



A New Milestone

TOTAL NUMBER OF NEW COATS GIVEN TO DATE: **516,444**

Results **DRIVEN** by Zurich.

THE ZURICH ADVANTAGE **INNOVATIVE**

Backed by the strength of a global organization, we embrace the opportunity to inspire the growth and success of our dealer customers. We are focused on driving technology and services that can keep your business evolving and thriving in a dynamic industry.

Bring Zurich's innovation to your dealership.

Contact Steve McLaughlin at 610-716-2609 or visit zurichna.com/automotive.

**ZURICH INSURANCE.
FOR THOSE WHO TRULY LOVE THEIR BUSINESS.**



This is intended as a general description of products and services available to qualified customers through the individual companies of Zurich in North America and is provided solely for informational purposes. Nothing herein should be construed as a solicitation, offer, advice, recommendation, or any other service with regard to any type of insurance or F&I product underwritten or distributed by individual member companies of Zurich in North America, which include Zurich American Insurance Company and Universal Underwriters Service Corporation (1299 Zurich Way, Schaumburg, IL 60196). Certain restrictions may apply. All products and services may not be available in all states. Please consult with your sales professional for details.

(C) 2020 Zurich American Insurance Company. All Rights Reserved.



VOL 4: 2021



3311 Swede Road, Suite A
East Norriton, PA 19401
T: 610.279.5229

MoreThanAutoDealers.com

OFFICERS

President

Maria Pacifico
Pacifico Auto Group

Vice President

Jason Friedman
Colonial Nissan

Secretary/Treasurer

Jeff Glanzmann
Glanzmann Subaru

Immediate Past President

Ian Jeffery
Volvo Cars of Fort Washington

DIRECTORS

Luke Bergey
Bergey's Auto Group

Chris Bernicker
Springfield Hyundai

Joe Bush
Bush Auto Group

Kevin Dunphy
Dunphy Ford

Tom Hessert
Hessert Chevrolet

Peter Lustgarten
Concordville Nissan/Concordville Subaru

Ben Mears
Audi of Fort Washington

HONORARY

Jay Dunphy
Dunphy Ford

Joseph P. Moore, Jr.

David B. Penske
Penske Buick GMC Truck

Daniel H. Polett
Lexus of Chester Springs
Wilkie Lexus

Peter H. Watson

EXECUTIVE DIRECTOR

Kevin Mazzucola



MoreThanAutoDealers.com
EDUCATING | GIVING | CONNECTING

Ad Index:

- Pg. 26 ACV Auctions
- Pg. 05 Ardex
- Pg. 13 ATC
- Pg. 15 Boyer & Ritter
- Pg. 09 Colors on Parade
- Pg. 19 Comcast
- Pg. 23 Crystal Technologies
- Pg. 15 Daniel Ferrari
- Pg. 28 DealerMax
- Pg. 18 EisnerAmper
- Pg. 21 Interphase
- Pg. 27 Lincoln Tech
- Pg. 15 McNees
- Pg. 23 PHL17
- Pg. 24 Resources Mgmt Group
- Pg. 17 UTI
- Pg. 20 Voynow Bayard
- Pg. 22 Withum
- Pg. 03 WPVI 6abc
- Pg. 02 Zurich

More:

For advertising opportunities, please contact
Andrea Simpson -
andrea@adagp.com or 610-279-5229.

For past issues of The Driving Force, please visit
morethanautodealers.com
select *Members* & click *Publications*.



Stay Cozy
this Winter with

**ACTION
NEWS**



STREAMING ON

FROM THE EXECUTIVE DIRECTOR

Dealers, Members and Friends,

Thank you. That's the first thing I want to say to all of you. Thank you for believing in your Philadelphia Auto Show and the staff that puts it together. Thank you for helping us every time we call for feedback, guidance or help moving something up the ladder. I really could go on and on but I'll stop there...for now.

I've had the privilege to be your Executive Director for nearly 25 years. I can honestly say this has been one of our most challenging times. However, I know businesses, organizations, and non-profits all over the country are saying the same exact thing. And, we are all trying to do the exact same thing...push through as we continue to navigate the ups and downs of conducting business in a COVID world. I'm confident we will be a better and stronger show, organization, foundation and more on the flip side.

So, let's talk about the show. While we are still working hard on our plans, we could not be more excited to return to the Pennsylvania Convention Center March 5-13. We will have new features, a redesigned layout and ultimately an event that will make all of you proud. Don't get me wrong, it won't be the same as it was in February of 2020 but, what is these days. However, do hear me right, when I say it's something I believe in my core that Philadelphia consumers have longed for and missed. The show will be a valuable and viable one for the manufacturers, dealers, and most importantly, the consumers. It will be an honor to fill that void when we open our doors for the first time in what will be about 25 months.

Until then, keep an eye out for details from us on the event and how to make the most out of everything available to you. As always, we're here for any questions, concerns and more. You know where to find us. I wish you a terrific start to 2022.



ardex

THE GO TO PEOPLE

■ **RECON**

■ **DETAIL**

■ **GET READY RECOMMENDATIONS!**



We offer Consulting Services

- Design and layout recommendations for new or existing reconditioning facility
- Training is not an event; it's a process
- Basic detailing, advanced detailing, paint correction, wet sanding, odor removal & ceramic coating application

Dealership Revenue Generating Activities

- Paint and fabric sealant programs with guarantees
- Retail Detail programs
- Ceramic Application training

Game Changing Fixed, Cost Per Vehicle Programs

- Never pay for your products ever again

Automatic Car Wash Chemicals and Service Programs

- Free with program, chemical services, and usage monitoring

State of the Art Reporting

- Web based dashboards on every route service truck
- Monthly expense and usage reporting

Take 2 minutes to speak to Shawn. Call for a free on-site survey and recommendations for your dealerships @ 215-768-4927 or take my call soon.

**MANUFACTURER LOCATED RIGHT HERE
IN PHILADELPHIA FOR OVER 70 YEARS!
SELLING DIRECT IN TRI-STATE AREA**

**THE FINEST PROFESSIONAL DETAIL PRODUCTS
Call Shawn 1.800.442.7339 ardexlabs.com**

ardex
LABORATORIES
the better solution

A New Milestone!

Well, you did it again. Another year of not skipping a beat. Another year of being there for your community. And, most importantly, another year of keeping area children warm.

The 2021 New Coat Program distributed 42,816 brand-new winter coats to area kids in need. Think about that – 42,816 – in a pandemic and without the financial support of an Auto Show this year. How was it possible? Three words – Our amazing dealers.

Since we started this effort, our participating dealers have never ceased to amaze us. From the very infantile stage of this program, with an inaugural donation of 18,000 new coats in 2008, to now 14 years later, more than 42,000 in 2021. Simply incredible. Those 42,000 new coats meant so much to many. In a year of such uncertainty, our community partners (the 250 area Ys, School Districts, homeless shelters and more who help us distribute the coats) were unassuming of what our program would be able to do this year and ultimately, how many coats they would receive from us for their constituents. Already faced with their own pandemic-induced challenges and shortfalls, imagine the joy you delivered when they learned you would again supply these oh-so-important coats.



We received dozens and dozens of calls and emails expressing that gratitude and you should know that. Further, those 42,000 new coats pushed our total number of new coats given to date to 516,444 (that's equivalent to about \$8 million in new coats). That's a milestone we should all be proud of!

We would be remiss if we didn't give a special shout out to all our Associate Members who also supported our efforts this year. While our dealers have remained the backbone of this program, you have helped us take it to a new level and we are so grateful for that. *See included list.

Our staff is already looking ahead to planning for our 2022 program. For 2022, the Foundation Board of Trustees voted to extend the program's reach and mission by allowing ADAGP Dealer Members who own dealerships outside the five-county area to purchase and distribute new coats from those stores. However, the coat inventory for the program faces the same supply chain issues as most other consumer products so we are trying to plan ahead as much as possible. Therefore, if you are ready to sign up for our 2022 effort, please reach out to Mary Lynn Alvarino at mla@adagp.com or 610.279.5229 at your earliest convenience. No worries if you are not. We promise, Mary Lynn will get a hold of you next summer.

In the meantime, thanks again for making this year so successful. Pictures included are from our October 5th press event/delivery day where several news stations gathered to help us spread the word about you spreading the warmth. Enjoy! ■



300-500 BRAND-NEW COATS

- ACV Auctions
- Enterprise Holdings Foundation
- Toyota Dealer Match

150-299 BRAND-NEW COATS

- Ally Financial
- Automotive Training Center
- Cox Automotive
- M&T Charitable Foundation
- Penn Community Bank

75-149 BRAND-NEW COATS

- Ardent Credit Union
- McNees Wallace & Nurick LLC
- Northeast Dealer Services
- QNB
- The Community's Foundation
- Wawa Foundation

25-74 BRAND-NEW COATS

- Brownstein Group
- Chatterblast
- Church Mutual Insurance Company Foundation
- Costco
- DealerMax
- Franklin Mint Federal Credit Union Foundation
- Meridian Bank
- Middle Bucks Institute of Technology
- Philadelphia Strategies Group
- Rotary Club of Philadelphia
- Sun East Federal Credit Union
- Unruh, Turner, Burke & Frees
- Walmart Community Foundation
- Whiteman, Bankes & Chebot
- Withum

1-24 BRAND-NEW COATS

- Automotive HR Solutions
- D&D Clean It Services
- Jazzy Enterprises
- Pinnacle Business Systems
- JP Mascaro & Sons
- Schwartz Lasson Harris
- Spencer Consulting
- Voynow, Bayard, Whyte & Co., LLP





Hector Guzman speaks to future techs about job readiness at UTI Exton.

THE LATEST ON TECHS

The need for qualified technicians remains at an all-time high. We know it, you know it. To help, we have continued to make great improvements and strides with our one-of-a-kind Career Portal. In addition, we have started to host exclusive Career Fairs for our dealer members at our local post-secondary schools. Let's review the Career Portal first.

For those of you who are unaware (or ahem... haven't signed up yet), the Auto Dealers Career Portal went live in 2020. The purpose of it is to bridge the gap between dealerships' hiring departments and the placement departments of area post-secondary schools. Think of it as a one-stop-shop for dealership jobs in the five-county area of Greater Philadelphia. With only 30% of the 1,000 graduates from nearby automotive post-secondary training schools seeking employment at dealerships, there is an immense need for something like this.

We currently have 167 dealerships represented on the Portal. That. Is. Awesome. However, we need 167 ACTIVE dealerships represented on the Portal. Allow us to explain more...

Profiles on the Portal are a chance for dealerships to put their

personality at the fingertips of the tech school counselors/advisors and students. So, take pictures of your shop, your techs, get together, etc. or post a video of a "recent grad turned employee" - showcase what makes you "you" and why it's a place they should be working! Most importantly, make sure you are posting open JOBS! This is the easiest way for the school and students to get in touch with your dealership. The jobs automatically expire every 30 days so it's important to designate a person on your side to keep them active. To date, we've had 184 students sign up for the Portal and nearly 100 job queries. We want them to see the newest job opportunities available and we know you do too so please keep your profiles and listings up to date. Got questions? Feel free to reach out to Hector Guzman at hector@adap.com or 610.547.7699. Sign up at careers.morethanautodealers.com.



Now that we've covered the online side of things, let's talk about opportunities to physically interact with potential future employees. You see, we want to bring you the best of both worlds...cue our Dealer Member Exclusive Career Fairs.

Last October, we successfully hosted Fall Career Fairs at Automotive Training Center of Warminster and Automotive Training Center of Exton. A total of 43 dealerships were represented at the events and the feedback was great. Approximately 91% of surveyed dealerships reported that "they felt they walked away with potential candidates" from the fairs and 100% reported that the fairs were valuable, and they would attend again. Missed them by chance? Don't worry, information on our next fair will be coming in the Spring. Stay tuned and enjoy a look at our October events in the meantime! ■



**Take back control.
Own your recon process.**

The CarLove Recon Advantage Program by Colors on Parade simplifies processes, eliminates risks, and fixes costs for dealerships.

The Recon Advantage Program

- Developed using our 30 years of reconditioning experience
- Increases pre-owned sales
- Decreases cycle time
- Creates service drive profit center

Services

- > Glass
- > Exterior Paint
- > Wheels
- > Exterior Non Paint
- > Dents
- > Interior



Get in the driver's seat.

(484) 354-8221 | www.ColorsOnParade.com

FRANCHISES AVAILABLE



ANNUAL DINNER MEETING RECAP

Our 2021 Annual Dinner Meeting took us back to the beautiful Aronimink Golf Club (thanks, Mr. David Penske!). It was a terrific day of golf followed by an overdue dinner with fellow dealers, industry friends and more. The energy in the room was contagious and welcomed by all.





Incumbent President Maria Pacifico led the meeting where your 2022 Association Officers were announced. They include the following:

PRESIDENT/AUTO SHOW CHAIR
 Maria Pacifico, Pacifico Auto Group

VICE PRESIDENT
 Jason Friedman, Colonial Nissan

SECRETARY/TREASURER
 Jeff Glanzmann, Glanzmann Subaru

IMMEDIATE PAST PRESIDENT
 Ian Jeffery, Volvo Cars of Fort Washington

Additional notes of interest regarding your Board of Directors include the introduction of first-time Board Member Luke Bergey of Bergey's Auto Dealerships and the re-election of Peter Lustgarten of Concordville Nissan and Concordville Subaru. Other 2022 Board Members include:

- Chris Bernicker, Springfield Hyundai
- Joe Bush, Bush Auto Group
- Kevin Dunphy, Dunphy Ford
- Tom Hessert, Hessert Chevrolet
- Ben Mears, Audi Fort Washington

Huge thanks go out to outgoing Board Members Jay Haenn of Lansdale Chrysler Dodge Jeep Ram Fiat, Drew Fitchett of North Penn Mazda and North Penn Volkswagen and Irv Stein of Keystone Volvo Cars. Collectively, they have put in not hundreds but thousands of hours leading your Association through many of its highs and lows. Our programs, initiatives and Philadelphia Auto Show are better because of their efforts, counsel, and guidance. Thank you, Jay, Drew, and Irv!

Your 2022 Foundation Officers and Trustees were also announced at the event, and they include the following:

PRESIDENT
 Maria Pacifico, Pacifico Auto Group

VICE PRESIDENT
 Jason Friedman, Colonial Nissan

SECRETARY/TREASURER
 Jeff Glanzmann, Glanzmann Subaru

IMMEDIATE PAST PRESIDENT
 Ian Jeffery, Volvo Cars of Fort Washington

TRUSTEES

- Dom Conicelli, Conicelli Autoplex
- Jay Dunphy, Dunphy Ford
- Don Franks, JL Freed Honda
- Jay Haenn, Lansdale Chrysler Jeep Dodge Ram Fiat*
- David Kelleher, David Dodge Chrysler Jeep RAM*
- Scott Lustgarten, Martin Main Line Honda, Lexus of Chester Springs and Wilkie Lexus
- David Penske, Penske Buick GMC Truck
- Dan Polett, Lexus of Chester Springs and Wilkie Lexus*

The names you see above volunteer an incredible amount of time to push forward the mission of your Auto Dealers CARing for Kids Foundation, which is to enhance and enrich the lives of children and youth in the communities where our dealer members work and live. If you see one of them, give them a thank you because they have done incredible work over the last several years.

Speaking of thanks, our sincerest gratitude goes out to Automotive Training Center (ATC) for sponsoring this year's Annual Dinner Meeting. As always, the fine team at ATC remains an excellent Association partner and supporter. Thank you, Tami, Don, Kim and staff!

The full picture gallery from both the golf and dinner portions of the day can be found in the Member section of MoreThanAutoDealers.com

*Pending re-election in 2022.





2022 AUTO SHOW UPDATE

Our next issue of the Driving Force magazine will be a special Auto Show edition. However, we couldn't let this issue go to print without giving a mini update.

We are proud to say your 2022 Philadelphia Auto Show is set for March 5-13th at the Pennsylvania Convention Center. Featuring a new layout and a first-ever indoor, electric ride-a-long, the 2022 Auto Show will again deliver an interactive, one-of-a-kind experience to all guests. Details on the latest health and safety measures will be posted on PhillyAutoShow.com periodically. However, Philadelphia announced a new vaccine mandate for customers visiting businesses that serve food or drink and we want to clarify the little impact that will have on the show.

Our team has spoken with the executive team at the Pennsylvania Convention Center for clarification on the details regarding this mandate and here is what we know (as of now) about the rules in place for consumers attending the 2022 Auto Show in March:

- The Auto Show will be able to welcome all customers, regardless of their vaccination status. This means there will be no need for vaccine checks at the doors. Everyone will be welcome to attend, unvaccinated or vaccinated.

- Per the rules outlined by the City's masking mandate, the Auto Show will continue to be a masked event, as planned. Masks will be made available at every entrance for any attendee who needs one.
- Designated food court areas will be set up inside the Pennsylvania Convention Center where food and drink will be available. Only attendees who fall under the City's definition of "fully vaccinated" may enter these areas.

We know when this news was announced that it was confusing to many. We hope that the above information shows that nothing has changed regarding the attendee experience for the 2022 Philadelphia Auto Show, other than that food concessions, which were already planned to be in designated areas, will now be restricted to vaccinated attendees only.

*Details and event viability regarding the Black Tie Tailgate are still being discussed at this time and will be shared soon with all of you. For any immediate questions regarding either event, please feel free to call the Association at 610.279.5229. ■

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

PREPARED, PROFICIENT, PROFESSIONAL.

These are words that describe the graduates of ATC. Smart employers choose ATC grads because they expect the best. Our graduates have committed themselves to excellence by investing time and money into their automotive and/or collision career.

For more information contact our Career & Student Services Department.
877-411-8041 (Warminster) Trish Devine: tdevine@autotraining.edu
800-411-8031 (Exton) Rachael Gonzales: rgonzales@autotraining.edu





PAA DEALER OF THE YEAR NOMINEE: GREGG CIOCCA

PAA has nominated Gregg Ciocca, CEO of Ciocca Dealerships, for the 2022 TIME Dealer of the Year award. Ciocca Dealerships include 24 locations across Pennsylvania and New Jersey, representing 17 brands.

By the time Gregg Ciocca graduated from William Tennent High School in Warminster in 1976, he had already started building his automotive empire, selling from his mother's garage and the local gas station. Ciocca then moved into wholesale, buying and selling cars at auctions. This success propelled him to open nine used-car lots in the Philadelphia/Bucks County area. By 1993, he was ready for his next venture and purchased his first new-car dealership, a Ford store in Quakertown. He attributes his success to being surrounded by good people and building strong relationships.

Mr. Ciocca is one of a select group of 47 dealer nominees from across the country who will be honored at the 105th annual NADA Show in Las Vegas on March 11th. The TIME Dealer of the Year award is one of the automobile industry's most prestigious and highly coveted honors. Recipients are among the nation's most successful auto dealers who also demonstrate a long-standing commitment to community service.

Gregg Ciocca and his dealerships support numerous charities and nonprofits, in the communities where his dealerships are located, from food pantries to animal shelters to hospitals to cancer charities.

Mr. Ciocca is particularly proud to partner with Toys for Tots each year. He gives to children's initiatives at Lehigh Valley Hospital in Allentown, and his Philadelphia-area dealerships support the Auto Dealers CARing for Kids Foundation, which delivers new coats to children in need.

Gregg Ciocca is a member of PAA's Board of Directors, joining the Board in 2020. He and his wife, Sharon, have three children. The ADAGP salutes Gregg on his many accomplishments and wishes him much luck in Las Vegas! ■

**YOUR
DEALERSHIP
WASN'T
MADE**

**TO
TURN
ON A
DIME**

**When next steps are critical,
experience & effective analysis is key.**

Boyer & Ritter's dedicated team is a consistent resource for up-to-date information to help you drive your decisions.

Contact our
Dealership Services Group

Daniel P. Thompson, CPA
cell: 717-418-1910 | dthompson@cpabr.com

Jay A. Goldman, CPA
cell: 410-790-6928 | jgoldman@cpabr.com

Robert J. Murphy, CPA/ABV, CVA
cell: 717-574-4352 | rmurphy@cpabr.com



WWW.CPABR.COM

DF DANIEL FERRARI & CO., P.C.

CPAs • AUTOMOTIVE ADVISORS

Our team has extensive knowledge and experience with the automotive industry. We have over 30 years of experience with automotive accounting and related industry and tax matters. We have the necessary training and skill to respond to the diverse needs of our clients.

Please contact one of our partners for a free consultation.

Daniel J. Ferrari, CPA
Amy M. Dillon, CPA
John J. Entz, CPA

2755 Philmont Avenue, Suite 210
Huntingdon Valley, PA 19006
215-914-1400
www.danferrari.com

PROFESSIONALISM • QUALITY • RESPONSIVENESS

HELPING YOU NAVIGATE YOUR LEGAL CHALLENGES

The McNeas Automobile Dealership Law Group assists dealers with all aspects of automotive dealership law. From regulatory issues to succession planning, we help to guide you in the right direction.

Buy/Sell
Agreements
Consumer
Complaints
Franchise
Issues
Succession
Planning



Environmental
Issues
Employee
Relations
New Dealer
Formation
Regulatory
Issues

McNeas

www.McNeasAutoDealerLaw.com
www.McNeasLaw.com

Harrisburg, PA • Lancaster, PA • Scranton, PA • State College, PA • York, PA • Frederick, MD • Columbus, OH • Washington, DC

FROM NADA:

Consumers Say They Want Dealers to Be a Big Part of Their EV Journey. We Should Listen.

**The following article was written by Mike Stanton, NADA President and CEO.*

In the coming years, we will see a phenomenal uptick in the number and type of battery electric cars and trucks that are purpose-built for a multitude of American car buyers, and widely available for sale across the country.

With all of the buzz about EVs – including pledges from just about every automaker to transition their fleets to electric as quickly as possible – you’d be forgiven for thinking that day has already arrived. But of course it hasn’t – not yet.

Make no mistake; we are well on our way to a much more electrified transportation future, and that is a great thing. But while EV sales have grown considerably just within the last year, they still make up a very small percentage of overall new vehicle sales.

Consumers continue to opt for ICE vehicles with little hesitation, and there are good reasons for that. Still, far too little of our analysis of low EV sales focuses on the product side of the equation – or the historic lack thereof, in this case.

Consider this: At the end of 2020, automakers collectively offered 206 different makes and models of gas-powered cars and trucks for sale in the U.S. The number of models of battery-electric vehicles available for sale at the end of 2020? Eleven.

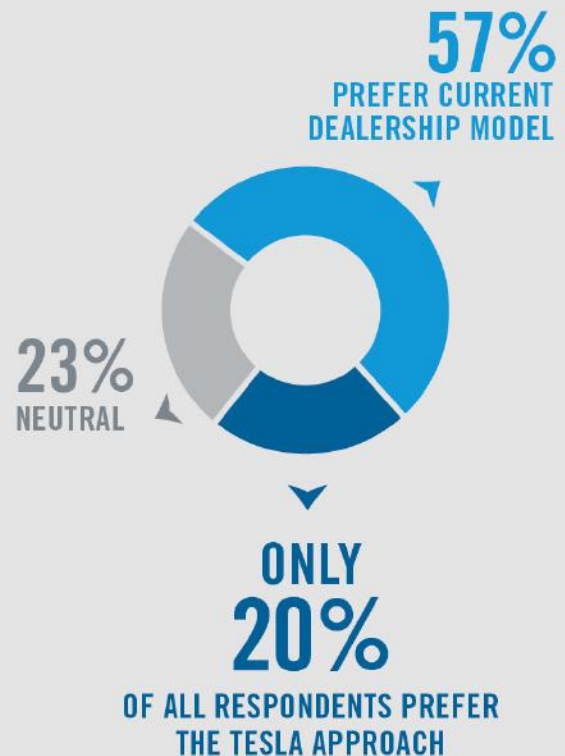
It gets worse the more you break it down. Full-size pickups made up 10% of new-car sales in 2020. The number of ICE models available in that segment was six, compared to zero powered by batteries.

Midsize/large cars accounted for 12% of 2020 new-vehicle sales. There were 20 different ICE-powered midsize/large car models available, versus – again – zero powered by electricity.

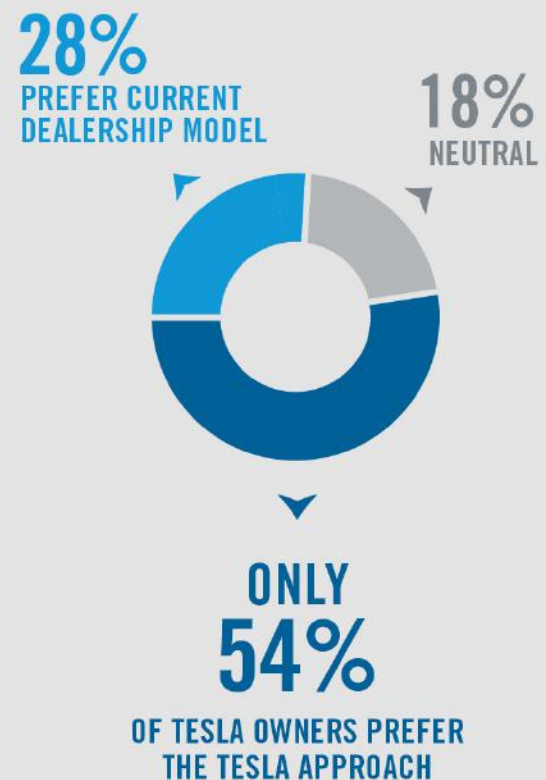
Compact and midsize SUVs made up by far the largest share of vehicle sales in 2020 – a combined 35%. Consumers had the choice of 18 models of compact SUVs and 21 models of midsize SUVs with internal-combustion engines – and a grand total of two models of BEVs between these two segments.

STORY CONTINUED ON PAGE 18

FUTURE EV BUYERS' PREFERENCE FOR TESLA MODEL VS. CURRENT DEALERSHIP MODEL



CURRENT TESLA OWNERS



Data from Escalent's EV Forward research project.

GET
THERE.
FASTER.
SMARTER.

Mike Dvorany, Escalent's Vice
President of Automotive and Mo
bility

DIESEL AND AUTO TECHNICIANS ARE IN DEMAND



Graduate in less than a year.¹

Since opening our state-of-the-industry campus in Exton, Universal Technical Institute (UTI) has been helping Philadelphia by training technicians to learn the skills that can keep our community running.

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

Visit **Exton.UTI.edu**



¹Some programs may require longer than one year to complete. ²UTI is an educational institution and cannot guarantee employment or salary. For important information about the educational debt, earnings and completion rates of students who attended this program, visit www.uti.edu/disclosures.



IF EV ADOPTION IS A GOAL FOR THE MANUFACTURER, THERE IS REALLY STRONG EVIDENCE HERE THAT WORKING WITH YOUR DEALER BODY IS GOING TO BE A GREAT WAY TO HELP ACTUALLY GET THOSE VEHICLES SOLD.

Mike Dovorany- Escalent's Vice President of Automotive and Mobility



NADA Continued

Simply put, one of the big reasons consumers aren't yet scooping up EVs in bigger numbers is because, up to now, we haven't given them very much product to choose from.

That is changing, and changing very rapidly. But as we gear up for the influx of new EVs, we run the risk of making another faulty assumption – this time, about what it will take to get mass-market car buyers to feel comfortable and confident about buying their first EV.

There's a sentiment out there that because the most successful EV automaker ever – Tesla – has chosen to utilize direct sales instead of a franchised dealer model, that we must employ the direct sales model if we want to convert more and more Americans to electric drivetrains. After all, the vast majority of EVs on the road today are Teslas, so it stands to reason that future EV buyers will need to be offered the Tesla experience in order to lure them away from ICE.

The problem is, nobody bothered to ask those future EV buyers what type of sales and service experience they wanted to have. That is, until Escalent asked.

Escalent is a renowned human behavior and analytics advisory firm with deep ties to the U.S. auto industry. Recently, Escalent completed a landmark research project called "EVForward," which is the largest and most comprehensive study ever conducted of future EV buyers.

More than 20,000 legitimate EV intenders and early EV adopters were asked to provide detailed feedback on how they wanted to

STORY CONTINUED ON PAGE 20

EISNERAMPER

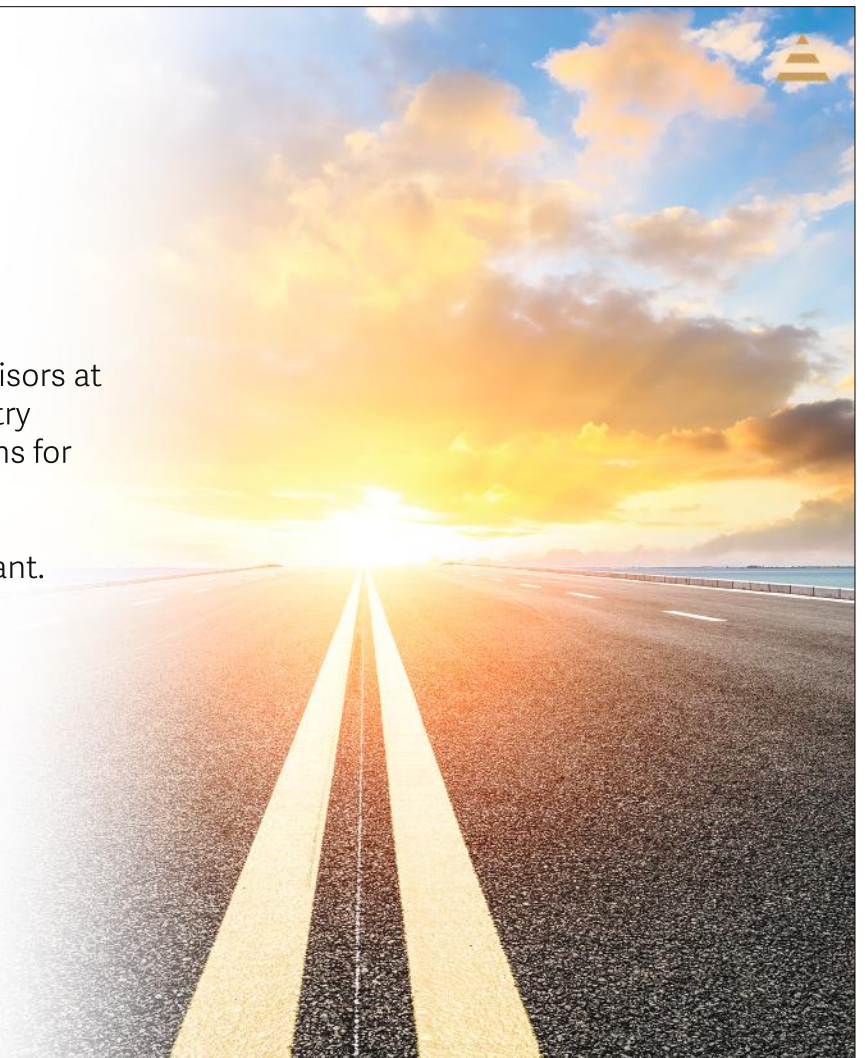
MARKETS CHANGE. INDUSTRIES EVOLVE. COMPANIES TRANSFORM.

Wherever you are heading, the accountants and advisors at EisnerAmper can connect market knowledge, industry experience, and personal support to provide solutions for your business.

In a world of change, let EisnerAmper be your constant.

Learn more at EisnerAmper.com

Dawn Rosoff | dawn.rosoff@eisneramper.com



Fast is
a Gig-speed network
that gets business done.

Beyond Fast is technology that makes business boom.

There was a time when megabits per second was all that really mattered. Which is why Comcast built the nation's largest Gig-speed network to deliver unrelenting speed to more businesses in more places.

Now we're going **beyond**.

Beyond connecting businesses. To helping you create experiences that anticipate what customers and employees want.

Beyond network complexity. To zero-touch, one-box solutions that simplify your network and amplify your performance.

Beyond the best for your money. To the best solutions for your business at an even greater value.

We're taking our relentless speed and adding smart technologies and advanced applications that enable your business to do what you never imagined—at speeds you never thought possible.

Take your business **beyond**.

ComcastBusiness.com

COMCAST
BUSINESS

BEYOND FAST

Restrictions apply. Not available in all areas. Maximum download 940 Mbps when hardwired via Ethernet. Actual speeds vary and are not guaranteed. ©2018 Comcast. All rights reserved.

NADA Continued

learn about and experience EVs, how they wanted to purchase EVs, how they wanted to have those EVs serviced, and what kind of vehicles and features they need to see in order to make the switch to electric.

What Escalent found was astounding. As it turns out, the assumption that future EV buyers want the Tesla direct-sales model is just flat wrong.

Escalent presented these future EV buyers with a de-branded version of the Tesla sales model and had them respond to it. Only 20% preferred the Tesla approach. 23% were neutral. And a full 57% chose the current dealership model.

To take this one step further, when Escalent identified the current Tesla owners and asked them what they preferred, only 54% of Tesla owners chose the Tesla approach to selling vehicles.

“The vast majority of future EV consumers are not looking for any dramatic change in the way things are done,” explained Mike Dovorany, Escalent’s Vice President of Automotive and Mobility, and the project lead of EVForward. “Yes, there are certain elements of Tesla’s approach that consumers really like. But on the whole, it’s far from the definitive way that even Tesla owners want to see things happen going forward.”

Escalent also found quite strong preferences for doing many functions of an EV purchase – including test driving, becoming educated on the vehicle and charging options, completing the transaction, and getting the vehicle serviced – in person.

In a very real way, Escalent revealed that one of the reasons Tesla’s experiment with selling direct worked was only because the company just never gave their customers any other choice. And, of course, Tesla enjoys a brand attraction and customer base that is on a different plane than most other automakers.

But now that someone has taken the time to ask consumers what they actually want, it’s quite clear that the direct sales model is not the right approach. And when 20,000 future EV buyers are saying that they very much want – in fact, demand – for dealerships be a big part of their EV purchase experience, OEMs should embrace their franchised dealer network as the competitive advantage it is.

“What our research showed us is that there are more ways for the legacy OEMs and dealers to work together on EVs than there are areas where they may conflict,” Dovorany explained. “If EV adoption is a goal for the manufacturer, there is really strong evidence here that working with your dealer body is going to be a great way to help actually get those vehicles sold.”

We couldn’t agree more, and we hope that our OEM partners always remember this as they continue to roll some really exciting and important EV products off the assembly line.

Dealers are all-in on electrification of the fleet and absolutely essential to widespread EV adoption. Just ask our customers. ■



“We cover all the bases.”

Accountants & Management Advisors
to the Auto Industry since 1954



Financial Reporting & Projections/Forecasts
Life Inventory Applications ■ Tax & Estate Planning & Reporting
Cash Management & Budgeting ■ Performance Evaluation
Cost Analysis ■ Buy/Sell Agreements & Succession Planning
Mergers & Acquisitions ■ Internal Control Design



VOYNOW BAYARD WHYTE
AND COMPANY, LLP
CERTIFIED PUBLIC ACCOUNTANTS

The Northbrook Corporate Center • 1210 Northbrook Dr., Suite 140, Trevose PA 19053
Contact Hugh Whyte, Randall E. Franzen, Kenneth Mann, Robert P. Seibel or Robert S. Kirkhope:

215-355-8000 ■ voynowbayard.com

Reliable, Responsive, Secure



Fully Managed IT • Co-Managed IT • IT Security • Cloud Services

**Providing Strategic Information Technology Services to
the Greater Philadelphia Area for Over 25 years.**

**Contact us today
to learn more.**


610-276-5500
interphasesystems.com

BEING MORE

Conicelli Autoplex Delivers A "Nice" Thanksgiving to 14 Families

The team at Conicelli Autoplex conducted a food and personal care item drive this holiday season amongst its employees and customers. They collected a tremendous amount for those in need including enough food items to donate 14 complete Thanksgiving meals to the Colonial Neighborhood Council in Conshohocken. We know they've always been a NICE place to do business but way to be More Than An Auto Dealer too! Great job to all involved.



MBIT Students Support New Coat Program

Our world needs more of this! Hats off to Middle Bucks Institute of Technology for raising \$1,120 for our New Coat Program via their "Change for Change" collection. During November, the school's Automotive Technology and Collision Repair Technology programs encouraged fellow students and staff to donate their loose change to help us buy new coats for area kids in need. Simply amazing! Thank you to everyone that donated. Our program is stronger because of people like you.

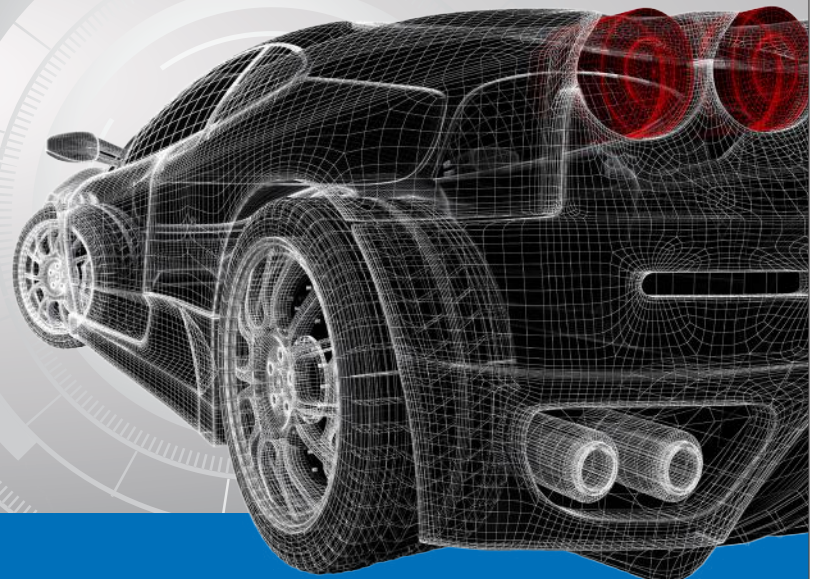


STRENGTH IN THE AUTOMOTIVE INDUSTRY

For you, it's all about the numbers – turning a profit, meeting quotas, exceeding customer satisfaction – and ensuring everyone is on the same track. That's why our Automotive Services Group has fine-tuned the way we service dealers. Delivering that peace of mind so you can sleep at night knowing each piece of your dealership is running smoothly at peak performance.

Michael Mulhearn, CPA, Partner

withum.com



withum ⁺
AUDIT TAX ADVISORY



Joanna Bergey Shisler Named Woman of Excellence

This fall, The Chamber of Commerce for Greater Montgomery County named Joanna Bergey Shisler its 2021 Woman of Excellence for her willing kindness to impact another family’s life in such a positive way. As the Chamber staff shared:

“Joanna is more than the President of Bergey’s Chevrolet in Colmar. She is a woman who looks to the needs of her family, friends, and community – no matter the lengths.

Her story begins several years ago when a customer began purchasing GM vehicles and visiting the dealership frequently. Joanna noticed she was very ill and found out she was suffering from kidney failure. Joanna’s strong faith and genuine compassion for this family inclined her to conduct research into kidney transplantation and get tested as a potential match. She ultimately donated her kidney to the woman. Joanna kept a family together by her exceptional act of kindness, and the Chamber is pleased to recognize her as our 2021 Woman of Excellence.”

We couldn’t have written it any better...Congratulations on this much-deserved distinction, Joanna!

Your Friends, Your Neighbors,
Your Morning News.

PHL 17 MORNING NEWS

Nick Foley Monica Cryan Amanda VanAllen Jenna Meissner

CRYSTAL
TECHNOLOGIES GROUP, INC.

We are as Philly as you are.
Since 1996, we have enabled the top Philly brands to transform business and IT with best in class carrier and cloud solutions.

How can we help **you**?

CONNECTIVITY & CLOUD SERVICES
Voice & Data Solutions • Wireless Communications
Collaboration Cloud and Hosted Services
Unified Communications-as-a-Service (UCaaS)
Disaster Recovery as-a-Service (DRaaS)
Infrastructure as-a-Service (IaaS)
Contact Center as-a-Service (CCaaS) • Colocation

MANAGED SERVICES
Office Relocation • RFP & Contract Management
Telecom & IT Audit • TEM

1566 McDaniel Drive, West Chester, PA 19380
484-881-3530 | ejapngie@crystaltechnologies.com
www.crystaltechnologies.com

YOU CAN HAVE THE BEST INCOME DEVELOPMENT AND THE BEST REINSURANCE.



No Compromise and No Excuses for Your F&I Program.

Resources Management Group F&I specialists will impact your dealership's profitability by implementing positive methods to change and adapt to any market conditions. Executing at every critical dealership component: Recruiting, Training, Compliance, Disruption Strategies, Digital F&I Technology. Results through best process and practices. Portfolio Dealer Centric Reinsurance entitling you to every benefit, from day one.

- Dealer Directs Investments and chooses financial institution.
- Ability to borrow up to 75% of unearned reinsurance premiums.
- Guaranteed Service Retention: dealership claims tieback.
- Proven process for driving more profits into your dealership and reinsurance company.
- True Transparency – No Hidden Fees – Accountability.
- Over \$2.1 Billion of Assets Created for more than 1,700 U.S. Auto Dealers.

800.761.4546 | ghoffman@corprmg.com | corprmg.com





NEWS YOU CAN USE

ECONOMIC IMPACT SURVEY RETURNS

After a brief hiatus, we're resuming the economic impact study of our members! We know the 180 of you, our new car and truck Dealer Members in Philadelphia, Bucks, Chester, Delaware and Montgomery Counties, have a tremendous economic and philanthropic impact on our local communities. It's time for us to showcase how much of an impact, especially after the last year and a half.

With that said, all GM and/or Dealer Principals as well as Controllers, please keep an eye out for a special email from Mary Lynn Alvarino in mid-January. It will include a link to our electronic Economic Impact Survey. If your year-end numbers are still readily available, it should only take a few minutes to complete.

Please remember two very important items when you receive the survey:

- All information is confidential. We don't ask for your name and the data goes directly to a third party who will compile it for us. We do not share any of this information.
- If you already completed a survey for PAA or NADA, we won't get that data. Those surveys are much broader in scope. We are looking for data specific to our five-county area or in other words our membership, as that is who we represent.

A report that compiles the survey results will be distributed in early Spring. We believe you will find it valuable as it will include information that might be helpful in your own employee relations and/or lobbying efforts. Thanks in advance for your participation!

TECH COMP WRITTEN EXAM

On Friday, December 3, we were proud to welcome back the in-person written exam for our 29th annual Automotive Technology Competition. The two highest-scoring high school seniors from the top 12 schools will qualify for the hands-on event to be held on Friday, March 25th.

As we do every year, we plan to round up prizes for the winners and goodies to fill a bin for each student who competes. We will also build a bin for the corresponding 12 instructors. If ever there was a year that they need some extra love – this is it!

If you would like to donate prizes or items for the bins, below are the quantities we'll need. All types of promotional items are welcomed – hats, pens, travel mugs, T-shirts, bags, etc.

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

You can drop off or ship your donated items as soon as you would like to:

Mary Lynn Alvarino
 Auto Dealers CARing for Kids Foundation
 3311 Swede Rd, Ste A
 East Norriton, PA 19401
 (610) 279-5229

Thanks in advance for your consideration. We know the students and/or their instructors will be super grateful to receive your goodies! ■

All the auction excitement without the all-day hassle.

ACVAuctions.com | 1-800-553-4070

Unbiased Reports

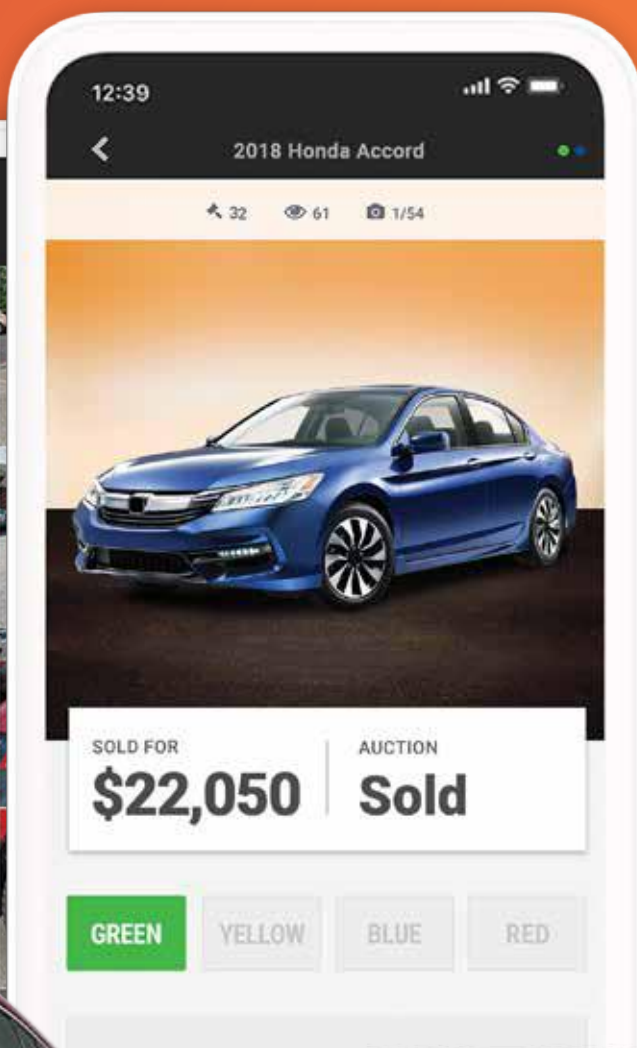
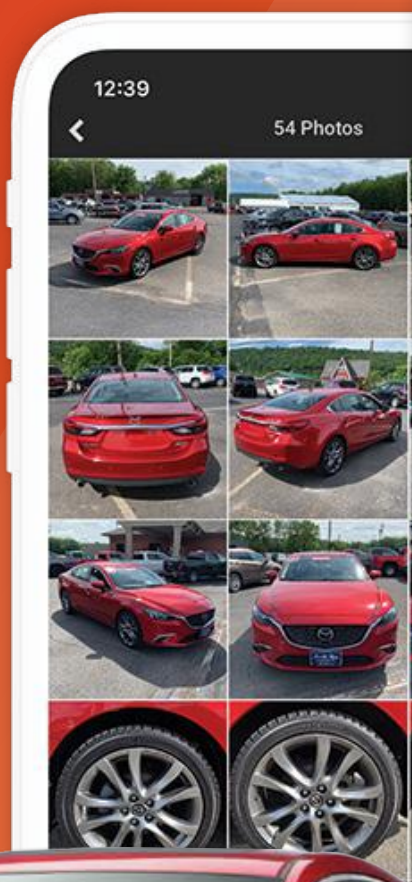
ACV inspectors complete comprehensive condition reports at the dealer's lot.

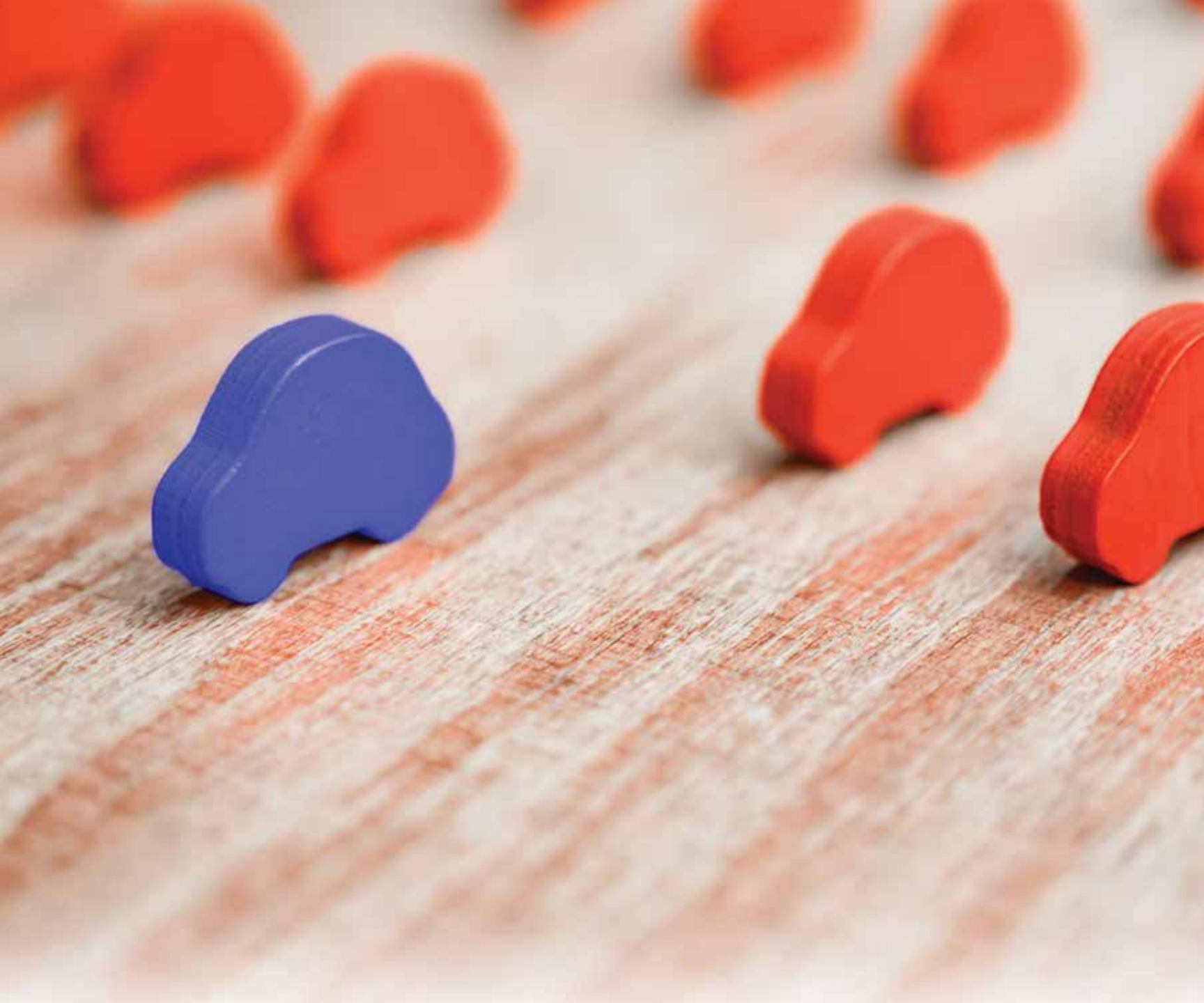
Virtual Lift™

Delivers a seamless hi-resolution photograph of the undercarriage.

AMP™

Allows dealers to hear vehicle engine sounds before they bid.





LINCOLN TECH GRADUATES HAVE MORE DRIVE THAN ANY OTHER CANDIDATES YOU MIGHT BE CONSIDERING

They are job-ready from day 1, with the skills the position requires. We've been training America's workforce for nearly 75 years, and we're proud to say we graduate dedicated, experienced leaders.

**REACH OUT TO US TODAY TO REVIEW YOUR HIRING NEEDS.
CALL 215-335-0800 VISIT LincolnTech.edu**



LINCOLN TECH[®]



**PHILADELPHIA CAMPUS
9191 Torresdale Avenue Philadelphia, PA 19136**

DEALERMAX™

MAXIMIZING DEALER RESULTS

WHAT POWERS YOUR

PROFIT ENGINE?

- OVER 40 YEARS OF EXPERTISE
- BEST IN CLASS PRODUCTS
- PROVEN STRATEGIES
- BENCHMARK RESULTS

Protective

ECP
Protection

Allstate
Dealer Services

QUL

ROADVANTAGE
F&I Programs

NAE
TANWAN



CALL 1.800.222.5127

**PICK A PRODUCT OR PROGRAM FOR BENCHMARK RESULTS
IN 90 OR LESS. NO COST. NO RISK. GUARANTEED!**

VISIT
DEALERMAX.COM
AND CONNECT
WITH US:



300 Berwyn Park - Suite 105 | 801 Cassatt Road, Berwyn, PA 19312