

Oklahoma Independent Automobile Dealers Association

# DEALERS' RESOURCE

Fall 2023

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Oklahoma Independent Automobile Dealers Association



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# DEALERS' RESOURCE

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# OKLAHOMA

## Used Motor Vehicle, Dismantler, and Manufactured Housing Commission

The Oklahoma Used Motor Vehicle, Dismantler, and Manufactured Housing Commission is excited to announce the new dealer/licensing portal is now live and available for you to **renew your 2024-2025 license**.

Benefits of using the online portal include: renewing online for quicker processing times, printing copies of your license, managing salespersons, applying for additional locations and more.

### **Important Tips:**

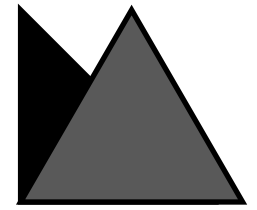
- Verify you are using the correct email address. The email address you received in the renewal notification should be your login email address. If you use a different email it will not be linked to your dealer profile.
- Select forgot password. Do not select a create a new account. Your profile has already been created for you. If you create a new account, it will not be linked to your dealer profile.
- Dealers that have salespersons – Follow the instructions you received to terminate any salespersons **before** you renew. Salespersons that have active salespersons will automatically renew with the dealer's license.
- Changes of locations and ownerships must be processed separately from the renewal.

For further instructions you may visit the OUMVDMHC website at <https://oklahoma.gov/oumvdmh.html>.

If you have any questions or need help, email the OUMVDMHC at [commission@oumvdmh.ok.gov](mailto:commission@oumvdmh.ok.gov).

**Dealer Portal link:** <https://oumvdmh.portalus.thentiacloud.net/webs/portal/#/>

# Used Motor Vehicle, D&MHC Commission



## Recent Consent Agreements:

UMVD&MHC recent and past consent agreements considered. Following is a summary of the facts regarding the commission's investigations of each complaint, alleged violations, possible sanctions, and proposed agreement.

### **Failure to make copies of certificates of title to vehicles sold, temp tag violation and advertising violations. (Consent Agreement Approved)**

A licensed used motor vehicle dealer waived his right to a hearing before the commission following an audit. The audit revealed that the respondent could not account for four (4) temporary license plates. Respondent may be assessed a fine not to exceed One Thousand Dollars(\$1000.00) per violation pursuant to Commission rule 765:13-3-5 and 47 O.S § 584A.3. R Per audit the respondent also failed to make copies of certificates of title to vehicles sold. Respondent also failed to disclose the name of his dealership in thirty five (35) advertisements. Sanctions could have included fines for advertisement violations not to exceed (\$1000.00) per violation pursuant to commission rules. The re-

spondent agreed that he would pay to the UMVD&MHC the sum of Five Thousand Four Hundred Dollars(\$5400.00) representing fines of One Hundred Dollars(\$100.00) each for each violation. This consent agreement was Approved by the commission in the sum of \$5400.00. The Respondent further acknowledged that further violations of the statues or Rules of the commission will result in a formal hearing for suspension or revocation of Respondent's license. This used motor vehicle dealer also agreed to attend or has attended the Commission Education Program as a part of this consent agreement and agreed that in the event he fails to pay the fines assessed in the consent agreement as agreed, the used motor vehicle license of owner shall be revoked upon proof to the Commission of nonpayment.

### **Advertising violations by a salesperson using a different name. (Consent Agreement Approved)**

Oklahoma City licensed used motor vehicle dealer was under investigation for advertising violations. The Respondent's salesperson advertised vehicles belonging to the

the respondent for sale on Facebook Marketplace using a name not associated with the dealership, failing to identify the vehicles as belonging to the Respondent, or that he was a salesperson for said dealership. Commission staff identified 353 advertisements in the previous six (6) months authored by this individual. Respondent when advised of the advertisements responded that the advertisements were made without the knowledge of management, and were not authorized by owner or responsible party for the dealership. At commission staff request, Respondent provided information that the aforesaid salesperson had sold eleven (11) vehicles in the previous four (4) months. The actions by the salesperson were in violation of Commission Rule 765;16-3-12 which pursuant to 47 O-S § 584-A. 5 could subject Respondent to fines not to exceed One Thousand Dollars (\$1000.00) per violation. The consent agreement agreed upon was a total fine of Five Thousand Five Hundred Dollars (\$5,500.00) A fine of \$500.00 per vehicle. There had been no further issue with said Respondent Dealership nor any previous issues.

**Temporary Tag, tax stamp & Certificate of Title Violations. (Consent Agreement Approved)**

Tulsa Oklahoma licensed used licensed deal-

er hereinafter referred to as Respondent as a result of an audit by investigator of the UMVD&MHC waved his right to a hearing with the following consent agreement. The following is a summary of the facts concerning the investigation and the audit by Commission personnel. The Respondent agreed to resolve this investigation with said consent agreement following findings that the Respondent failed to deliver certificates of title to three vehicles, two of which were the subject of a consumer complaint. One title was undelivered for four months, a second title for seven months, and a third title for ten months, all of which caused injury to the people with whom Respondent dealt. The investigation also revealed that three additional temp tags on the sale of a used motor vehicle were issued. Respondent also failed to affix tax stamps to at least six certificates of title for seven vehicle transactions. The maximum sum that may be fined per violation of Commission rule 765 is at \$1000.00 .

Respondent acknowledged that in the event of a hearing before the commission the sanctions could include suspension or revocation of Respondent's used motor vehicle dealer's license. The Respondent agreed to the following sanctions for said violations as follows:

Respondent agrees that he will pay to the UMVD&MHC the sum of Five Hundred

Dollars (\$500.00) for the first instance of failure to deliver title, of Seven Hundred Fifty Dollars (\$750.00), and One Thousand Dollars (\$1000.00) each for the second and third violations of failure to deliver certificates of title, the sum of Three Hundred Dollars (\$300) for the three additional temporary license plates issued, the sum of Six Hundred Dollars (\$600.00) for the six titles without tax stamps, and the sum of Seven Hundred Dollars (\$700.00) for the seven instances of failure to make copies of titles, constituting a total sum of Four Thousand One Hundred Dollars (\$4100.00)

The Respondent further acknowledged that the Consent Agreement must be approved by a majority of the Commissioners, that they may accept or reject the agreement, and that in the event the Commission fails to accept this Consent Agreement as written, a different Agreement could be offered to the Respondent or the Commission could choose to conduct a hearing on this matter. A hearing could result in the Respondent's loss of used dealer license and or suspension. The Respondent Agreed to Consent and was approved by the commission for the one time payment in full of (\$4100.00) The Respondent also agreed to attend the next available Education Program of the Commission.

By OIADA Staff

**FOR A COMPLETE COPY OF THE UMVD&MHC RULES PLEASE VISIT THE WEBSITE AT :**

<https://Oklahoma.gov/umvd&mhc.html>

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Automobile Dealers  
Association**

The OKIADA is a statewide association that represents the unique interest of the states Independent Auto Dealers.

The association works to protect dealers from unfair regulations and legislation on a state level. We are an inclusive community advancing automobile dealers through advocacy, education , promotion and unification. Our members share best practices that protect and advance the industry.

# COMMISSION REPORT :



## UMVD&MHC Commission Report

### JULY 11TH 2023

### COMMISSION

### MEETING

Chairman John Longacre convened the July 11, 2023, session of the Used Motor Vehicle, Dismantler & Manufactured Housing Commission (UMVH&MHC) meeting following roll call and approval of the previous month's meeting minutes. Longacre called on Director Brian Wilson for his report.

With regard to the New Rules and Update changes, Mr. Wilson explained that the new rules go into effect August 15th, 2023, he went on to explain the commissions new computer system, and education program through YouTube for the updated website and system. The system should be completed by the end of the month. Brian Wilson also discussed legislation updates: Thentia Licensing platform; investigator's work in progress' cease and desist letters issued; complaints handled; inspections done; renewals; new staff and miscellaneous comments. Kerry Siegfried made the motion to approve the expenditure report, seconded by Jennifer Rooks-Jones and carried on a vote 10-0.

Assistant Attorney General discussed changes to the agenda recommended in the "Open Meetings Act, and Open Records Act" with the Ethics Commission with the purpose to give notice to the public of meetings, agenda and discussion.

There were two other discussions and motions made on two used car dealerships. The first had multiple unlicensed salespeople working over a period of 7 years combined. This dealership was fined \$1000.00 per year that these salesmen worked without being licensed. He was fined in a one time payment without an agreement to make payments.

The other discussion and possible action was for fines assessed to an Oklahoma City car lot to be approved to make payments for his fines previously rendered to a payment of \$3000.00 per month.

In this meeting Applications for used motor vehicle dealers license, salesperson's license were submitted and approved along with other applications for Special Circumstances.

#### REPORT OF CEASE AND DESIST LETTERS ISSUED

These letters direct the individual or business to cease violations of law or rules.

<i>Kaleb Bagshaw</i>	<i>UD</i>	<i>Oklahoma City</i>	<i>6.19.23</i>
<i>Carlos Cartagena</i>	<i>RB</i>	<i>Oklahoma City</i>	<i>6.30.23</i>
<i>Carlos Coronadao</i>	<i>UD</i>	<i>Oklahoma City</i>	<i>3.30.23</i>
<i>Wayne Cotton</i>	<i>AD</i>	<i>Ponca City</i>	<i>6.26.23</i>
<i>Bobby Crawford Jr.</i>	<i>UD</i>	<i>Luther</i>	<i>6.30.23</i>
<i>Michael Hicks</i>	<i>UD</i>	<i>Moore</i>	<i>6.19.23</i>
<i>Maraver Jimenez</i>	<i>UD</i>	<i>Edmond</i>	<i>6.23.23</i>
<i>Brandon McBride</i>	<i>UD</i>	<i>Luther</i>	<i>6.23.23</i>
<i>Justin Miller</i>	<i>AD</i>	<i>Ponca City</i>	<i>6.23.23</i>
<i>Eduard Mishrov</i>	<i>UD</i>	<i>Tulsa</i>	<i>6.23.23</i>
<i>Ivan Napelonor</i>	<i>AD</i>	<i>Broken Arrow</i>	<i>6.23.23</i>
<i>Steven Newman</i>	<i>UD</i>	<i>Tulsa</i>	<i>6.30.23</i>
<i>Guadalupe Quiroz</i>	<i>UD</i>	<i>Tulsa</i>	<i>6.30.23</i>
<i>Chris Robertson</i>	<i>UD</i>	<i>Chickasha</i>	<i>6.30.23</i>
<i>Alfredo Rodriguez</i>	<i>UD</i>	<i>Midwest City</i>	<i>6.30.23</i>
<i>Brian Waita</i>	<i>UD</i>	<i>Tulsa</i>	<i>6.30.23</i>

#### LICENSES SUSPENDED OR ABANDONED

The following licenses were suspended or abandoned until compliance is met.

<i>A-1 Motor Company</i>	<i>Tulsa</i>	<i>OUT OF BUSINESS, OWNER DECEASED</i>
<i>Ace Pre-Owned AS</i>	<i>McAlester</i>	<i>OUT OF BUSINESS, OWNER DECEASED</i>
<i>Bob Moore DCJR</i>	<i>Tulsa</i>	<i>CHANGE IN OWNERSHIP</i>
<i>D&amp;S Performance Autos</i>	<i>BA</i>	<i>OUT OF BUSINESS PER OWNER</i>
<i>L&amp;K Auto Remarketing</i>	<i>Moore</i>	<i>CHANGE OF OWNERSHIP</i>
<i>MM Motors</i>	<i>OKC</i>	<i>OUT OF BUSINESS PER OWNER</i>
<i>Post Oak Toyota</i>	<i>Tulsa</i>	<i>CHANGE OF OWNERSHIP</i>
<i>Primeaux Dealerships</i>	<i>Bixby</i>	<i>OUT OF BUSINESS PER OWNER</i>
<i>RV General Store</i>	<i>NewCastle</i>	<i>CHANGE OF OWNERSHIP</i>
<i>Shields OKC Auto Direct</i>	<i>OKC</i>	<i>OUT OF BUSINESS PER TOM CANNADY</i>
<i>Smicklas Chevrolet</i>	<i>OKC</i>	<i>CHANGE OF OWNERSHIP</i>
<i>Wiley's Automotive</i>	<i>Ada</i>	<i>OUT OF BUSINESS, OWNER DECEASED</i>

See UMVH&MHC website for Closed Complaint Report

<https://oklahoma.gov/oumvdmhc.html>

# COMMISSION REPORT :



## UMVD&MHC Commission Report

### AUGUST 8TH, 2023 COMMIS- SION MEETING

Commissioner Jim Davis convened the session of the August 8th, 2023 UMVD&MHC following roll call and approval of the previous meeting minutes. He then called for Executive Director Brian Wilson's directors report. Mr. Wilson discussed legislation update; Thentia platform; investigator's work in progress; education class; complaints handled; introduced new staff and miscellaneous comments. Promotions within the staff were announced.

Commissioner Terry Shreve then had added #16 on the agenda for discussion on the performance of the new Executive Director Brian Wilson where he commented with compliments to Mr. Wilson and the staff on the implementation of the new digital evolvement concerning new computer system and the ease of the digital application process, complaint process, etc. Mr. Shreve went on to express his appreciation for the staff and how he is impressed with the improvement evolving and job well done. "The digital world is our

future" mentioned commissioner Shreve. "This upgrade was stalled about 3 years ago, but now back on track".

Applications for used motor vehicle license were presented to the Commission. Discussion was had regarding applicants. Brett Howerton made the motion to approve the applicants subject to final approval by staff and issuance of license when compliance with all requirements is met. Seconded by Jennifer Rooks-Jones. Applicants for Salesperson's, wholesale dealers, and rebuilders certificates were also presented to the Commission and motion was made to approve the applicants, motion carried vote on a 7-0 and seconded.

The meeting continued with discussion on the status of the Deputy Director position. No action was taken. Discussion on the influence of the Attorney General's Representative on the effectiveness of the Commission meeting. No action was taken.

There being no further business to discuss, Jim adjourned the meeting at 11:33am.

See UMVH&MHC website for Closed Complaint Report

<https://oklahoma.gov/>

#### REPORT OF CEASE AND DESIST LETTERS ISSUED

These letters direct the individual or business to cease violations of law or rules.

<i>Gasper Arjanah</i>	UD	Owasso	7.25.23
<i>Israel Argomedeo</i>	UD	OKC	7.05.23
<i>Robert Blake</i>	UD	Cleveland	7.25.23
<i>Billy Bower</i>	UD	Chandler	7.31.23
<i>April Collings</i>	UD	Kingfisher	7.28.23
<i>Terri Daywood</i>	UD	OKC	7.26.23
<i>Daisy Garay</i>	UD	Tulsa	7.02.23
<i>Bobby Green Jr</i>	UD	Tulsa	7.25.23
<i>Daniel J Hernandez</i>	UD	OKC	7.28.23
<i>Gerardo Hernandez</i>	UD	Tulsa	7.25.23
<i>Ray Jones</i>	UD	Porum	7.24.23
<i>Maksyn Kolosha</i>	UD	Tulsa	7.19.23
<i>Levi Lairson</i>	UD	Norman	7.31.23
<i>David Linsbery</i>	UD	OKC	7.26.23
<i>Edvin Lopez</i>	UD	OKC	7.28.23
<i>Calewerson Ordonez</i>	UD	OKC	7.25.23
<i>Zachary robins</i>	CC	Edmond	7.25.23
<i>Maribel Sanchez</i>	UD	Tulsa	7.25.23
<i>Michael Sanders</i>	UD	Moore	7.18.23
<i>Carlos Sapon</i>	UD	OKC	7.28.23
<i>Eddie Stutson</i>	UD	OKC	7.26.23
<i>Anthony Titamokumi</i>	UD	OKC	7.25.23
<i>Steven Townley</i>	UD	Barnsdall	7.25.23
<i>Tony Tran</i>	UD	OKC	7.26.23
<i>Christopher Vance</i>	UD	Tulsa	7.26.23

#### LICENSES SUSPENDED OR ABANDONED

The following licenses were suspended or abandoned until compliance is met.

<i>Autos Unlimited</i>	<i>Muskogee</i>	OUT OF BUSINESS. ABANDONED
<i>Big 12 Auto Sales</i>	<i>Broken A</i>	OUT OF BUSINESS. ABANDONED
<i>Bob Hurley DCJR</i>	<i>Ponca City</i>	CHANGE OF OWNERSHIP
<i>Express Auto Group</i>	<i>Muskogee</i>	OUT OF BUSINESS. ABANDONED
<i>Fleetwood Auto Sales</i>	<i>Tulsa</i>	CHANGED TO USED DEALER
<i>Honda of Muskogee</i>	<i>Muskogee</i>	CHANGE OF OWNERSHIP
<i>Interstate Auto Wh</i>	<i>Muskogee</i>	OUT OF BUSINESS. ABANDONED
<i>Irwin Auto Co.</i>	<i>Woodward</i>	CHANGE OF OWNERSHIP
<i>Merit BG of Chick</i>	<i>Chickasha</i>	CHANGE OF OWNERSHIP
<i>Mr B's Auto Sales</i>	<i>Kansas</i>	OUT OF BUSINESS PER OWNER
<i>Oklahoma Motorcars</i>	<i>Norman</i>	CHANGE OF OWNERSHIP
<i>Post Oak Acura</i>	<i>Tulsa</i>	CHANGE OF OWNERSHIP
<i>Poteau Truck Sales</i>	<i>Poteau</i>	OUT OF BUSINESS PER OWNER
<i>Red Barn Auto Sales</i>	<i>Tulsa</i>	OUT OF BUSINESS PER OWNER
<i>Redemption Auto</i>	<i>OKC</i>	OUT OF BUSINESS. ABANDONED

# COMMISSION REPORT :

## UMVD&MHC Commission Report



### SEPTEMBER 12, 2023 COMMIS- SION MEETING

Chairman John Longacre convened the session of the UMVD&MHC following roll call and the approval of the previous meeting minutes.. He called for the Executive Directors Report from Brian Wilson. Mr. Wilson discussed possible action on the Expenditure Statements; Legislative Update on Senate Bill 836 concerning Electronic Titles in the state of Oklahoma. On the date of June 30, 2025 the state of Oklahoma will be dependent on only ELT titles. There is still much discussion on vendors for the ELT OK.Cars program. He went on to discuss that the ELT does not include

salvage yards and that a Notary is no longer required on titles. Mr. Wilson also discussed the education program attendance; informal hearings held; office move; paper tags and an upcoming meeting with Service Oklahoma and the Oklahoma Turnpike Authority.

There was further discussion and possible action on applications for used motor vehicle dealers license, possible reconsideration and possible action on application for used motor vehicle dealer’s license for Six Steet Car Lot. The Commission approved Licensing for used motor vehicle licensing, salesperson’s licensing and applications involving special circumstances.

#### REPORT OF CEASE AND DESIST LETTERS ISSUED

These letters direct the individual or business to cease violations of law or rules.

<i>Gasper Anjanoh</i>	<i>UD</i>	<i>Owasso</i>	<i>8.30.23</i>
<i>Kwame Archeampong</i>	<i>UD</i>	<i>OKC</i>	<i>8.30.23</i>
<i>Juan Batres</i>	<i>UD</i>	<i>OKC</i>	<i>8.30.23</i>
<i>Miguel Escobar</i>	<i>UD</i>	<i>Tulsa</i>	<i>8.30.23</i>
<i>Jose Hernandez</i>	<i>UD</i>	<i>Tulsa</i>	<i>8.14.23</i>
<i>Xavier Mcvea</i>	<i>UD</i>	<i>Lawton</i>	<i>8.28.23</i>
<i>Glewerson Ordonez</i>	<i>UD</i>	<i>OKC</i>	<i>8.30.23</i>
<i>Thomas Spriggs</i>	<i>UD</i>	<i>OKC</i>	<i>8.30.23</i>

#### LICENSES SUSPENDED OR ABONDONED

The following licenses were suspended or abandoned until compliance is met.

<i>American Motors</i>	<i>Tulsa</i>	<i>LOT ABANDONED PER INVESTIGATOR</i>
<i>Bates Truck &amp; RV</i>	<i>Chickasha</i>	<i>OUT OF BUSINESS PER OWNER</i>
<i>Happy Auto Sales</i>	<i>OKC</i>	<i>FAILED TO COMPLETE CHANGE OF CONDITION REQUIREMNTS</i>
<i>K&amp;H Car Sales</i>	<i>Stillwater</i>	<i>LOT VACATED</i>
<i>Steel Horses Tulsa</i>	<i>Tulsa</i>	<i>OUT OF BUSINESS PER OWNER</i>
<i>Swinson Auto Sales</i>	<i>Jenks</i>	<i>CHANGED TO A USED DEALER</i>

#### CLOSED COMPLINT REPORT

See UMVH&MHC website for Closed Complaint Report

<https://oklahoma.gov/oumvdmhc.html>

CONTINUED FROM PREVIOUS PAGE: AUGUST MEETING

#### REPORT OF CEASE AND DESIST LETTERS ISSUED

The following licenses were suspended or abandoned until compliance is met.

<i>Riverside Airport Auto</i>	<i>Jenks</i>	<i>OUT OF BUSINESS, PER OWNER</i>
<i>Route 66 Auto Salvage</i>	<i>Tulsa</i>	<i>CHANGE OF OWNERSHIP</i>
<i>Shawnee Import Salvage</i>	<i>Shawnee</i>	<i>OUT OF BUSINESS PER INVESTIGATOR</i>
<i>Surge Truck Sales</i>	<i>Woodward</i>	<i>OUT OF BUSINESS-PER COMPLIANCE</i>
<i>Truck Country</i>	<i>Muskogee</i>	<i>OUT OF BUSINESS LOT ABANDONED</i>
<i>Velocity Auto Sales</i>	<i>Coweta</i>	<i>OUT OF BUSINESS LOT ABANDONED</i>
<i>Wilmes Superstore</i>	<i>Altus</i>	<i>CHANGE OF OWNERSHIP</i>



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# Newly Licensed Dealers & Renewals July, August, September 2023

B-LINE MOTORS, LLC	JEFF ELZEA	14733 S CASPER ST	GLENPOOL	74033
CARDINAL AUTO CENTER	MIKE WULFERT	308 E THOMAS	STILLWATER	74074
GT AUTO'S	JOSHUA VANOVER	3222 BART CONNER	NORMAN	73072
JIMMY LONG TRUCK COUNT.	JIMMY LONG	5232 S MUSKOGEE AVE	TAHLEQUAH	74464
JOE COOPER UC & TRUCKS MWC	JOSHEPH COOPER	6601 SE 29TH	MIDWEST CITY	73156
OKC AUTO DIRECT	THOMAS CANNADY	5600 S SHIELDS BLVD	OKC	73129
OKLAHOMA MOTORCARS	RICHARD HOWARD	2505 W MAIN ST	NORMAN	73070
SOUTHWEST CAR SALES UPTOWN	OZZIE RUGGERI	2601 SW 29TH	OKC	73109
UK MOTORS, LLC	IVAN NAPELONOK	17850 S 33RD W AVE	MOUNDS	74047
AUTO FACTORY	BRUCE NGO	1123 N ELM PLACE	BROKEN ARROW	74012
BOB HURLEY RV OKC	FRANK KLAUS	8606 N I-35 SERVICE RD	OKC	74107
BURGESS CUSTOM AUTO	JUSTIN BURGESS	724 E CENTER RD	GOLDSBY	73093
HEARTLAND CAR CO	SAM FAIRCHILD	201 N WOOD DR	OKMULGEE	74447
KELLEHAN MOTOR GROUP	BEN KELLEHAN	18583 S 460 RD	CLAREMORE	74017
PERRY'S AUTO SALES	GRAIG PERRY	9504 E 54TH ST	TULSA	74133
ADVANTAGE USED AUTO	ABUL KHALIZ	704 HOWARD ST	POCOLA	74902
BROWNY'S AUTO SALES	ARMANDO MARTINEZ	9742 E 55TH PLACE	TULSA	74146
BURNS AUTO CONNECTION	ROBERT BURNS	5405 SW 27TH ST	OKC	73128
CAR POINT AUTO SALES	MUHAMMAD SHAHNAW	12820 S MEMORIAL	BIXBY	74008
CARVANA –TULSA	CARVANA GROUP	15901 E ADMIRAL PL	TULSA	85281
KEEPS CALSSICS AUTO	SPENCER BOESE	4340 SW 29TH ST	OKC	73119
MIDWEST USED AUTO SLS	ELYAS ZOLOGHARDI	3637 N LEWIS AVE	TULSA	74148
MR B'S AUTO RAMA	BRYAN MEREDITH	202 NW J ST	ANTLERS	74523
ONE-TEN MOTORS	APRIL MEADOWS	11111 E 56TH	TULSA	74136
VOY CARS	GRAIG GROTTTS	819 N INTERSTATE DR	NORMAN	73069



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# On The Open Road..



I recently read an article about who lives a full time life on the open road and the rise in RV living may surprise you. The article surveyed 501 Americans who either live full time or part time in their RV to see what life was like on the road managing work, school, mail, and day-to-day activities. The results of the survey showed that half of RVers are under the age of 45 and most likely to have multiple children. They embrace RV Life mainly because they can experience these adventures and explore the country while working. During the pandemic the world quickly

realized that working remote not only increased productivity of their employees, but improved work-life balance , and now years later the remote employee is not only saving an average of \$4500 on commuting annually ,but employers have found boosts in productivity as remote employees are actually working longer hours, experience less stress, and experience a wholesomeness within their families. There are expected to be 36.2million American employees working remotely by 2025.



However they are doing it, more and more RVers are seeking adventure and life on the road.

It was completely understandable during the pandemic that RV purchases spurred record-breaking numbers, but the trend was already on the upswing. RV ownership has increased 62% over the last 20 years, with 11.2 million households owning RVs. A study shows that RV ownership has grown significantly among people under the age of 45. In a 2022 survey, half of RVers are 18-44, and only 18% are 65 or older, representing a shift in traditional RV life. RV life is no longer for senior couples who like to cruise to warm weather spots. The Director at KOA Campgrounds says it's easy to say the pandemic caused the shift, but it's been developing for years. "More people were forced to work at home, and I think that just accelerated the change that was already occurring". The survey found that 54% of all RVers are active remote workers. That number increases a bit to 59% but jumps to 70% for the age 25-34 demographic. Packing a bunch of kids into a smaller home on wheels may make some of us cringe, but

many families, especially since virtual and in person school is an option for everyone are embracing the time and adventure for their families. The family time for average families in America is fading as both mother and father burn the candle at both ends to survive the cost of living. So for those families that have crunched the numbers and are ready for the adventure. RV living is on trend. The RV Market is still relatively strong in the second half of 2023 compared to previous years. Even though Inflation is taking a bite out of every aspect of the family budget. The Northeast reports fewer sales inventory than dealers in the Southwest, but overall it looks like many of the kinks in the supply chain during pandemic are working their way out, and consumers see more options available. For all of you RV dealers, while 2022 was still one of the best years financially for RV manufacturers, 2023 shipments look dismal so far, with RV shipments down by 49.2% for the year (through June), with a total of 164,830 units. This sharp decline in shipments is reminiscent of the 2007-2009 financial crisis and recession.

That said, RVIA President & CEO Craig Kirby reminds us that "RVing has remained a preferred way to travel for more than 44 million Americans planning RV trips this summer. Our latest RV shipment forecast shows that shipments should begin to recover later this year and into 2024 as consumer confidence increases.

From this



to this



CamperFaq reports Popular RV brands by type include:

The RV Dealers Association tracks the most popular RV brands for each class. For travel trailers, Jayco takes the lead. Fifth wheels are the second most popular RV class, and Montana comes out on top for market share, with Reflection trailing not far behind.

Class A RVs are a marvel among motorhomes, with the famous Winnebago holding the torch since 2017. Class B, or camper vans, are rising in

popularity as people tighten their budgets. Winnebago dominates this segment as well, alongside the iconic Airstream.

Class C RVs, constructed on truck chassis, are another budget option growing in popularity. Four Winds is the top brand in this class.

RVer's tend to love RV life. About one-third of respondents to the survey read say they see no end in sight to their RV lifestyle. They'll keep going for as long as they can.

OIADA Staff



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## METRO AUTO AUCTION

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# FTC Action Leads to Industry Bans for Operators of ‘Extended Vehicle Warranty’ Scam.



**FEDERAL TRADE COMMISSION**  
PROTECTING AMERICA'S CONSUMERS

A Federal Trade Commission lawsuit against the operators of a telemarketing scam that called hundreds of thousands of consumers nationwide pitching “extended automobile warranties” will result in a lifetime ban from any outbound telemarketing business and from any involvement with extended automobile warranty sales.

The FTC first charged Kole Consulting Group and its owner, Daniel Kole, as some of the defendants running the American Vehicle Protection (AVP) operation that scammed consumers out of millions of dollars in February 2022. In its complaint, the FTC charged that AVP made unsolicited calls in which it claimed to be affiliated with vehicle makers and deceptively claimed its products, which cost thousands of dollars, offered “bumper to bumper” protection.

“Kole and AVP blasted consumers with illegal calls and made bogus claims about bumper-to-bumper warranties,” said Samuel Levine, Director of the FTC’s Bureau of Consumer Protection. “Today’s order bans Kole and his company from the extended auto warranty industry and imposes a monetary judgment of \$6.6 million, continuing the Commission’s aggressive crackdown on telemarketing fraud.”

The proposed court order in the case, which the defendants have agreed to, includes the bans from extended automobile warranty marketing and outbound telemarketing. The order also includes a monetary judgment of \$6.5 million, which is partially suspended based on the defendants’ inability to pay; Kole will be required to surrender \$500,000. If the defendants are found to have lied to the FTC about the financial status, the full judgment would be immediately payable.

The FTC previously announced a settlement with the other defendants in the case in March 2023.

The Commission vote approving the stipulated final orders was 3-0. The FTC filed the proposed order in the U.S. District Court for the Southern District of Florida.

NOTE: Stipulated final orders have the force of law when approved and signed by the District Court judge.

The staff attorneys on this matter are Harold Kirtz, Hans Clausen, and Chris Gleason of the FTC's Southeast Region.

The Federal Trade Commission works to promote competition and protect and educate consumers. Learn more about consumer topics at [consumer.ftc.gov](https://consumer.ftc.gov), or report fraud, scams, and bad business practices at [ReportFraud.ftc.gov](https://ReportFraud.ftc.gov). Follow the FTC on social media, read consumer alerts and the business blog, and sign up to get the latest FTC news and alerts.

Contact Information:

Contact for Consumers

FTC Consumer Response Center

<https://reportfraud.ftc.gov>



FEDERAL TRADE COMMISSION  
PROTECTING AMERICA'S CONSUMERS

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# PEACEFUL REPOSSESSION

By David L Nunn



Motor vehicle finance contracts typically include a security agreement whereby the debtor gives the finance company a security interest/lien in the vehicle to secure the debtor's payment and performance. Under Article 9 of the Oklahoma Uniform Commercial Code, a creditor with a vehicle lien may peacefully repossess that vehicle if the debtor defaults. This right is called "self help repossession." In doing so, a creditor may not commit a "breach of the peace." Peaceful repossession is the goal. However, this is not always easy to accomplish. Motor vehicles move from place to place. The repossessing lien holder does not always know where and when a vehicle will be found, and this can lead to risky situations. Additionally, debtors will often resist repossession by hiding the vehicle, locking it away, or pretesting the repossession in the progress. The purpose of this article is to give some examples of what constitutes a breach of the peace.

A breach of the peace is any act that offends the public tranquility, or has a tendency to incite or provoke others to offend the public tranquility. A repossessing lien holder who commits a breach of the peace can be sued for whatever damages the debtor can show, and possibly punitive damages. The following acts have been found by courts to constitute a breach of the peace:

1. Having a law enforcement officer standing by during the repossession. (This would not be the case when the creditor has a court order for the sheriff to pick up the vehicle);

1. Having a law enforcement officer standing by during the repossession. (This would not be the case when the creditor has a court order for the sheriff to pick up the vehicle.);
2. Cutting a chain locking the vehicle to a post or pillar, or breaking the windows, doors or locks on a home, business, or garage to gain access to the vehicle;
3. Driving the tow truck off with the debtor on the running boards protesting;
4. Blocking the debtor's path during the repossession and not yielding to the debtor's resistance;
5. Fighting with the debtor;
6. Having an automobile collision with the debtor after he gave chase to stop the repossession;
7. Repossessing a vehicle from the debtor's house at night where the debtor woke up and thought that his vehicle was being stolen;
8. Not obeying the order of a law enforcement official to halt the repossession;
9. Pulling the driver over on the side of the road, blocking him/her from driving forward, and making the driver drive the vehicle to the dealership;
10. Damaging property not being repossessed; and
11. Speaking offensive and insulting language during the repossession .

This is not an exhaustive list.

As these examples illustrate, wrongful repossession occurs if the creditor obtains the vehicle by threat of force or coercion, physical violence, physical injury, breaking and entering, false imprisonment, road rage, or even abusive language. A professional repossession agent does not confuse good sleuthing with strong arm/bully tactics. The best approach is to determine a time and location where the vehicle can likely be repossessed without incident. Do not repossess a vehicle with pets or children in the vehicle. The debtor should be allowed to retrieve personal items from the vehicle, and they should not be held "hostage" for a payoff or back payments.

Self-help repossession by a lien holder can be a relatively quick and effective means of reacquiring property from the debtor without going to court. However, it is a limited remedy, that must yield to the overriding policy of civil decency and order.

\* \* \* \*

*This article discusses general principles of law. It is not a substitute for obtaining the advice and counsel of a qualified attorney about a specific legal problem. If you would like to speak to attorney David Nunn about a specific motor vehicle, finance, and / or regulatory issue, he can be reached at 405-330-4053.*



David L. Nunn heads the Edmond, Oklahoma law office of *David L. Nunn, P.C.* which serves the greater metro Oklahoma City area. Mr. Nunn's practice is concentrated in the areas of motor vehicle law, collection law, consumer finance law, consumer and commercial litigation, creditors' rights and bankruptcy. Mr. Nunn has been featured speaker at seminars and continuing legal education presentations dealing with issues facing the automobile industry. The Fair Debt Collection Practices Act, debt collection and debtor/creditor law. Mr. Nunn received his bachelor of arts degree from East Central State University, and his Juris Doctorate degree, graduation with honors from Oklahoma City University,

***David L. Nunn, P.C.* is located at 212 East Second Street, Edmond, OK 73034—  
Phone 405-330-4053**




All too often we are seeing fines and penalties, even after warnings about Unlicensed Salespeople. Whether accidental, intentional or just obliviousness dealers are running the risks and the issue is being addressed in fines and loss of license. Just to be clear, here is your education refresher on Salespeople.

### A Salesperson is an individual who:

- Brokers, exchanges or negotiates a purchase sale or rental with option to purchase used motor vehicles.
- Is employed by the dealership and receives a W-2 at the end of the year.
- Is an independent contractor, who receives a 1099 from the dealer.

A Salesperson license is not transferable from one dealership to another!




**OKLAHOMA USED MOTOR VEHICLE, DISMANTLER, AND MANUFACTURED HOUSING COMMISSION**  
 421 NW 13<sup>th</sup> Street, Suite 330, Oklahoma City, OK 73103  
 Phone: (405)521-3600 Fax: (405)521-3604  
 Email: [commission@ourdmhc.ok.gov](mailto:commission@ourdmhc.ok.gov)

**APPLICATION FOR USED MOTOR VEHICLE SALESPERSON'S CERTIFICATE OF REGISTRATION**

**REGISTRATION REQUIREMENTS**

- Application Fee of \$50.00 paid by the employing dealer.
- OSBI report including all three searches (Violent Offender, Name Based, and Sex Offender). You may contact OSBI at (405)848-6724.
- Copy of current Oklahoma driver's license.

FULL NAME		CONTACT PHONE	
DATE OF BIRTH	SOCIAL SECURITY NUMBER	DRIVER'S LICENSE NUMBER	
HOME ADDRESS		CITY	STATE ZIP

**GENERAL INFORMATION**

- Are you a U.S. Citizen? If no, attach a copy of your USCIS immigration documents verifying the qualified alien status.  Yes  No
- Are you presently registered or have you ever been registered by this Commission in any capacity? If yes, in what capacity, specify the business name and dates.  Yes  No
- Have you ever had a salesperson registration denied, revoked or suspended in this or any other state? If yes, specify the state, date and circumstance on an attached sheet.  Yes  No
- Have you ever been licensed as an automobile dealer in any other state? If yes, have you ever been denied or had a license suspended or revoked in any state? If yes, please specify state, date and circumstance.  Yes  No
- Have you ever been convicted of or pled guilty or "no contest" to a felony? Felony applicants must submit copies of the Judgment and Sentencing documents for all convictions and are required to make a personal appearance before the Board of Commissioners. All documentation must be in our office BEFORE your appearance will be scheduled. Felony applicants require review and approval by the Commission on basis before acting as a salesperson.  Yes  No

**APPLICANT CERTIFICATION**

I certify under penalty of perjury that the answers and information contained herein are true and correct. I hereby authorize the Oklahoma Used Motor Vehicle, Dismantler, and Manufactured Housing Commission to make any background investigation necessary prior to the issuance of my used salesperson's certificate of registration. Failure to provide information or material misrepresentation is grounds for \$1,000 fine and denial or subsequent revocation of the salesperson's certificate of registration.

DATE: \_\_\_\_\_ APPLICANT SIGNATURE: \_\_\_\_\_

**EMPLOYER'S ENDORSEMENT**

The foregoing answers by the above applicant have been read by me and are believed to be true to the best of my knowledge and belief. The applicant is recommended as trustworthy and a person who will abide by the provisions of the laws and the rules and regulations governing the buying and selling of used vehicles. I certify that the above-named person will not be using their own financial means to purchase and sell vehicles under my dealer's license. I understand that this activity could result in the revocation of my license.

DATE	EMPLOYER SIGNATURE	TITLE
LICENSE NUMBER LID	BUSINESS NAME	BUSINESS ADDRESS

State of \_\_\_\_\_ ) Subscribed and sworn to before me this \_\_\_\_\_ day of \_\_\_\_\_  
 County of \_\_\_\_\_ ) ss. \_\_\_\_\_  
 My Commission Expires: \_\_\_\_\_ Notary Public  
 Commission # \_\_\_\_\_

## **Requirements for a Salesperson Certificate or Registration:**

What you'll need to apply for a Salesperson Certificate

1. Properly Completed Application
2. O.S.B.I. report with all three boxes stamped.
3. \$50 Licensing Fee (2yr license)
4. Copy of Valid Oklahoma Driver's License.
5. An applicant, who does not have a felony conviction, may begin selling immediately after these documents are received by the Commission.
6. A felony applicant will not be provisionally licensed.

## **Rules for a Salesperson Certificate of Registration:**

- A Salesperson must use the dealership's funds to purchase vehicles.
- Must title vehicles in the dealership's name and address.
- If an employee advertises on the dealership's behalf in their personal name they must have a salesperson certificate.
- If applicant has a felony the licensing process is different.

## **Salespeople**

- 1.** If a salesperson is licensed by one dealer and buying for other dealers he needs to provide a letter, written by the dealer he/she is buying for, to the auctions authorizing him/her to buy for that dealer ( these buyers licenses should be checked by all dealers involved periodically) This letter needs to be given to each auction the buyer attends. A salesperson can buy for 10 dealerships **but can only sell for the dealership where he/she is licensed.**
- 2.** You may only sell for the dealership listed on your salesperson's card.
- 3.** A Salesperson certificate of registration does not transfer to another dealership. **Salesperson must re-apply each time he/she changes dealerships.**

## **New Applicants**

All New Applicants are required to submit a current report from the Oklahoma State Bureau of Investigations OSBI's Criminal History Information Request Portal (CHIRP) or (OSBI report)

This report must include all three searches:

**Name Based**

**Sex Offender**

**Violent Offender**

The OSBI may be contacted at 405-848-6724 or [www.chirp.osbi.ok.gov/](http://www.chirp.osbi.ok.gov/)

## **Felony Applicants**

**An applicant that has been convicted of a felony must appear before the Commissioners for approval prior to engaging in any sales activities. Failing to comply with the felony application process may result in fines against your license.**

**An owner or general manager of dealership is required to appear with that potential salesperson to answer questions asked by the Commissioners.**

## **Exiting Employees**

If an employee leaves for any reason

**Immediately contact the Used Motor Vehicle and Parts Commission to update the status of this employee.**

**The employee could represent him/herself to still be employed by you to auctions or other entities causing you the OWNER serious problems!**

It has been **over 90** days past the due date of June 9th, 2023 for the required changes in the Federal Trade Commissions Safeguards Rule. How has your journey been? As a vital part of the auto dealership community, it's essential for your business to be aware of , and compliant

## Who needs to complete the Safeguards Training?

Some of your employees will have to complete specialized training in order to stay compliant to meet new requirements for the Safeguards and Privacy Rules of the Gramm-Leach-Bliley Act.



All employees who have access to your customer private information are required to complete the "Complying with the Safeguards Rule-All Other Employees" training.



You must also designate one member of your team to complete the "Complying with the Safeguards Rule—Qualified Individual"



**Course for the Qualified Individual**— The course for the Qualified individual will take under 60 minutes to complete. Cost is \$75.00 This course covers the requirements for the Safeguards Rule's "Qualified Individual" and Privacy Rule of the Gramm-Leach-Bliley Act. The course covers information that only the qualified individual is required to know, such as what to do in a data breach. Plus, this course provides all the model policies as the QI is responsible for making sure the dealership has policies related to safeguarding information.

**Course for All Other Employees**—The course for all other dealership employees will take around 30 minutes to complete. Cost is \$49.00 per user. The course for all other employees covers the requirements for the Safeguards Rule and Privacy Rule of the Gramm-Leach-Bliley Act. Information covered includes , but not limited to, data retention and disposal, privacy notice requirements, and use of nonpublic personal information. Volume pricing options are available with dealerships with more than 10 employees.

**Certificates of Completion**— A Certificate of Completion for the "Qualified Individual" and a Certificate of Completion for each employee who successfully complete their training will be available to be printed. This helps serve as proof the dealership complied with these requirements.



<https://dealerportal-texasdealereducation.talentlms.com/>

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membership and commitment in the  
Oklahoma Independent Automobile  
Dealers Association.*

*These memberships have been instrumental in  
changing things for the better in the  
Used Car Industry.*

*We celebrate you and Thank You !  
The OIADA is grateful for your long  
participation and support.*

*Thank*

*You !*

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PROUDLY PRESENTED TO

*Ausbrook's Used  
Cars*

*32 Years!*

CERTIFICATE  
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PROUDLY PRESENTED TO

*D & D Used Cars  
32 Years!*

CERTIFICATE  
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PROUDLY PRESENTED TO

*David Stanley Chev.  
32 Years!*

CERTIFICATE  
OF APPRECIATION

PROUDLY PRESENTED TO

*Dealers Auto Auction  
32 Years!*

CERTIFICATE  
OF APPRECIATION

PROUDLY PRESENTED TO

*Doenges Toyota  
32 Years!*

CERTIFICATE  
OF APPRECIATION

PROUDLY PRESENTED TO

*Ferguson Superstore  
32 Years!*

CERTIFICATE  
OF APPRECIATION

PROUDLY PRESENTED TO

*Marc Miller  
32 Years!*

CERTIFICATE  
OF APPRECIATION

PROUDLY PRESENTED TO

*Town & Country  
Auto  
32 Years!*

CERTIFICATE  
OF APPRECIATION

PROUDLY PRESENTED TO

*Wilmes Superstore*  
*31 Years !*

CERTIFICATE  
OF APPRECIATION

PROUDLY PRESENTED TO

*Wheels of OKC*  
*32 Years !*

CERTIFICATE  
OF APPRECIATION

PROUDLY PRESENTED TO

*Carl's Auto Sales*  
*31 Years!*

CERTIFICATE  
OF APPRECIATION

PROUDLY PRESENTED TO

*Sports & Imports, Inc*  
*31 Years!*

CERTIFICATE  
OF APPRECIATION

PROUDLY PRESENTED TO

*Regal Car Sales*  
*& Credit*  
*31 Years !*

CERTIFICATE  
OF APPRECIATION

PROUDLY PRESENTED TO

*Truetruck HD*  
*31 Years !*

CERTIFICATE  
OF APPRECIATION

PROUDLY PRESENTED TO

*Universal*  
*MH/ Used Cars*  
*31 Years !*

CERTIFICATE  
OF APPRECIATION

PROUDLY PRESENTED TO

*Watson Auto Sales*  
*31 Years !*

CERTIFICATE  
OF APPRECIATION

PROUDLY PRESENTED TO

*Hunt Motor Co.*

*30 Years!*

CERTIFICATE  
OF APPRECIATION

PROUDLY PRESENTED TO

*McNair's Auto  
Sales*

*30 Years !*

CERTIFICATE  
OF APPRECIATION

PROUDLY PRESENTED TO

*Discount Auto  
Sales*

*29 Years!*

CERTIFICATE  
OF APPRECIATION

PROUDLY PRESENTED TO

*Altus Auto  
Auction*

*30 Years!*

CERTIFICATE  
OF APPRECIATION

PROUDLY PRESENTED TO

*Randy Mitchell  
Auto*

*29 Years !*

CERTIFICATE  
OF APPRECIATION

PROUDLY PRESENTED TO

*Crown Auto  
World Bristow*

*30 Years !*

CERTIFICATE  
OF APPRECIATION

PROUDLY PRESENTED TO

*Don Hickey Used  
Cars*

*29 Years!*

CERTIFICATE  
OF APPRECIATION

PROUDLY PRESENTED TO

*Howerton Auto  
Sales*

*29 Years!*

CERTIFICATE  
OF APPRECIATION

PROUDLY PRESENTED TO

*Wholesale Motors*  
*29 Years!*

CERTIFICATE  
OF APPRECIATION

PROUDLY PRESENTED TO

*Billy Nowell Auto*  
*Sales*  
*29 Years!*

CERTIFICATE  
OF APPRECIATION

PROUDLY PRESENTED TO

*Harley Davidson*  
*World*  
*29 Years !*

CERTIFICATE  
OF APPRECIATION

PROUDLY PRESENTED TO

*Taylor Auto Sales*  
*29 Years !*

CERTIFICATE  
OF APPRECIATION

PROUDLY PRESENTED TO

*Thoroughbred*  
*Motors, Inc.*  
*29 Years!*

CERTIFICATE  
OF APPRECIATION

PROUDLY PRESENTED TO

*Champ Hinton*  
*Used Cars*  
*29 Years!*

CERTIFICATE  
OF APPRECIATION

PROUDLY PRESENTED TO

*Atoka Wholesale*  
*Motors*  
*29 Years !*

CERTIFICATE  
OF APPRECIATION

PROUDLY PRESENTED TO

*Len Roberts En-*  
*terprises, Inc.*  
*27 Years !*

CERTIFICATE  
OF APPRECIATION

PROUDLY PRESENTED TO

*Coast To Coast*  
*27 Years !*

CERTIFICATE  
OF APPRECIATION

PROUDLY PRESENTED TO

*Nissan Of Lawton*  
*27 Years !*

CERTIFICATE  
OF APPRECIATION

PROUDLY PRESENTED TO

*Shockley's Auto*  
*Sales, Inc.*  
*27 Years!*

CERTIFICATE  
OF APPRECIATION

PROUDLY PRESENTED TO

*Fisher's Auto*  
*Mall, Inc.*  
*27 Years!*

CERTIFICATE  
OF APPRECIATION

PROUDLY PRESENTED TO

*The Key*  
*27 Years!*

CERTIFICATE  
OF APPRECIATION

PROUDLY PRESENTED TO

*Cavender's Auto*  
*Sales*  
*26 Years !*

CERTIFICATE  
OF APPRECIATION

PROUDLY PRESENTED TO

*Randy Bowen*  
*Chevrolet, Inc*  
*25 Years!*

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OF APPRECIATION

PROUDLY PRESENTED TO

*Overdrive*  
*Automotive Center*  
*25 Years !*

<i>T &amp; T Auto Sales, Inc</i>	<i>24 Years!</i>
<i>Wheels of Norman</i>	<i>24 Years!</i>
<i>Terry Halbert Auto Sales</i>	<i>24 Years!</i>
<i>America's Auto Auction –Tulsa</i>	<i>23 Years!</i>
<i>D &amp; D Truck sales, Inc</i>	<i>22 Years!</i>
<i>R &amp; J Motors, LLC</i>	<i>22 Years!</i>
<i>Kent's Custom Cars &amp; Trucks</i>	<i>22 Years!</i>
<i>Mangum Auto Sales</i>	<i>21 Years!</i>
<i>Mitchel Motors, Inc.</i>	<i>22 Years!</i>
<i>Ron Miller Motor Co.</i>	<i>22 Years!</i>
<i>Scott Auto Sales</i>	<i>22 Years!</i>
<i>Red Line Auto Sports, Inc.</i>	<i>22 Years!</i>
<i>Collinsville Auto Sales</i>	<i>21 Years!</i>
<i>The Car Man, LLC</i>	<i>20 Years!</i>
<i>Credit Connection Auto Sales</i>	<i>20 Years!</i>





# Kicking The Tires Is No Longer A Thing

“Kicking the tires” is mostly figurative, although in the early years of the automobile, tires were much thinner and would fail quicker. **A prospective buyer would kick them to see if they were of poor quality.** It usually didn't prove much, but became a strange custom for years. “Ah, they’re just tire kickers,” is a commonly used phrase in the car selling business. It typically refers to when a car shopper comes into a dealership to look at a car and ask a few questions, but doesn’t do any further research or ask for a test drive. Wherever the saying has come from or whatever it means, it is a fading.

“Ah, they’re  
just tire  
kickers,”



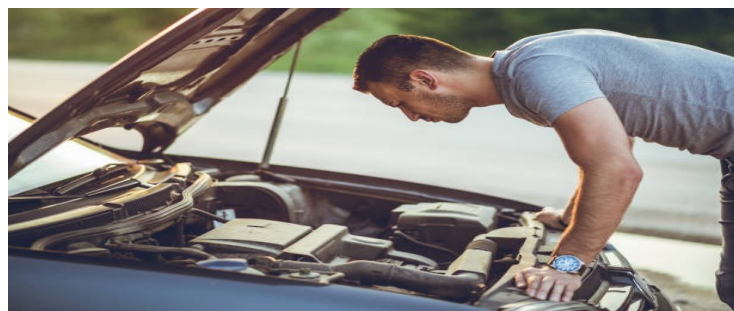
Used-car dealers and auto auction companies continue to grapple with digital transformation, even as consumer demand increases. The difficulty of building a profitable online model mainly stems from the fact that inspecting and placing a value on used cars has long been an in-person, bricks-and-mortar type of business; some state laws requiring ink rather than digital signatures can also add extra in-person steps.

But that is changing. New technology is making it possible for used-car dealers and auction companies to move their businesses online and still make a profit. In addition, regulatory changes state by state that are eliminating in-person signatures and other tasks are paving the way for making online vehicle transactions increasingly seamless. Online transactions will no doubt be an important element of success for both dealers and car auction companies, making it essential they figure out how to do them efficiently and legally. For some, those personal relationships are essential and preferred, but for others especially the 40 and under. “Kicking those tires” or looking under the hood aren't even a thing.

Putting the right number on both the acquisition and sale price of a pre-owned vehicle is crucial to

the success of any dealer or auction company.

When done well, used-car sales have historically been more lucrative for dealers than new-car sales. In fact, profit margins on used cars are between 10% and 12%, more than double the average range for new cars. Advanced technology can potentially increase these margins further by cutting operating costs and improving pricing. Not seeing a car in person has long been a risk. But computer vision tools, which can easily be used via mobile apps to scan vehicles and upload the images, allowing dealers and car auction companies to see and evaluate cars remotely, solve this dilemma. In addition to providing images, these systems can detect damage and irregularities faster and more accurately than humans, allowing for a more efficient and precise base for determining a car's condition and value. Other data analytics tools can provide estimates on how much it would cost to repair or replace parts, which further helps dealers figure out how much they should pay for used vehicles, and how much profit they can expect from selling them to others after they are refurbished.

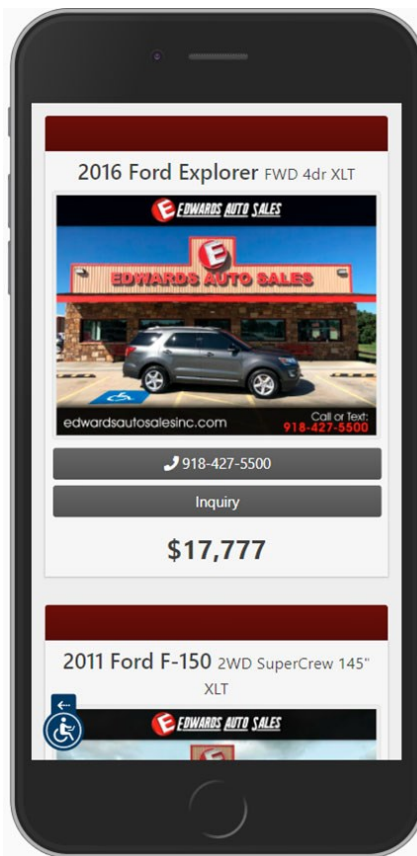


The statistics are there: car buyers spend 59 percent of their time online before they purchase a car. This same study cited 88 percent of customers used the internet to purchase their vehicle and 46 percent use multiple devices to get to a dealer's website, with 14 percent using only a mobile statistic.

Why are these statistics important? The future of car buying is mobile, and your dealership needs to be ready for it. So what should you do in order to attract the mobile customer?

Here are a few suggestions: Read the rules in Oklahoma or your state for advertising carefully first and foremost. Every state is different. Everyone who shops online and on their mobile phone is used to having all the information available to them at once. Your dealership should abide by these same principles. Eliminate a button that requires a customer to call for the price, Make sure the customer can see that information on your website.

Applications like QR codes that take customers to a more detailed vehicle page help to simplify the shopping process for consumers and could help develop more leads if used effectively. You may also want to consider dealer-specific apps to make it easier for employees to input data. Many third-party sites have apps that enable your employees to input vehicle data and capture photos. They include step-by-step instructions that make it a very simple process. These apps can also help you compare other cars on the market and price them accordingly in order to remain competitive with other dealerships.



Give in App advertising a try. Consumers use mobile apps every day. From Instagram, to Snapchat, to Twitter to Facebook, your dealership has an opportunity to geo-locate customers who are in the market to purchase a vehicle by putting ads in these everyday applications. If you develop specific phone or text numbers, you can accurately track the response and return on investment of customers that

actually end up purchasing a car from these social media ads. It's important to get your customers when they're in your dealership's vicinity. Using geo-location technology your dealership can track mobile phones in the area and send them coupons, discounts, or different vehicle specials that could help quicken a customer's buying process. Even if all a customer does is purchase some new window blades due to a push notification they received, that's revenue you would not have garnered otherwise. For those of you who wonder how your phone knows what you want and when, or if you mention your dog not eating its food to a friend in conversation and then suddenly

your social media ads and phone are full of dog food ads. Well there you go!

Be careful how you create your ads. Bigger does not mean better when it comes to mobile advertising at your dealership. Size your ads in a way that they do not take up a customer's entire viewing screen—that's the quickest way to scare someone off. Not only that, but test the speed of the ad before you put it on your mobile site. No one has time to wait for an ad that takes fifteen minutes to load...They'll just go to the next dealership that has a more responsive mobile page.

Looking ahead, 81% of dealers see inventory shortages as their most serious challenge for the last 3 years and the next two to three years, and it is not as if technology is going to build a used car to magically show up in your cart or on your lot. The entire auto purchase process is not moving online. It is definitely not time to close up shop. But the automotive e-commerce is following an adoption curve similar to that of other consumer durables, such as appliances and furniture, online sales transactions and digital dealership sites will likely keep your business afloat. The typical buyer is going to find the vehicle they want to “kick the tires” on in the palm of their hand. The digital offerings of brick-and-mortar dealers are still far from the end-to-end customer experience offered by online digital retailers. But we are seeing dealers strengthen their digital reach by forming partnerships with online mar-

ketplaces and technology providers. Especially those who are not “tech savvy” and not confident to do it on their own. Don’t think that these apps, platforms, and companies are not out there ready to maximize your dealership digitally. As for small dealership operations there is still a role for the mom-and-pop dealerships. There is still a customer base of “kick the tires” folks. This article is not for discouragement if your business is just not ready for the future. Not everybody subscribes to e-commerce as fully dedicated. One-on-one relationships at the dealership encourage dealership loyalty. You can’t find that in your phone. Mom-and-Pop dealerships should be able to hold their own as they have always done. Yes, the industry is transforming. The world is. But **Kicking The Tires**, is no longer a thing.





# OKLAHOMA

## Used Motor Vehicle, Dismantler, & Manufactured Housing Commission

421 NW 13th ST #330, Oklahoma City, OK 73103  
405-521-3600

<https://oklahoma.gov/oumvdmh>

This agency licenses and regulates Used Motor Vehicle Dealers. All Used vehicle transactions/complaints are handled through their office.

## Motor Vehicle Services are now provided by Service Oklahoma

Physical Address: 6015 N Classen Blvd. Oklahoma City, OK 73118

<https://service.ok.gov>

Mailing Address: PO Box 11415, Oklahoma City, OK 73136

Vehicle Tag, Tax, Title, Registrations & Liens	405-521-3221	Email: <a href="mailto:mvtitles@service.ok.gov">mvtitles@service.ok.gov</a>
Specialized and Personal Plates	405-521-2468	Email: <a href="mailto:mvdplates@service.ok.gov">mvdplates@service.ok.gov</a>
Dealer Plate Section issues Metal Dealer Plates	405-521-3669	Email: <a href="mailto:mvdplates@service.ok.gov">mvdplates@service.ok.gov</a>
Boat & Utility /Commercial Trailer Dealer Lic.	405-521-3669	Email: <a href="mailto:mvdplates@service.ok.gov">mvdplates@service.ok.gov</a>
Handicap Parking Permits	405-425-2693	

## Insurance Commission

405-521-2828

[www.oid.ok.gov](http://www.oid.ok.gov)

This agency regulated extended warranties officer on vehicles, and insurance sold such as credit life, disability, and GAP insurance.

## Department Of Consumer Credit

405-521-3653

[www.ok.gov/okdocc](http://www.ok.gov/okdocc)

This agency regulated entities that extend credit to consumers. This includes dealers who do in-house financing.

This agency is available to provide information on credit disclosure requirements and all aspects of the consumer credit transaction, including repossessions.

## Better Business Bureau

[www.bbb.org](http://www.bbb.org)

The BBB Provides information on business entities.

405-239-6081 OKC

918-492-1266 TULSA

The BBB Auto Lines provides information on State Lemon Laws and procedures for filling Lemon Law Complaints

800-955-5100



# OKLAHOMA

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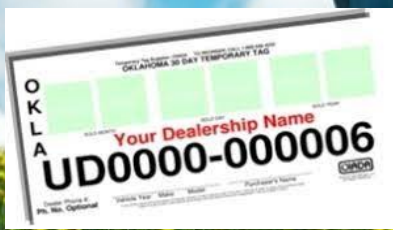


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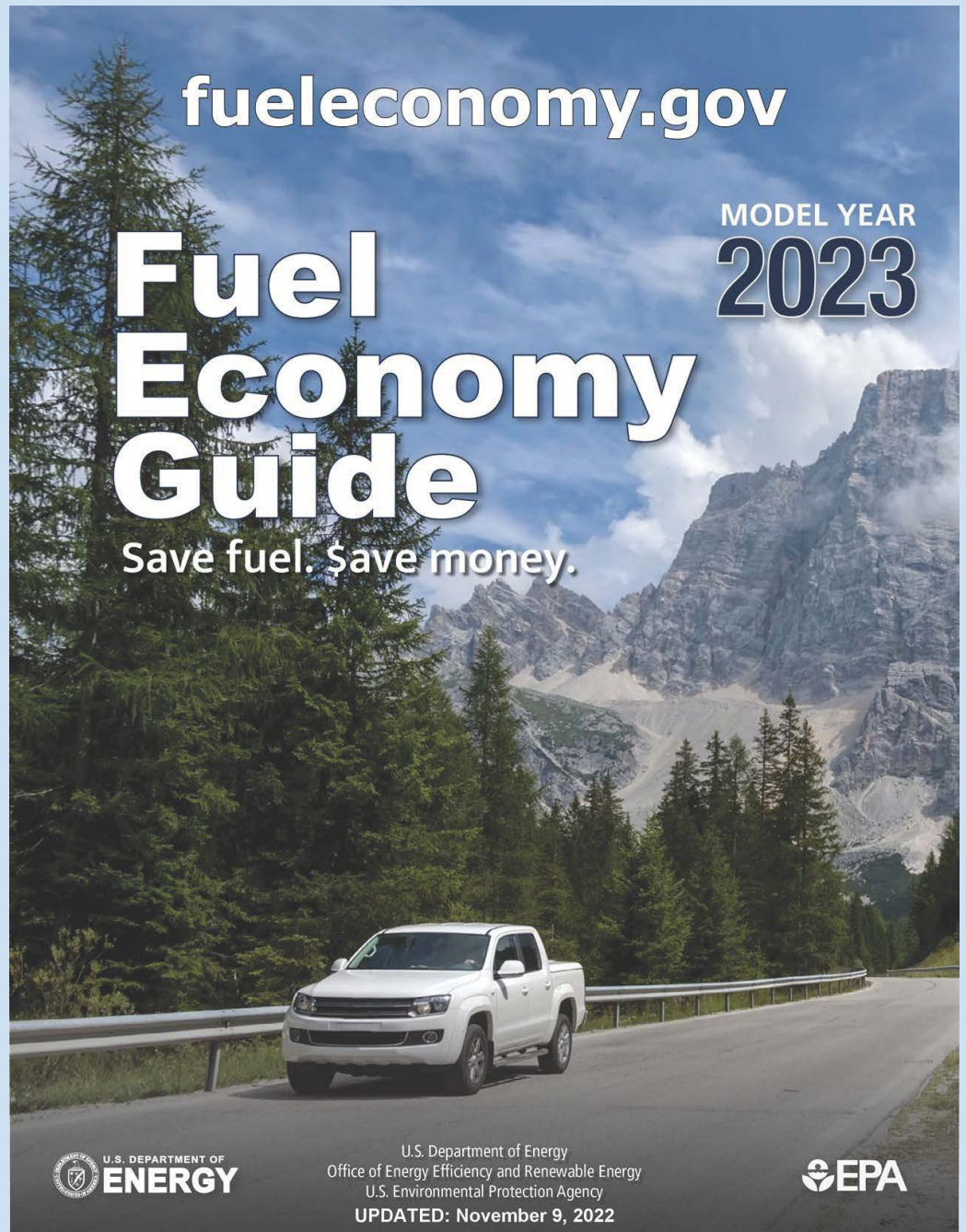


[www.autodealersresource.com](http://www.autodealersresource.com)

**Federal law requires new-car dealers to provide the Guide to Customer upon request.**

The U.S Department of Energy and Environmental Protection Agency have just released the 2023 Fuel Economy Guide. The guide provides detailed fuel economy estimates for model year 2023 light-duty vehicles, along with estimated fuel costs and other information for prospective purchasers. By Law dealers must display the GUIDE and provide copies to customers upon request.

Click Guide to download your Fuel Economy Guide.




**fueleconomy.gov**

MODEL YEAR  
**2023**

# Fuel Economy Guide

Save fuel. Save money.

U.S. DEPARTMENT OF ENERGY  
U.S. Department of Energy  
Office of Energy Efficiency and Renewable Energy  
U.S. Environmental Protection Agency  
UPDATED: November 9, 2022



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# Dealer Benefits



When dealers ask us about membership in the Oklahoma Independent Auto Dealers association (OIADA), they want to know two things—"What does it cost?" and "What is it worth?" As for cost, it is just \$295 per year. As for what it's worth, we often respond by first listing the tangible benefits. The two most obvious benefits put dollars immediately back into the dealer's pocket—10% discount on forms and supplies purchased through Automotive Dealer Resource of Oklahoma and the VIP Member discount Cards good at auctions and vendors across Oklahoma and in neighboring states. The VIP cards alone are valued at

more than 4 times the membership fee.

But the benefit that is often difficult to translate into "dollars in the pocket" is the dealer protection provided by OIADA's representation of the industry. The achievements listed on the following page are just a few of the notable instances where OIADA has impacted your profit and loss statement in a positive way. OIADA is blessed to have Jami Longacre, one of the most respected and effectual voices at the capitol, serving as our legislative liaison.

# Can You Answer “Yes” to All Of The Questions?



Can you qualify for and afford a \$500,000 Dealer Bond?

There has been proposed legislation in the past to do so.

Can you afford to offer a warranty (not service contract) on EVERY unit you sell?

There was proposed legislation to do away with ALL “as is” sales.

Do you want to be obligated to provide EVERY buyer with 7-14 days to change their mind and return your vehicle, NO STRINGS ATTACHED?

Again, there was proposed legislation to do so.

Do you want the Federal Government to subsidize New Vehicle sales by providing a guaranteed trade in value on ALL units 2001 and older AND to require these vehicles to be crushed once they have been traded in?

Ask about the “Cash for Clunkers” bill that was circulated.

Whether you realize it or not, your livelihood has been greatly affected by the actions of your state independent dealer association. Today’s

legislative climate is far scarier than ever before. **The above legislation could put up to 80% of All used motor vehicle dealers out of business.**

It’s your choice. Please call your state association for a membership application today. Visit us online at [www.okiada.com](http://www.okiada.com) to learn more about the OIADA, or stop by the office at your convenience.

**If you were given incentives every year that exceeded your yearly dues, WHY WOULDN’T YOU JOIN TODAY?**

**Based on only 4 questions above, can you afford NOT to spend \$295 yearly dues for being an OIADA member?**

# OIADA Members

The following list includes members who joined or renewed their OIADA membership during 2023 to date. We express our sincere appreciation for all the members of OIADA and extend our invitation to dealers who are not members. A membership application can be found on our website [www.okiada.com](http://www.okiada.com), in store, mailed, faxed or emailed to you direct. We urge you to be an active part of maintaining a strong and effective used car industry voice in the legislative and regulatory environment. We need that voice more than ever!

6 D's Auto Sales	Bauer Car Connection	Carter County Dodge Chry., LLC
71B Auto Auction	BBR Auto Sales	Carvana, LLC
A & G Auto	Best Buy Auto Sales	Cavender's Auto Sales
ABCOA Deal Pack	Billingsley Ford of Duncan	Champ Hinton Used Cars
Ace Pre-Owned Auto Sales, Ilc	Billingsley Ford of Lawton	Chase N Cars
ACV Auctions	Bill's Auto Sales	Chris Pruitt Auto Sales
AFC Automotive Finance Co.	Billy Nowell Auto Sales	Coast To Coast
Allen's Used Cars	Bob Moore Mazda	Collinsville Auto Sales
Altus Auto Auction	Bob Moore of Norman	Credit Connection Auto Sls, Inc.
America's Auto Auction-Tulsa	Broken Arrow Motor Co.	Crown Auto World Bristow
Atoka Wholesale Motors	Bronco Autoplex LLC.	Crown Used Card OKC
Ausbrooks Used Cars	Bryan's Car Corner, Inc.	D & D Truck Sales, Inc.
Auto Direct Finance	C8 Truck and Trailer Sales, LLC	D & D Used Cars
Auto Expo	Campbell Nissan UD2504	David Stanley Chevrolet
Auto Select	Car Gallery	Dealer One Auto Credit, Inc
Auto Showcase of Tulsa, LLC	Car Hop	Dealers Auto Auction of OKC
Auto, Golfcart, & Battery Sales	Car Mart of Tulsa	Diamond Cerified Vehicles
AutoCue, Inc.	Car Nation	Discount Auto Sales
Automax Hyundai	Cardinal Auto Center	Doenges Toyota Ford Lincoln
Azteka Motors, Inc.	Carl's Auto Sales	Don Hickey Used Cars
Barry Sanders Sports & Imports	CarMax The Auto Superstore	Doug Gray Motor Company
Barry Sanders Supercenter	Cars & Parts by Tim	Down The Road Motors

Drive Time Car Sales, LLC  
Dunford Auto Sales  
Edwards Auto Sales  
Enlow 66 Auction, Inc.  
Eskridge Honda  
Everybody Drives Auto Sales, Ilc  
Express Credit Auto #2  
Ferguson Superstore  
Fisher's Auto Mall, Inc.  
Floorplan Xpress Auto  
Frazer Computing, Inc.  
G & P Auto Mall of Muskogee, Inc.  
Genuine RV & Powersports  
Green Country AS Internet Gallery  
GWC Warranty Corporation  
Harley Davidson World  
Harris Auto Sales, LLC  
Headlights Auto Sales  
Hertz Car Sales  
Hominy Auto Sales  
Howerton Auto Sales  
Hunt Motor Company  
Hwy 33 Truck and Trialer Sales  
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