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Chicago Auto Show black-tie gala to raise funding for 17 area charities

After a one-year absence, First Look for Charity returns to the 2022 Chicago Auto Show on Feb. 11. The black-tie gala will benefit 17 area nonprofits.

The coming First Look for Charity event gives benefactors the chance to see hundreds of new vehicles on display amid an elegance not present when the masses converge on McCormick Place during the auto show's 10-day consumer run, Feb. 12-21.

Benefactors also



have the chance to win one of two 2022 vehicles: a Buick Enclave Avenir or a GMC Yukon Denali. Attendees at the gala will be treated to bountiful hors d'oeuvres; champagne, spirits, wine, beer and soft drinks;



and special entertainment presented by the automakers in their displays.

First Look for Charity is one of the special events on the winter schedules of Chicago socialites and car buffs, said Bill

Haggerty, chairman of the 2022 Chicago Auto Show.

"The Chicago Auto Show is uniformly regarded as the finest auto show in the country, but the charitable cause demonstrates that this auto show is about more than just vehicles and accessories," he said. "It's also about giving something to the charities of our community."

The 16 organizations participating in this year's First Look for Charity predominantly are children-oriented. Some oper-

ate on a global level; others, locally. The charities use the proceeds they raise from the event in their efforts in the Chicago area, Haggerty said.

Charities involved in the 30th annual First Look for Charity are the 100 Club of Chicago, Advocate Health Care, ALS Association Greater Chicago Chapter, Boys & Girls Clubs of Chicago, Catholic Charities of the Archdiocese of Chicago, and Catholic Charities of the Diocese of Joliet.

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Materials shipped for 2022, auto show

Materials shipped this month to all members of the Chicago Automobile Trade Association in good standing, to help them get through the coming year and to help publicize the Chicago Auto Show, Feb. 12-21 at McCormick Place. It's your show; please promote it.

Packages sent via United Parcel Service to dealer principals and

company presidents include the following:

- 1 CATA-member 2022 window decal; and
- 1 form to order free supplies of odometer statements, used-car buyer's guides, used-car limited warranty statements, and emission control equipment statements.

SEE MATERIALS, PAGE 4

Is Norway the future of cars?

Norway in 2021 reached a milestone: Only about 8% of new cars sold in the country ran purely on conventional gasoline or diesel fuel. Two-thirds of new cars sold were electric, and most of the rest were electric-

and-gasoline hybrids.

For years, Norway has been the world's leader in shifting away from traditional cars, thanks to government benefits that made electric vehicles far more affordable

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Why do young people want to buy an EV? Because they're 'cool'

A decade or so ago, doomsayers claimed personal vehicle ownership would tank, largely because young people of the time (millennials) weren't interested in buying vehicles.

Well, scratch that item off the endangered list. Today's Americans might not have a love affair with cars like they supposedly did in earlier times. But they sure need and want them.

That's one of the findings of the 2022 State of the American Driver Report from a company named Jerry. It has an app that connects consumers with car insurers.

Among its survey standouts is that 80% of American drivers consider a vehicle as essential to daily and weekly activities.

But wait. Weren't ride-hailing services expected to take over the transportation world? Who would need to buy a car if the likes of Uber and Lyft can be used?

"One of the most interesting results of the survey is that 50% of Americans have never used a ride-hailing app, even though ride-hailing feels ubiquitous," said Lakshmi Iyengar, a Jerry data scientist.

Why's that? First, such services typically aren't available outside of urban areas. (Midwesterners are most likely to never have used a ride-hailing app.) Try summoning Uber from a farm town.

Moreover, the COVID pandemic has made many people apprehensive about

getting into a ride-hailing car that's had multiple occupancies throughout the day.

American consumer feelings about electric vehicles and autonomous vehicles were other survey topics.

A third of those polled never expect to drive an EV in their lifetime, while half expect to do so within 10 years.

However, many people with an interest in buying an EV aren't necessarily out to save the planet. Fuel savings motivate them the most.

According to the survey, millennials (ages 25-40) are most eager to go electric, followed by Gen Z (ages 16-24).

Boomers (ages 57-75) are the least likely to show an interest in buying an EV, yet they were the only generation to first cite concern for the environment as a purchase reason. Gen Z's primary interest is because EVs are "cool."

Topping the list, 47% of polled millennials are interested in buying an EV as their next vehicle. Gen Z followed at 41%, Gen X at 38% and baby boomers at 28%. Men were more interested (43%) compared to women (36%).

"The EV results are really interesting," Iyengar said. "EVs are getting close to a tipping point. As EVs scale in the next 10-15 years, we'll see lower prices and cost benefits play out."

In Memoriam

Julius Marks, 90, who was president and owner of Libertyville Lincoln and president of Classic Toyota and Kia in Waukegan, died Jan. 9.

A U.S. Air Force veteran of the Korean War, Mr. Marks lived in Libertyville beginning in 1972. The Illinois Automobile Dealers Association in 1991 nominated Mr. Marks for the prestigious Time Magazine Quality Dealer Award, which recognizes new-vehicle dealers for exceptional performance in their dealerships combined with distinguished community service.

He was chairman of the Condell Medical Center's strategic planning committee; chairman of the Libertyville High

School citizens advisory committee; a past director of the LMV Chamber of Commerce (Libertyville, Mundelein, and Vernon Hills); a former trustee of Barat College in Lake Forest; and a member of the Rotary Club of Libertyville.

He also was a director of the University of Wisconsin Alumni Foundation, a supporter of the Big Brothers Inner City Schools Program of the Archdiocese of Chicago, and he also once formed a testimonial committee to raise money for a heart transplant patient.

Survivors include Janet, his wife of 60 years; sons Daniel and Fred; a daughter, Sheila; and eight grandchildren. Memorials appreciated to Catholic Charities of Lake County.

Auto service/collision students at March 11 career fair event

To address the aging technician workforce, the Hoffman Estates-based Collision Repair Education Foundation has organized a "can't miss" career fair event 9 a.m.-1 p.m. March 11, where dealership managers can meet hundreds of Chicago-area high school & college auto service/mechanical and collision students from the greater Chicago area.

Full details in the Feb. 7 edition of this newsletter.

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The CATA Bulletin is distributed via blast email 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/publication/bulletins.

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AI is A-OK with dealers, survey says

Hollywood can over-dramatize artificial intelligence. As proof, see 2015's "Chappie," a movie about a police force of mechanized droids patrolling the streets.

In real life, AI is less ominous. Used in the business world, it can reduce stress and increase profits, according to CDK Global's newly released "Artificial Intelligence in Automotive Retail Report."

Dealerships aren't using AI to conquer the world. They are using it to increase sales, boost auto-technician efficiency and get to know customers better — particularly their individual buying behaviors.

The CDK survey highlights the use of AI tools in automotive retail today and gauges how dealers might benefit from such systems in the future.

"We don't want to look at AI in the Hollywood way, but rather as to how it can (non-theatrically) help dealers become more productive," said Peter Kahn, the senior director of marketing research at CDK, an automotive information technology company.

Among the report's findings:

- Most dealers are familiar with artificial intelligence (75%), with 40% feeling extremely or very familiar with it.
- Sixty-eight percent of polled dealerships are already using AI or at least plan to do so within the next three to five years.
- A majority of dealers (56%) who

don't use AI today, but plan to in the future, anticipate ultimately positive outcomes.

And although every survey pool has its outliers, only 2% of this one's respondents say they don't see their dealership using AI-based applications in the future.

"The results of our research are encouraging and tell us dealers are excited about the possibilities of AI and how it will help them meet their financial and customer satisfaction goals," said Mahesh Shah, CDK's chief product and technology officer.

Kahn said he was rather surprised at dealers' "high level of enthusiasm" about the topic.

Conventional wisdom might suggest big dealership chains are the dominant users of AI systems. But the survey results indicate it's not just the big dogs. Auto retailers interested in AI include "everyday dealers, middle-volume dealers located across America," Kahn said.

The CDK survey was based on a national sample of 243 dealership department heads and executives.

CDK sought to determine from the onset whether survey participants actually knew what AI is, Kahn said. "We asked if they were familiar with it, and then asked them to give examples of it."

Essentially, AI is a branch of computer science focused on systems capable of learning and performing tasks that typically require human intelligence.

That doesn't mean bots will replace

humans in showrooms someday soon. But it does mean systems can lend a hand to people throughout a dealership.

Kahn said AI can help tackle current dealer challenges, including:

- Addressing employee and skills shortages by replacing resource-intensive tasks and augmenting employee skills.
- Attracting customers by looking at existing sales and service profiles and determining propensity to buy based on prior buying cycles and behavior.
- Retaining existing service department customers through proactive and personalized service and by better predicting potential vehicle service issues.

"AI," Kahn said, "can help both variable operations (sales) and fixed operations. It can help BDCs (business development centers focused on drumming up sales). It can help auto technician productivity. It can help a dealership to better know customers and their buying patterns."

And in doing so, AI systems "can learn and improve" as they accrue more and more data, he said.

In the service department such systems can take on something of a mentorship role by aiding rookie auto technicians in their work. "It can help the apprentice journey with diagnosis equipment that recommends things to do," Kahn said. Consequently, "young technicians understand their job better and do a better job."

Safeguards Rule updated to better protect against breaches, cyberattacks

The Federal Trade Commission has amended its Safeguards Rule, which requires non-banking financial institutions including dealerships to develop, implement, and maintain a comprehensive security system to keep their customers' information safe.

Under the current Rule, one or more individuals can be designated to oversee and implement the information secu-

rity program. Under the new Rule, a single, "Qualified Individual" must be responsible for overseeing and implementing the information security program.

The new requirements are effective Dec. 9, 2022, but they are not policies and procedures that can be implemented overnight. See [this link](#) for details of the FTC amendments.

CATA member-discounted auto show tickets on sale

Tickets and coupons that admit the holder to the 2022 Chicago Auto Show free or at a reduced price can be ordered by CATA members using the order form posted at www.CATA.info.

The passes promote goodwill with customers and even can help persuade a prospect to close a deal. Two kinds of passes are available, General Admission tickets and Weekday Discount coupons. The former, which costs CATA members \$7 each for a minimum 100 tickets, admits the holder to the auto show free, without a box-office wait. The coupon costs members \$100 for 100 and admits the holder for \$10 during the week.

Regular admission is \$15.



Norway

CONTINUED FROM PAGE 1
and offered extras like letting electric car owners skip some fees for parking and toll roads.

Still, electric car enthusiasts are stunned by the speed at which the internal combustion engine has become an endangered species in Norway.

“It has surprised most people how quickly things have changed,” said Christina Bu, the secretary general of the Norwegian EV Association. In 2015, electric cars were about 20% of new-car sales, and now they are “the

new normal,” Bu said. (Her organization is like AAA for electric vehicle drivers.)

Americans might view Norwegians as environmental die-hards who were eager to ditch gas cars. But Bu and other transportation experts said that Norwegians started with much of the same electric-vehicle skepticism as Americans.

That changed because of government policies that picked off the easier wins first and a growing number of appealing electric cars. Over time, that combination helped more Norwegians believe electric cars were for

them. Bu said that if Norway could do it, the U.S. and other countries could, too.

Transportation is the largest source of greenhouse gas emissions in the U.S., and climate scientists have said that moving away from combustion engine vehicles is essential to avoiding the worst effects of a warming planet. U.S. electric car sales are increasing fast, but at about 3% of new passenger vehicles, percentages are far lower than those in most other rich countries.

So what did Norway do right? Bu said that the country’s policies focused first on what was the least difficult: nudging people who were considering a new car to go electric.

Norwegians who bought

new electric cars didn’t have to pay the country’s very high taxes on new-vehicle sales. That made electric cars a no-brainer for many people, and it didn’t hurt people who already owned conventional cars or those who bought used ones.

Bu also said that Norway didn’t become paralyzed by the reasonable objections to electric vehicles — What about places to charge them? Are electric car subsidies a government benefit for the rich? In other words, Norway didn’t let the perfect be the enemy of the good.

Not every country has a tax system that’s as well suited to encourage electric vehicle purchases. (Gas taxes are also very high in Norway.)

Materials

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Also, to promote the 2022 Chicago Auto Show, the shipment includes:

- 4 Chicago Auto Show easel cards;
- 2 Chicago Auto Show posters;
- 1 First Look for Charity poster;
- 2 Honored Guest tickets good for repeated admission throughout the auto show;
- 50 Employee Appreciation Day admission tickets, valid once Feb. 14-18 and Feb. 21; and
- 200 vouchers to offer customers and others for discounted admission to the show.

Don’t forget to purchase additional admission tickets to the auto show as well as any First Look for Charity tickets.

Any member who does not receive the UPS shipment by Jan. 25 should notify the CATA. The shipments are traceable, to help resolve problems.

Gala

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Also, Franciscan Community Benefit Services, Glenwood Academy, Habitat for Humanity, Susan G. Komen Chicago, the Ann & Robert H. Lurie Children’s Hospital of Chicago, and Lydia Home & Safe Families for Children.

And, Misericordia, New Star, Special Olympics Illi-

nois, Turning Pointe Autism Foundation, and the Jesse White Tumbling Team.

Tickets to the event are \$275 each and can be ordered at chicagoautoshow.com or by calling (630) 495-2282.

Benefactors should indicate which charity or charities they want their donation to benefit. Of each ticket, \$223 is tax-deductible as a charitable contribution.