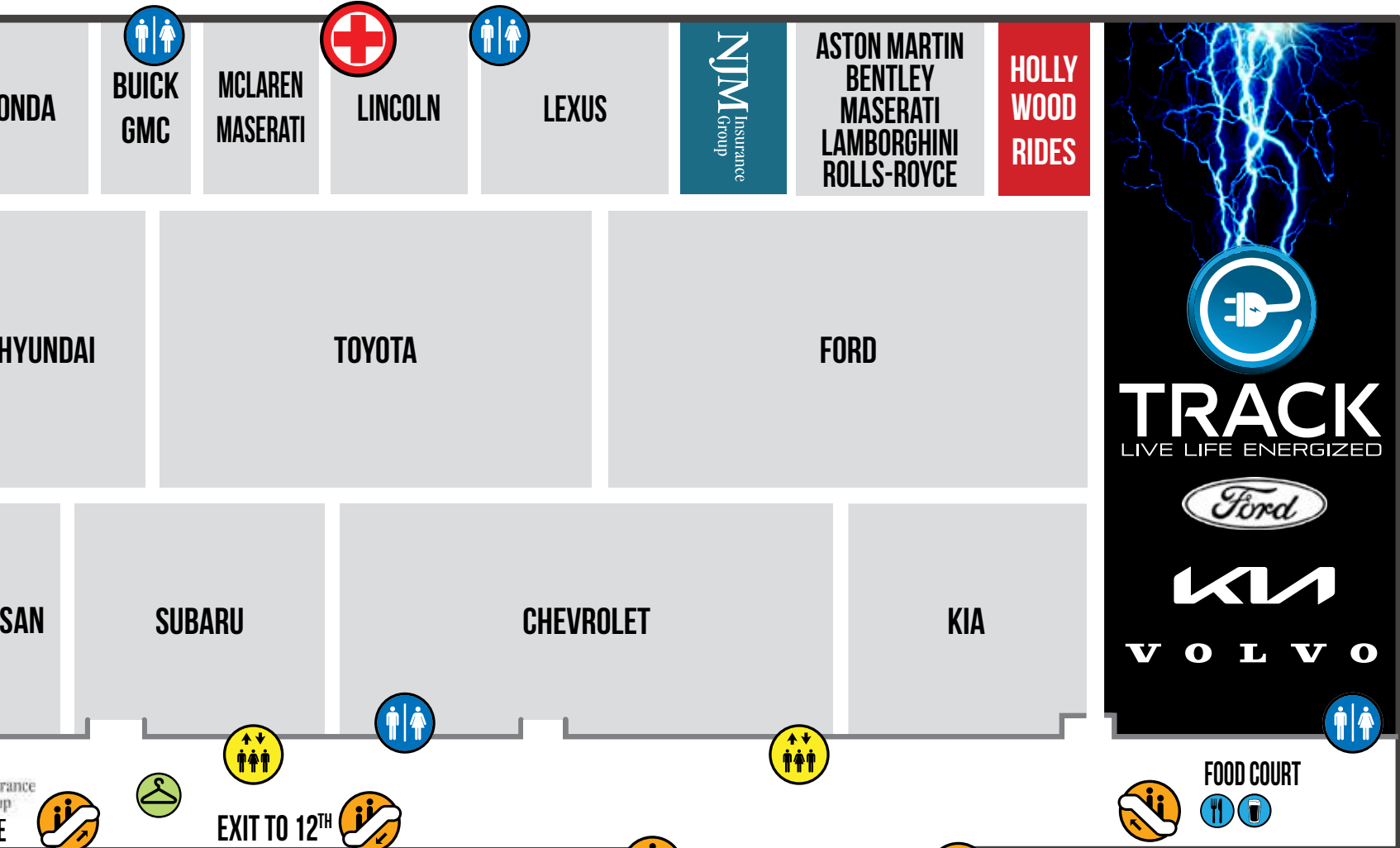
Back-in-the-Day Way: On Back-in-the-Day Way, located in the PA Convention Center’s beautiful Grand Hall, guests will take a trip down memory lane and view vehicles from yesteryear thanks to the Antique Automobile Club of America and Classic Auto Mall.

Exotics & More: Dozens of the world’s most elegant vehicles will also be featured at this year’s event. Always a crowd-pleaser, guests will be able to ooh and ahh all day long courtesy of F.C. Kerbeck, Maserati of the Main Line and McLaren Philadelphia.

Custom Alley: Featured in Hall F of the PA Convention Center, Custom Alley will showcase a plethora of tricked-out rides, bikes and the latest in after-market excitement.

Ticket Information: For the first time, all tickets will be sold electronically this year on PhillyAutoShow.com. Please help us spread the word! As a reminder, ticket prices are \$10-\$16.





Health and Safety Information: As of this print date, there is still an indoor mask mandate for the City of Philadelphia. Be sure to check PHILLYAUTOSHOW.COM for the latest info before you head to the event.

Premier Sponsor: We are proud to welcome NJM Insurance Group as our 2022 Premier Sponsor.

For more than a century, your Philadelphia Auto Show has been educating area consumers and supporting the local economy. It generates an annual economic impact of \$50 million for the City of Philadelphia and the Commonwealth of Pennsylvania. Our friends at the Pennsylvania Convention Center shared it best.

“Events such as the Philadelphia Auto Show are leading tourist and revenue generators for the Pennsylvania Convention Center and the Philadelphia area...”

So, like we said, here we go. It’s good to be back. ■



E-TRACK AND CAMP JEEP

We are so incredibly proud to share details with all of you about our first-ever, multi-brand electric vehicle test track at the Philadelphia Auto Show, named the e-Track.

The 50,000 sq. ft. e-Track invites all Philadelphia Auto Show guests to ride in select electric vehicles of their choice from Ford, Kia and Volvo through a unique, Philadelphia-themed indoor test track. The purpose of the e-Track is to inform consumers about this growing vehicle segment by providing them a hands-on learning experience like no other.

“Our Auto Show has a longstanding tradition of educating area consumers about the latest product to hit the market,” said ADAGP Executive Director Kevin Mazzucola. “The addition of the e-Track is the perfect complement to our already well-established display floor, which has been educating, as well as entertaining, guests for more than a century. It will provide a tangible and visceral experience for consumers that they won’t find anywhere else. We are thrilled to showcase it as one of the main features at this year’s show.”

Specific vehicle models that will be available for test drives at the e-Track include the Ford F-150 Lightning, Ford Mach-E, Kia EV6, Volvo C40 Recharge and Volvo XC40 Recharge. It’s sure to create a lot of energy on this year’s show floor. Be sure to check it out in Hall A of the PA Convention Center!

With the e-Track serving as one bookend of the show, the other will be Camp Jeep. Camp Jeep will return for its ninth consecutive year and its popularity is higher than ever.

“Camp Jeep is one of the pioneer brands that truly took the interactive aspect of the Auto Show experience to the next level,” said Mazzucola. “It’s an absolute privilege to welcome them back again.”

Camp Jeep will continue its tradition of offering Auto Show

guests the ultimate off-road driving experience indoors. Via its one-of-a-kind 30,000-square-foot track, Camp Jeep will feature a number of exciting obstacles that showcase a plethora of the vehicles’ capabilities. Guests will be able to ride in the following Jeep vehicles on this year’s track: Wrangler Rubicon 392, Wrangler Rubicon 4xe, Gladiator Rubicon, Gladiator Mojave, Grand Cherokee L Overland, Cherokee Trailhawk and Compass Trailhawk.

“We say there is Nothing Like the Auto Show but there is also nothing like the Camp Jeep experience,” added Mazzucola. “If you’ve never taken the time to do it, this is the year to...you’ll probably see me in line.” ■



THE ADDITION OF THE E-TRACK IS THE PERFECT COMPLEMENT TO OUR ALREADY WELL-ESTABLISHED DISPLAY FLOOR, WHICH HAS BEEN EDUCATING, AS WELL AS ENTERTAINING, GUESTS FOR MORE THAN A CENTURY.

Kevin Mazzucola - ADAGP Executive Director

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THINGS TO KNOW BEFORE YOU GO!

It's no secret that this year's Auto Show will be different than in years past. So, we want to share a few things with you, our biggest Auto Show supporters, before you go:

Health & Safety Information – As of this distribution date, the City of Philadelphia is still under an indoor mask requirement. Things may change before your own individual visit so be sure to check out phillyautoshow.com before you head to the event. There are no vaccine requirements currently in place.

E-Tickets – Help us spread word about this one, please. We strongly encourage everyone to buy their tickets online before their arrival. We will have a limited number of self-serve kiosks at the entrance, but E-Tickets are the fastest way to get in the door and onto the floor!

Buyer's Guide – Our digital one-of-a-kind Buyer's Guide will be available to all guests via onsite QR codes at this year's event. We will also be sending a post-visit email to each guest with a link to the guide for even easier viewing!

Broad Street Entrance – There will be no Broad Entrance at this year's show. Please enter through the 12th and Arch Street entrances!

Grand Hall – we've changed things up a bit and our Classic Vehicles Display, now known as Back-in-the-Day Way, will be located in the beautiful Grand Hall of the Pennsylvania Convention Center. It only seemed fitting with such historical vehicles on display! Side note – this year's Classic Vehicles Display is one of the most robust and largest we've ever had!

No re-entry - Please make note there is no re-entry to this year's show.

Reading Terminal Market – we've been asked this one a few times, yes, Reading Terminal Market will be open and with no vaccine mandates in place, all guests can visit the Terminal and eat inside.

Hours – This year's Auto Show hours are:
Saturdays 9AM – 9PM
Sundays 9AM – 6PM
Weekdays 12NOON – 9PM

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AUTO SHOW ADDS LOCAL AND HOLLYWOOD FLARE

After our guests check out the latest and greatest from today's vehicle manufacturers and perhaps hone in on their next vehicle of choice, for some, the next thing they automatically start thinking about is how they can customize their future car or truck. Enter Custom Alley at the Auto Show...

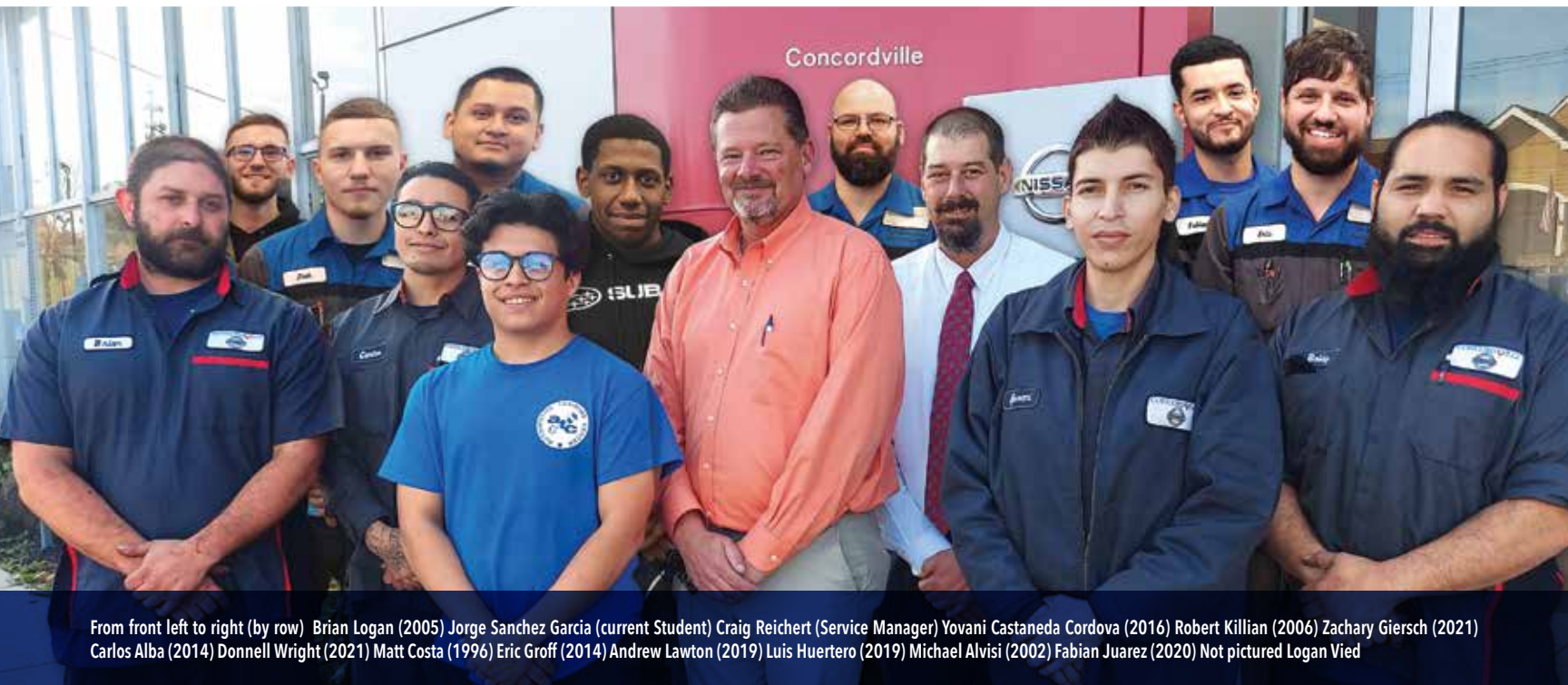
This year's aftermarket area at the Auto Show, now known as Custom Alley, will debut the latest trends in after-market excitement via a wide range of customized cars, bikes, trucks (you name it) on display. Always a popular feature amongst our guests, Custom Alley will welcome back several of the area's best and most known customization shops who do some of the finest work around.

In addition, even more local flare has been added to this year's Custom Alley by welcoming approximately 20 individuals who will proudly display their own personalized rides. Local consumers were invited to submit an application, along with photographs, of their vehicle to the Philly Auto Show team for consideration to be included in this first-ever feature. The

response was pretty amazing. Twenty lucky individuals were able to claim a spot and they could not be more excited. Be sure to check them out in Hall F when you visit this year's show!

Another must-see feature at this year's event is our Hollywood Rides Display. We've partnered up again with the awesome team at the Branson Celebrity Car Museum to showcase some of the most iconic rides ever to appear on the big screen. Cars literally are the stars with this one! Fans will be invited to take their picture inside these oh-so-famous rides and learn more specifics about how they were used in their respective movies and shows. For a full list of which cars will be appearing in the Hollywood Rides Display, please visit phillyautoshow.com ■

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





TECH COMP HELP

It's March... and while this year that means Auto Show time as the ADAGP Offices, it also means something else...Tech Comp Time! More fittingly here, Tech Comp Goodie Solicitation Time!

This year's Tech Comp (formally known as The Greater Philadelphia Auto Technology Competition, which, friendly reminder, builds awareness for the important role of auto technicians in today's workforce and spotlights their specialized skills and professionalism) is set for Friday, March 25th.

Through this event, 24 high school seniors will vie for prizes, tools, and scholarships to continue their automotive education after high school and begin their careers in local dealerships. Almost all prizes and giveaways are donated from stakeholders of the area's retail auto industry.

Here's how it works: The competitors will work in teams of two, representing 12 local high school auto programs. The corresponding 12 instructors spend weeks with the students helping them prepare for this competition. To reward each competitor, we fill a bin of goodies, usually donated promotional items, for each of the 24 student competitors and for the 12 instructors. As a thank you, all prize and giveaway donors will be recognized in the event program, on MoreThanAutoDealers.com and in our Driving Force magazine. The donation value is also tax deductible.

So, what can you send as a giveaway? Promotional items like hats, T-shirts, travel mugs, lanyards, small tools, fender covers, gloves, etc. are perfect because the donor gets a bit of credit. Concert or sports tickets, restaurant gift certificates and more are also welcomed. Check below for desired quantity information. Gift cards are also a great option. As you can imagine, high school students appreciate gift cards in any amount!

ITEMS NEEDED

Giveaway Item Quantities:

24 for student competitors, 36 to include their instructors

Suggested items:

Promotional items like the ones mentioned above.

Prizes Item Quantities:

We recognize the 1st, 2nd, 3rd place winning duos and we award a few individual prizes so if you send something in a smaller quantity (i.e. 1-6), we would use these items as prizes. Suggested items for this category include sports or event tickets as mentioned as well as tools, meters, computer accessories, quarts of oil, gift cards/certificates, etc.

SHIPPING INFORMATION

Please plan for your donated items to arrive by Monday, March 21st. They can be sent to the attention of:

Mary Lynn Alvarino

Auto Dealers CARing for Kids Foundation

3311 Swede Rd, Suite A, East Norriton, PA 19401

mla@adagp.com, (610) 279-5229

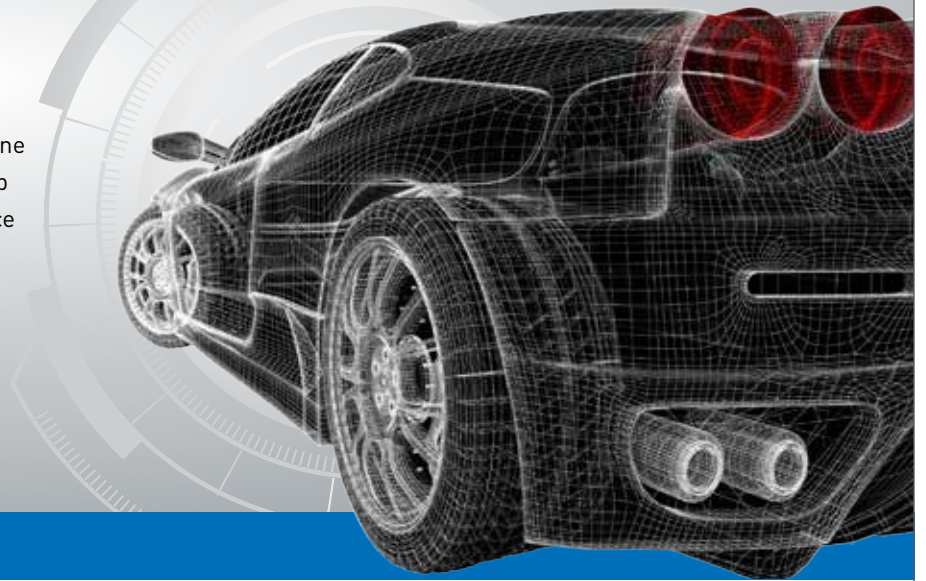
Thank you in advance for supporting our 29th Annual Tech Comp! It truly can be a life-changing experience for our participants! ■

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Michael Mulhearn, CPA, Partner



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SOUND ON OR OFF?

RECENT TRENDS IN VIDEO ADVERTISING

As we have all witnessed in the past 22 months, Covid-19 has affected every single thing in our lives. The world of advertising, social media, and digital marketing has been forced to take a huge turn and make changes we never saw coming. More than 75% of consumers engage with more digital content now compared to life before the pandemic.

This article originally appeared on the blog of our digital partner, ChatterBlast Media and was authored by Nicole Spinosa.

Across 2021, the ChatterBlast ads & analytics team started to notice trends pertaining to the use of sound in video for advertising, as well as the auto-play feature. We wanted to understand what works — and for which ad objectives — so we embarked on some extensive research and analysis on Facebook. With the data we collected, we can draw conclusions that inform better video advertising content moving forward.

WHY VIDEO?

Video advertising is something that has been around for years, but really took off when Covid hit. The presence and use of social media increased significantly, so brands turned to those sites to advertise. According to Forbes, “viewers retain 95% of a message when they watch it on video, compared to 10% when reading it in a text.” Other studies have shown that videos get roughly 12 times more shares than text and images combined. By using video, brands can focus on customer personalization as well as data collection, which can help improve their product and develop their audience.

TREND: SOUND VS. NO SOUND

Preference in sound varies by ad objective — when targeting for people to watch more of a video or driving them to a website,

they are slightly more inclined to turn the sound on, but if you want them to make a conversion action or react, share, or comment on a post, they likely don’t turn up the volume. The simple majority (53–78 percent) of people prefer sound off, but this data is a far cry from where things were five years ago.



STORY CONTINUED ON PAGE 18



AUTO AND DIESEL TECHNICIANS ARE IN DEMAND



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CHECK OUT OUR BOOTH AT:
2022 Philadelphia Auto Show
March 5-13
Pennsylvania Convention Center

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 program outcome information and other disclosures, visit www.uti.edu/disclosures.

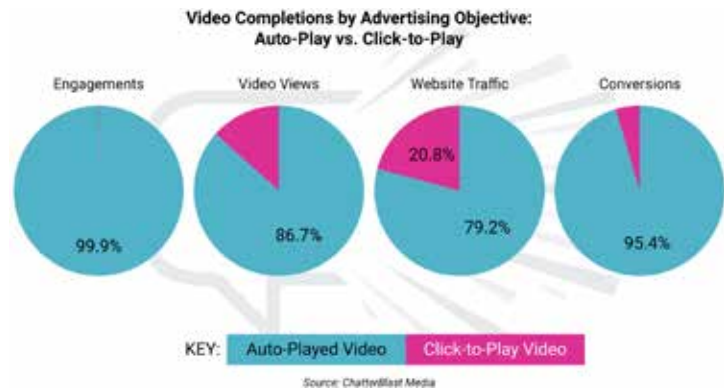
VIDEO Continued

To dive deeper into the data we collected, we looked at different ad objectives through the lens of 100% video completions, i.e. where people watched a whole video — regardless of length — from start to finish. Our ad objectives consisted of traffic (ads that drive people to websites), engagement (ads that drive people to like, share, comment or click), video views (ads targeted to people that will likely watch at least 3–15 seconds of a video), and conversions (ads that drive people to take a specific action on a website). This approach allows us to see which type of video is best for each objective, and how we can tailor creative to suit trending behavior.

If we're looking at engagement videos playing at 100%, most people preferred sound off (31.59% with sound on vs. 68.41% with sound off) and nearly everyone utilizes auto-play (99.87% used auto-play and 0.13% used click-to-play). These numbers tell us that while people often have full control over whether or not audio plays in their ads, they're much less likely to opt-in to forcing ads to play, especially under certain circumstances.

TREND: AUTO-PLAY VS. CLICK-TO-PLAY

Our data dictates that all the objectives within video have much higher percentages for auto-play. All the objectives we explored for 100% video completions have auto-play accounting for 85% of those completions, except for website traffic, which falls between 79% and 85%. Another observation is that the length of the video has less of an impact for auto-play, in comparison to sound.



There are pros and cons to auto-play vs. click-to-play, which allows the viewer to actively decide if they want to watch the advertisement or not. While companies lose the option to see how many people would skip forward or pass on their ad with auto-play enabled, video strategy shifts to catching a viewer's attention within the first few seconds. Since most people don't opt for click-to-play, knowing how Facebook serves these ads can also help tremendously with building content to best suit your audience.

STORY CONTINUED ON PAGE 20

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BEYOND FAST

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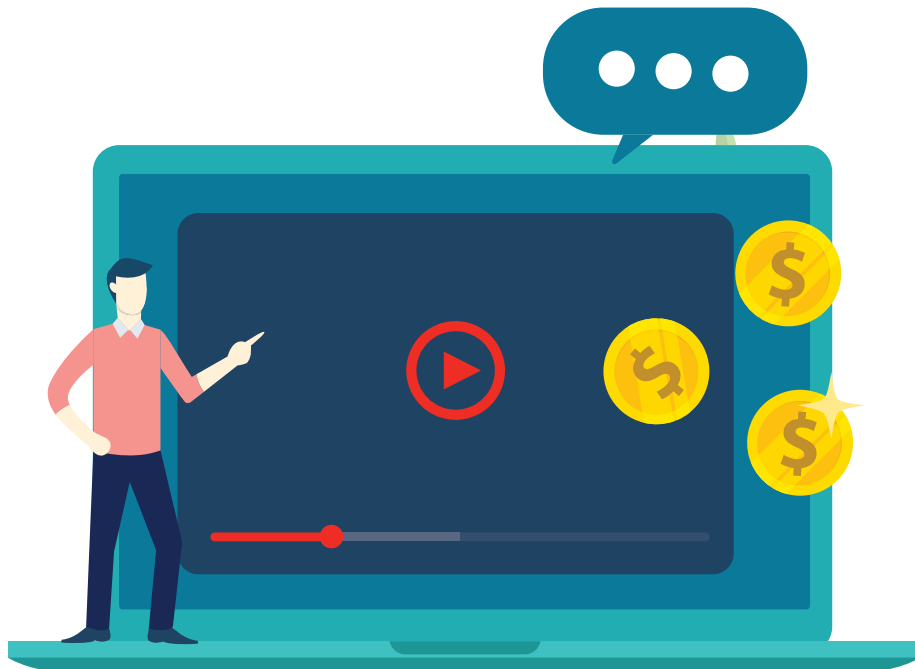
VIDEO Continued

TREND: USING CAPTIONS

Another key aspect of video advertising is the use of captions. Interestingly, we saw that consumers prefer no sound when captions are available and no sound when the video will auto-play. Outside research has shown that “80% of consumers are more likely to watch video all the way through when captions are available.” This could be for reasons such as not wanting to play a video out loud while in public or for other privacy reasons. Captions allow for the message to be displayed without forcing the viewer to listen, and they are also a great tool for making your content more accessible.

If a brand has a jingle or song associated with their ad, using that specific sound at the beginning of the video allows them to be recognized by viewers. A way to implement this with sound off would be the use of captions like *JINGLE*, or *THEME SONG*, which might catch the interest of a viewer. Our big takeaway from our research is that if a video is going to auto play, having captions available is crucial for people to watch it.

The final variable to consider is the length of the video ad. According to Marketing Sherpa, most people prefer shorter ads, especially if there’s a sequence of ads back to back. Since video ads have high engagement rates, the duration of the ad is important for brands to consider. Across the ads we researched, we found that engagement and video view ads are best for longer videos (averaging 10 to 12 seconds of view time), followed by website traffic ads (averaging 8 seconds), and finally, conversion ads (averaging 6.5 seconds). If you only want people to



consume your video, make it longer. If you want them to take an action or go to your website, keep it short and quickly establish your brand.

Although all of the data we collected was through Facebook, brands can apply these learnings to other platforms. By breaking down creative performance into separate categories like click-to-play and the use of sound, then even further by objective, we saw specific figures that led to a deeper understanding.

By using a mix of data, customer preferences, and trends, your brand can create video advertisements that effectively get the message across while keeping views engaged. If you’re curious how to put this research into action, reach out to us at chatterblast.com!



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From NADA: Enroll now in the 2022 NADA Dealership Workforce Study. Conducted annually since 2012, the NADA Dealership Workforce Study is the only authoritative and comprehensive examination of dealership compensation, benefits, turnover and retention, hours of operation, demographics, and work schedules.

This study provides valuable compensation and retention data on over 60 dealership positions. All data submitted is confidential and no identifiable information is shared.

You will need the NADA ID Number for your dealership to enroll. If you are a dealership group, you can enroll all the stores in your group using the NADA ID Number for the group.

Don't have your NADA ID Number?

Call 800.557.6232 to get your NADA ID Number or email workforcestudy@nada.org or customerservice@nada.org.

Once enrolled you will receive an email with instructions to complete an online questionnaire and complete the payroll template. These two components must be completed for full participation in the study.

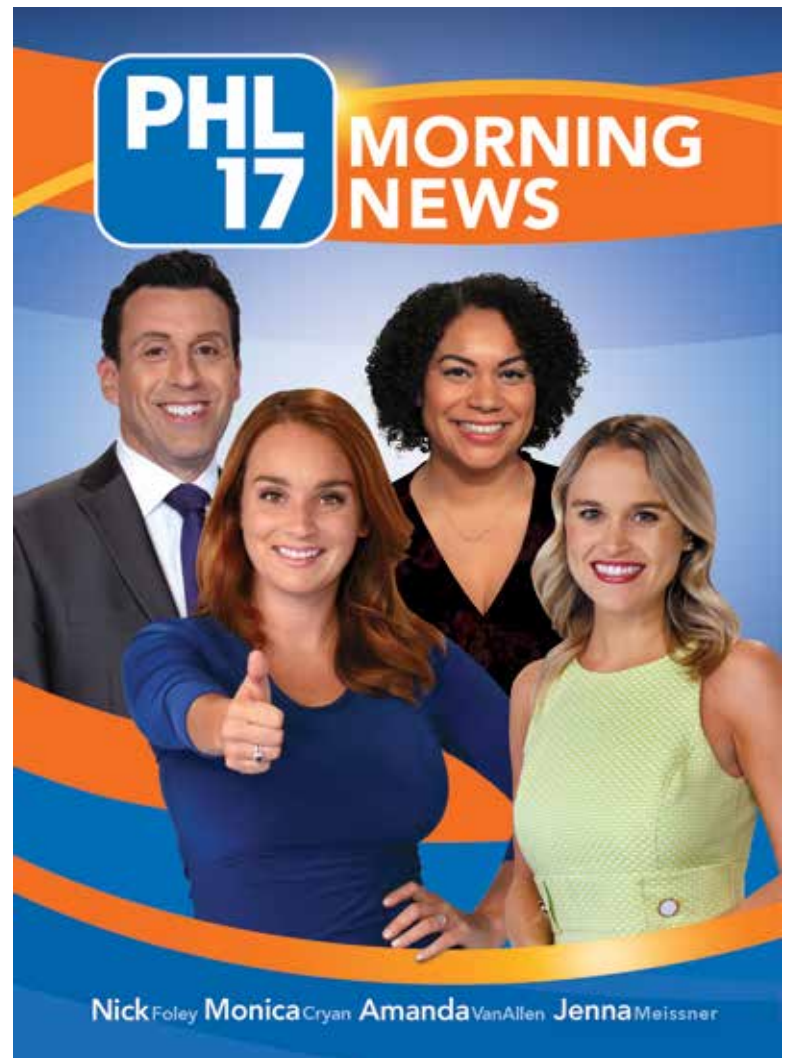
What do I receive for participating?

-Custom Comparison Report – How Your Dealership Compares – how your dealership(s) stack up to comparable dealerships in the nation, region, sales volume and either luxury or non-luxury brands.

-2022 NADA National & Regional Trends in Compensation, Benefits & Retention Report – Comprehensive report with analysis of the 2021 calendar year payroll data submitted by the participating members. Summary of benefits, demographics trends, luxury vs. non-luxury comparisons and regional highlights.


-Access for one year to the NADA Database Search Tool – online database with compensation and retention data from over ten years of NADA Dealership Workforce Studies. Allows you to custom search data for 60+ positions and narrow search to brand, state, city or even zip-code.

The study will close Friday, April 15, 2022. Please visit nada.org to learn more.



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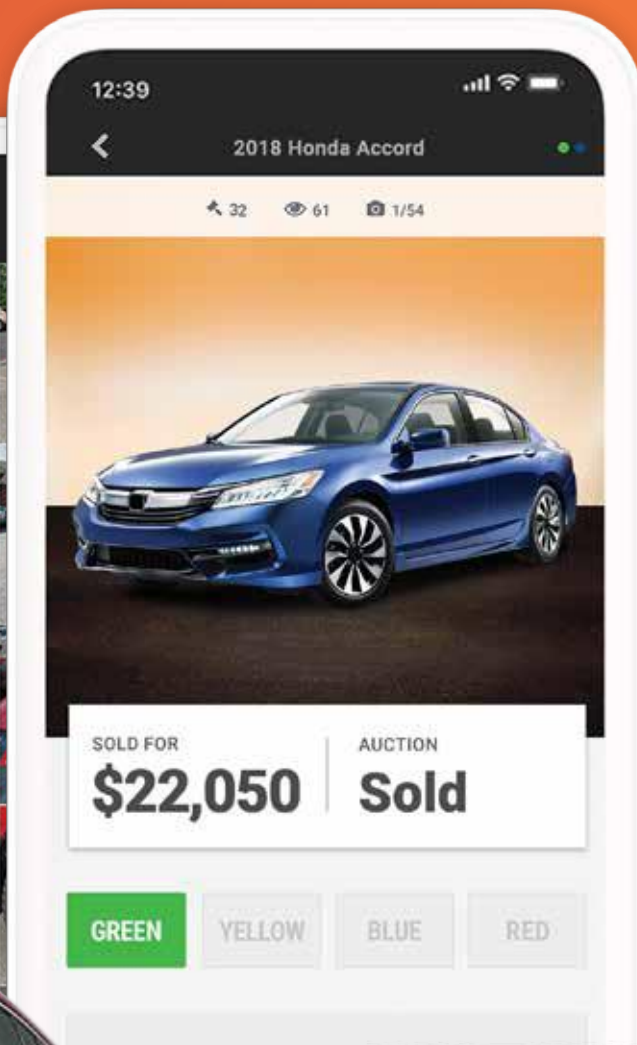
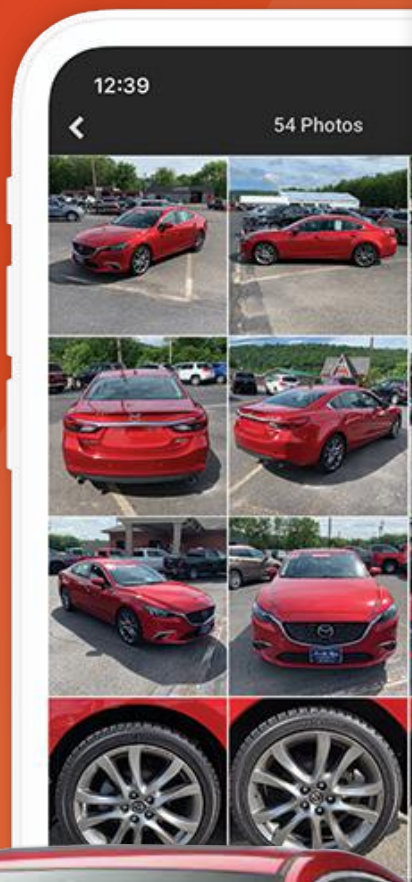
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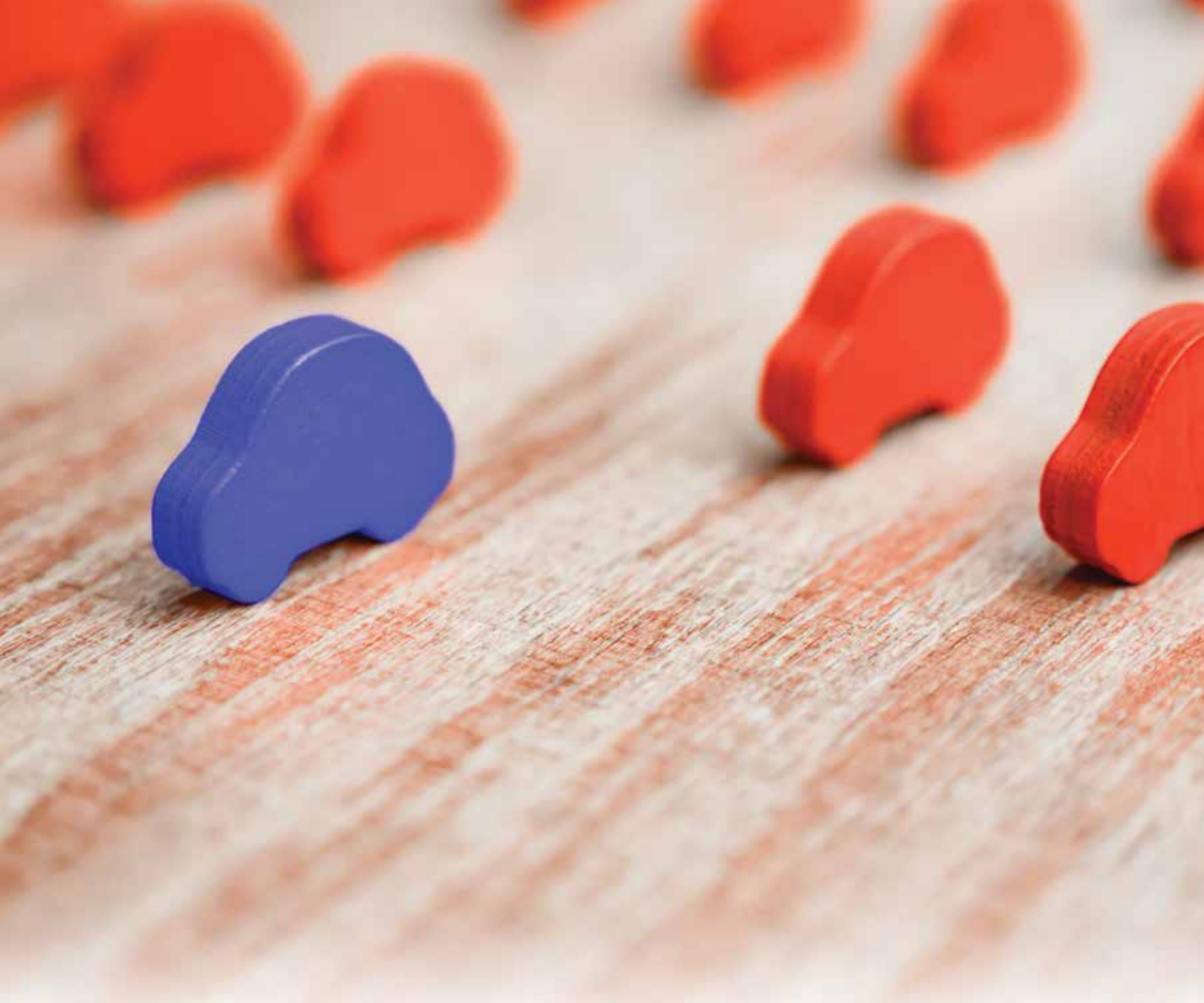
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