



Upcoming DealersEdge webinars

The Chicago Automobile Trade Association has established a partnership with DealersEdge to provide high-quality training and informational webinars that offer the content to CATA member dealers at a significantly discounted rate.

The rate for CATA members for the weekly presentations is \$149, half what is charged to users who do not subscribe to DealersEdge. Webinars premiere on a near-weekly basis.

Even for dealers who hold an annual membership with DealersEdge, the new relationship with the CATA represents a savings because DealersEdge offers its Webinars to its own members for \$198. Regular annual membership fees are \$397, and normal webinar fees are \$298 for non-DealersEdge members.

Once purchased, DealersEdge webinars and accompanying PDF files can be downloaded and viewed later—and repeatedly. No matter how many people watch at your location, each connection costs a CATA member just \$149. A telephone connection is not needed; and the fee includes both PowerPoint slides and audio.

To register for any of the DealersEdge webinars, go to www.cata.info. On the tan bar across the top of the screen, click on Education/Careers and follow the dropdown menu to CATA-DealersEdge webinars.

Coming topics:

Thursday, Jan. 24 at 12 p.m. CST

“Top 10 Dealership Cost Savers: How Dealers Saved Big Bucks in the Past Year and How You Can Too!”

Presenter Doug Austin’s firm, StrategicSource, works with dealerships and dealer groups to help them identify

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First Look for Charity seeks to shine in move to Friday night

Excitement is high for the 2013 edition of First Look for Charity, when it moves to Friday. Celebrate longer into the evening, too, on a show floor the will stay open till 11 p.m. With the work-week over, Friday Night, Green Light!

First Look for Charity, of course, is the tuxedo-attire benevolent event of the Chicago Auto Show, and is held the evening before the auto show opens its 10-day public run at McCormick Place. In 21 years, First

and tap your toes to entertainment by Million Dollar Quartet and American English. Not enough? Two attendees will win the event’s grand prizes: a 2013 Buick Encore and a 2013 Hyundai Santa Fe.

The redesigned Santa Fe showcases the brand’s cutting-edge capabilities through its bold design, impressive fuel economy and a host of features to delight drivers and passengers with high expectations for functionality and com-



2013 Hyundai Santa Fe



2013 Buick Encore

Look for Charity has raised more than \$34 million for area philanthropies.

Stroll the show floor amid opulence, with first-rate hors d’oeuvres and beverages,

fort. It comes in five-passenger and seven-passenger versions.

Buick’s all-new Encore is a luxury small crossover that SEE FIRST LOOK, PAGE 4

Webinars

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and then eliminate excess expense from the many costs of doing business in an auto dealership environment. This past year's numbers are in, and Doug has identified the "TOP TEN" areas in which dealers are experiencing unnecessary and wasteful spending.

Chances are your organization suffers from the same over-spending and costly habits. Doug shares all via this webinar. You will learn:

- The Top Ten money wasters that probably are costing you tons of profit dollars each year
- How to identify the losses in your dealership or group
- A number of solutions and fixes that you can apply to immediately start saving
- How to fix supplier contracts to plug profit leaks
- Plus a number of implementation tips to help get you started.

Thursday, Jan. 31 at 12 p.m. CST

"Six 'Pulse' Reports to Measure Parts Inventory Health" Obtain a deep understanding for Parts Managers and an easy way for Controllers and others to keep tabs on the financial performance of the department.

The presenter, parts guru Chuck Hartlé, says the most frequently asked questions center around "which reports are most important." In this webinar, Chuck answers that question in detail.

Using the power of your DMS, parts managers can, in one hour a day, touch all the major issues that impact parts inventory performance. Master the Six Pulse Reports and readily recognize inventory issues before problems and losses materialize.

Controllers, GMs and Dealers also can learn how these Six Pulse Reports can give them a snapshot of the health of their parts department, without becoming a total parts and systems geek. You will learn the secrets of:

- Special Order Inventory Value and Aging: getting control of a persistent problem
- Forced Stock Inventory Value: What is 'forced stock' and why it is important to monitor
- Excess Inventory Reporting: the hidden culprit of lost inventory productivity
- True Obsolescence Reporting: the 13/13 Rule
- Non-Returnable Inventory Reporting
- Purchase-to-Sale Ratio: 'months no sale' to 'months no receipt'

Tune in ...

... to "Drive Chicago," the CATA's automotive radio show, 8-9 a.m. Saturdays on WLS-AM 890.



Consider 'adopting' a school to attend 2013 Chicago Auto Show

Dealerships can plant a benevolent seed with students by sponsoring a school group's visit to the 2009 Chicago Auto Show. The measure can be a community relations plum and establish customer loyalty with young consumers.

Under the Adopt-A-School Program, a dealer can purchase tickets at \$6 each for students in a group. There is no minimum or maximum potential group size. See the flyer in this newsletter for full details and to register.

High schoolers at or near driving age are logical students for a dealership to pair itself with. There are hundreds and hundreds of high schools in the Chicago area, probably more than one within each dealer's relevant market area.

Bill Stasek, proprietor of Bill Stasek Chevrolet in Wheeling, last year sponsored more than 100 students each from nearby Buffalo Grove High School, John Hersey High School in Arlington Heights, and Vanguard School in Wheeling. Accompanying chaperones are admitted at no charge.

"The schools look forward to the auto show so much, and they wouldn't be able to go without this program," Stasek said. "They really appreciate it, so it creates a lot of goodwill with the schools."

In the program, dealers contact a school's principal or assistant principal to arrange the weekday field trip. Stasek met the groups at McCormick Place and even popped for lunches for everyone.

Dealers interested in "adopting" a school should contact the CATA's Donna Young for more details, at (630) 424-6045.

For sale

Used Hunter slip machine, a combination brake force tester and wheel alignment checker. Brief video available showing machine in use. \$12,000 plus shipping costs. Peter Donnelly, (630) 615-5766. Also, assorted office furniture at www.billjacobs.com/furniture.

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The CATA Bulletin is distributed via blast e-mail every other Friday except during the Chicago Auto Show, when it is not produced.

Listings of items for sale are subject to the approval of the CATA. Candidates for employment must submit a full resume to the Editor.

Review past editions dating to 1998 or search by subject at www.cata.info.

David E. Sloan
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Let's keep the 'Momentum' going at NADA Convention and Expo

BY MARK SCARPELLI

CHICAGO METRO NADA DIRECTOR

New-car and light-truck sales are leading an economic recovery. Sales were up 13 percent in 2012, reaching nearly 14.5 million vehicles. It was the best sales year since 2007.

The good news is several factors that led to stronger sales in 2012, such as pent up demand, an aging vehicle fleet and the availability of low financing rates on auto loans, are expected to contribute to higher sales this year as well.

In business, just like sports, momentum can be a game changer or it can shift on a dime with undesirable results. Sports also teach us the importance of teamwork to achieve and maintain success.

So, how can individual dealerships across the country keep the momentum going?

One way is to stay focused on the things we can control. Looking ahead, the NADA Convention and Expo in Orlando, Feb. 8-11, offers dealers a significant opportunity to build on the momentum we established last year.

In fact, "Momentum" is the theme of the convention. Passion for knowledge, increasing productivity and motivation are all key components of sustaining positive momentum.

There's a lot to learn at the NADA convention, not just for dealer principals but key dealership staff as well. I strongly encourage dealers to bring a team of employees, including general managers, CFOs, F&I personnel and sales, service and parts managers.

The entire lineup of convention workshops — which are new — will provide dealers and their managers with solutions they can implement

right away; dealers can meet face-to-face with automaker executives at the franchise meetings to set goals and objectives for the year; and hundreds of companies will be exhibiting innovative products and services for dealerships on the expo floor.

Invest in your future. Brighter days are ahead. Let's keep the momentum going. I look forward to seeing you in Orlando.

For more information or to register, visit www.nadaconventionandexpo.org.

In other news ...

- The Federal Communications Commission has decided to allow **opt-out confirmation texts**.

The FCC ruled that sending a one-time text message confirming a consumer's request for no further text messages to be sent does not violate the Telephone Consumer Protection Act or the FCC's rules. This exception applies only to final, one-time text messages, sent to consumers from whom a sender has obtained prior, express consent to send automated text messages. The confirmation text must be sent within five minutes of the consumer's opt-out request.

The text message may include contact information or instructions as to how the consumer can opt back in, but it cannot include any marketing or promotional information.

NADA members can find more on the Federal Trade Commission and the FCC requirements regarding text messages at www.nada.org/regulatory_affairs under "Telemarketing Sales Rule."

- The FTC proposes limited changes to the **Used-Car Rule** and the "Buyers Guide" that dealers place on used cars they offer for sale.

Consistent with comments filed by the NADA, the FTC is proposing only limited changes to the rule, declining to

include disclosures relating to vehicle history, prior use or title history, or to impose a dealer inspection requirement among the proposed changes.

The FTC's proposed rule includes:

1. Adding a statement to the Buyers Guide informing consumers that they can seek vehicle history information at an FTC website;

2. Adding a statement in Spanish to the Buyers Guide directing Spanish-speaking consumers to ask for a copy of the Buyers Guide in Spanish, if they desire;

3. Adding catalytic converters and air bags to the "List of Systems" on the back of the Buyers Guide; and

4. Placing boxes on the back of the Buyers Guide where dealers will have the option to indicate whether (1) the manufacturer's warranty still applies, (2) the manufacturer's used vehicle warranty — such as a manufacturer's certified used car warranty — applies or (3) some other used vehicle warranty applies.

- The 2012 **Dealership Workforce Study** industry report is now available.

If you participated in the 2012 Dealership Workforce Study, your Basic Report and Industry Report are available in the NADA's online Resource Toolbox. Call NADA U Customer Service at (800) 557-6232 to activate your "Dealer" access level in order to use these valuable reports — and perhaps garner even more information through the Enhanced Report.

Dealers who did not participate in the 2012 Dealership Workforce Study and whose access level is "Dealer" or GM/Exec may purchase the Industry Report. For assistance, call the department's Customer Service at (800) 557-6232.

First Look

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delivers Buick's signature style, interior acoustic refinement and collection of luxury amenities in a maneuverable, versatile and efficient package. It recently reached dealership showrooms.

Million Dollar Quartet is the smash-hit musical inspired by the famed recording session that brought together rock 'n' roll icons Elvis Presley, Johnny Cash, Jerry Lee Lewis and Carl Perkins for the first and only time.

American English, widely regarded as the finest Beatles tribute band, performs songs from the entire career of the Beatles with precise attention to musical detail, along with costume changes, vintage instruments, and special effects.

Eighteen vital Chicago area charities will benefit from the more than \$2 million expected to be raised by First Look for Charity. You can direct the proceeds from your ticket purchase to benefit any or all of them.

To attend, go to www.firstlookforcharity.org or call (630) 495-2282. Santa Fe compliments of Hyundai Motor America and Chicagoland and Northwest Indiana Hyundai Dealers. Encore compliments of Buick and Chicagoland Buick-GMC dealers. Vehicle winners must be present.

First Look for Charity and the Chicago Auto Show are presented by the Chicago Automobile Trade Association, representing the new-car dealers of Chicagoland and northwest Indiana.

The public days of the 2013 Chicago Auto Show are Feb. 9-18.

Attention social media managers:

An invitation to the '13 Chicago Auto Show's social media preview (#SMP13)

Calling all social media managers! You're invited to attend the 2013 Chicago Auto Show Social Media Preview, also dubbed a Twitter-friendly #SMP13. We encourage you to attend 8 a.m.-3 p.m. Feb. 8 and help generate news on behalf of the manufacturer(s) you represent as well as your dealership(s). We've added the following events this year to provide additional structure to the Social Media Preview:

- "Driving Engagement" Awards Presented by Word of Mouth Marketing Association (WOMMA)

WOMMA will present one award to a manufacturer for having the Best Social Media Campaign in 2012 and the Digital Influencer Award to an individual at the Social Media Preview who best utilizes social media.

- Automotive Roundtable Discussions, hosted by Autoweek, Edmunds and Cars.com.

The roundtable will focus on automotive trends and feature some of the industry's top executives and experts.

- Technori Pitch Event

Technori will host its monthly pitch event live from the Social Media Preview, where four local Chicago startups pitch their latest technologies to the live audience. Following each presentation, the startups will be on the hot seat for a three-minute Q&A.

Please visit ChicagoAutoShow.com/Exhibitors to register for credentials and use password Exhibitor2013. Any questions should be directed to Jennifer Morand at (630) 424-6084 or jmorand@drivechicago.com.

CATA office closed Feb. 1-18 for auto show

The office of the Chicago Automobile Trade Association will close in Oakbrook Terrace Feb. 1 and not reopen till Feb. 19.

Far from taking a two-week cruise, the CATA staff will relocate to McCormick Place to produce the 2013 Chicago Auto Show.

Because the CATA office will be closed, association members must make the following adjustments:

- Dealership personnel responsible for securing any forms provided by the CATA—odometer statements, used-car buyer's guides, used-car limited warranty statements, and emission control equipment statements—must place orders by Jan. 29 to ensure the orders can be processed by Jan. 31. Don't be caught with an empty supply shelf.

- Use of meeting rooms at the CATA is suspended Feb. 1-18.

Calls to the CATA office will automatically be forwarded to CATA staff at McCormick Place.

Government gone right: New-vehicle insurance booklet law repealed

Dealerships no longer must provide to new-car and truck purchasers copies of "Relative Collision Insurance Cost Information." President Barack Obama on Jan. 10 signed legislation that eliminates the mandate.

Customers have rarely requested copies of the brochure since the law was implemented more than 20 years ago by the National Highway Traffic Safety Administration. Nevertheless, dealerships were compelled

to have it available or face a \$1,000 per violation fine.

The bill, House Resolution 5859, does not eliminate the government's ability to make insurance data available online or by other means. The legislation passed the

House last July and the Senate shortly before Christmas.

"This Bill removes a regulatory burden from dealerships that helps reduce our cost of doing business," said NADA Chairman Bill Underdinner.