

the

VIRGINIA

Q1 2023

INDEPENDENT NEWS



CRAIG AMELUNG
2023 VIADA PRESIDENT
GENERAL MANAGER,
MANHEIM'S MID-ATLANTIC MARKET





BETTER, FASTER

VIRGINIA WHOLESALE

As the nation's leading provider of end-to-end wholesale vehicle solutions, Manheim is here to help you be more successful with the in-lane and online tools you need.

VISIT OUR VIRGINIA LOCATIONS

Manheim Fredericksburg
Manheim Harrisonburg
Roanoke Valley Mobile Sale



OUR MISSION IS YOURS.



**The Virginia Independent News
Virginia Independent Automobile
Dealers Association**

1525 Huguenot Road, Suite 102
Midlothian, VA 23113
(757) 464-3460 | (800) 394-1960
Fax: (757) 299-6331
VIADA.org | info@viada.org
VADealerRecertification.com
facebook.com/infoviada

Alvin Melendez, CMD
Executive Director
alvin@viada.org

Tommie Melendez
Director of Education &
Dealer Development
tommie@viada.org

Gonzalo Aida
Director of Government Affairs
& Lobbying
gonzalo@viada.org

Jacqueline Abitbol
Director of Member Benefits
jackie@viada.org

Maria Maurer
Marketing Coordinator
maria@viada.org

Blake Jackson
Office Director & Education Coordinator
blake@viada.org

Leslie Shuker
Bookkeeper & Inventory Coordinator
leslie@viada.org

Jasmine Walker
Processing Center Program Manager
jasmine@viada.org

Daniel Thompson
Processing Center Program Manager
daniel@viada.org

Chris Maher
VIADA Instructor
chris@viada.org

Magazine Production
ProfessionalMojo.com
info@professionalmojo.com

A VIADA Publication ©2022
The statements and opinions expressed herein
are those of the individual authors and do not
necessarily represent the view of the Virginia
Independent Automobile Dealers Association.
Likewise, the appearance of advertisers, or
their identification as members of VIADA,
does not constitute an endorsement of the
products or services featured.

FOR VIADA MEMBERS ONLY!



GENUINE
PROTECTION PLANS

DESIGNED BY DEALERS, FOR DEALERS.

The coverage your customers want at a price everyone can afford!

- All Years, All Makes, All Miles
- Service Contracts
- Limited Warranties
- Guaranteed Asset Protection (GAP)
- Tire and Wheel
- Buy Here, Pay Here
- Windshield Replacement
- Key Replacement
- Appearance Protection

Contact VIADA for more:
info@viada.org or 800-394-1960

FEATURES

4 | ON THE COVER: PLEASE WELCOME CRAIG AMELUNG, 2023 VIADA PRESIDENT (General Manager, Manheim's Mid-Atlantic Market)

5 | How vehicle volumes, sales rates performed at NAAA-member auctions last year

The number of vehicles entering the lanes at NAAA-member auctions fell 7% year-over-year in 2022 and the number of units sold dropped 4%, but here's some good news for their consignor partners.

7 | Rev Up Your Dealership's Community Engagement

To truly engage with their communities, independent dealers must go above and beyond.

8 | 15 Car Dealership Event Ideas To Connect With Your Community & Crush Your Sales Goals

Many car dealerships are known for exactly what you'd expect – selling cars. But more often than not, the dealerships that truly thrive are the ones that connect with their community.

11 | Recalls Set Record in 2022

Carfax reported that in 2022 more than 50 million vehicles continue to be driven with one or more known issues that have yet to be repaired.

14 | Are you still offering unaccompanied test drives?

Insurance carriers frown on unaccompanied test drives, some even exclude this practice!

DEPARTMENTS

- | | | | |
|----|------------------------------|----|---|
| 2 | President's Letter | 16 | Title Processing Center |
| 4 | Executive Director's Message | 16 | Board of Directors and District Representatives |
| 13 | Ladies Auxiliary Update | 17 | Membership Application Program |
| 18 | Membership Savings Program | | |

The VIADA provides benefits and services to members they are not always able to find on their own.

With VIADA, the dealer has educational and networking opportunities through our schools, workshops, town hall/district meetings, and annual convention and trade show. Whether it's creating an environment for sharing ideas or serving as a place to come to for solutions, VIADA MEMBERSHIP OFFERS KEY BENEFITS:

- The only Virginia trade association that represents the interests of independent dealers
- A "Member Hotline" to get answers to complex questions.
- An "Auction App" where members save up to \$1,400 at auctions!
- Member rebates that more than cover the cost of membership!
- Members receive a 20% discount when purchasing forms.
- Educational and training workshops to help you remain compliant and learn about best practices in the industry.
- Expert one-on-one consultation
- 8 districts that host dinner meetings to share information and network with other successful dealers.
- Associate Members programs to benefit to your business, many with discounts
- Your membership in VIADA includes NIADA membership and access to national benefits!

Cost of VIADA/NIADA membership is only \$325 a year.



CRAIG AMELUNG, PRESIDENT
GENERAL MANAGER,
MANHEIM'S MID-ATLANTIC MARKET

Building on a Solid Foundation

In October when I was blessed to assume the role as your President, I thought long and hard in the preceding months as to what I was hoping to accomplish during my 12-months at the helm. I have watched so many others have big impacts during their time, that I wanted to make sure I was helping contribute to our future success.

Meeting with members in the association whom I respect tremendously, it became very clear that the biggest impact I could make was to build on the foundation that others have laid for the VIADA. We have a solid number of legacy dealers who have supported our growth for many years, and they continue to do so today. My hope is that these experienced dealers will help us develop the next class of young(er) leaders. At our board meeting in January, we all witnessed this in action. Participation at the meeting was some of the best I have seen in several years but, more importantly, was the open discussion from our new leaders actively asking for help to "do it the right way". In response, our legacy leaders were at the ready with suggestions and advice on how we can use some of the past to help us grow our future.

If you were not at the January board meeting, I would encourage you to make time to attend one and see what you can offer our association. If you are a district officer or director, I would ask that you make time for these meetings. The future of our association is dependent on the ideas and contributions that come from the discussions in these meetings.

I will close with one last appeal. If every member in our association can find just ONE new member, we will immediately become the third largest independent dealer association in the country. The benefits that we share with members pay for themselves ten times over, if you take advantage of what is there for you.

Good Selling,

Craig

AUTO LOAN REFERRAL PROGRAM

We will pay **YOU**
up to **\$200**
per referral closed*

- No mileage restrictions
- Automobiles up to 20 years old
- Up to 125% of NADA Retail Value
- Fast, local, and friendly service

Please Contact

- Tidewater Area- Christie Hall- 804-490-8904
- Western Virginia- Betty Swortzel- 540-480-5395
- SouthWest Virginia- Tiffany Ingram- 540-292-0957
- Central Virginia- Maurice Peerman- 434-665-0381
- Richmond/Petersburg Area- Chris Price- 804-441-4174
- Northern Virginia- Debbie Rice- 540-379-7066

www.lendmarkfinancial.com

*All loans are subject to credit approval, income verification, tier determination and normal underwriting standards. Lendmark is not able to pay merchant referral fees in California, Maryland or Kentucky for loans of \$15,000 or less. Licensed by the Virginia State Corporation Commission, License Number CFI-104.

ComSoft

Dealership Management & Marketing Software Solutions

800-849-3838
ComSoft.com

Dealership Software

- ✓ Manage Inventory
- ✓ Manage Prospects
- ✓ Process Deal Paperwork
- ✓ BHPH Tracking
- ✓ LPH Tracking
- ✓ Management Reports
- ✓ QuickBooks Integration
- ✓ Integrated Partners
- ✓ Compliance Tools

Dealership Websites



Plus our
Mobile App...



Marketing Feeds

craigslist

CarGurus®



Autotrader 

eBay Motors™

ove.com

And Dozens More!

Executive Director's Message



ALVIN MELENDEZ
EXECUTIVE DIRECTOR
ALVIN@VIADA.ORG

As the first quarter is coming to a close, I am excited to report that our list of 2023 projects are well under way! We had a great Dealer Education Day, with many new attendees and strong content to help grow sales and stay compliant. Look for highlights soon!

The next big next project to watch out for is our new menu of educational videos to help you run your dealerships better. We understand that it is not always possible to leave your dealerships for in-person

training, so we are bringing them to your screen with 24/7 access! The videos will include Sales, F&I training and much more.

We continue to add valuable new industry partners like KEYFETCH, TRADEX, and AUTOMOTIVE REINSURANCE CONCEPTS to support and grow your business. We have reached 1100 members and we are looking forward to reaching 1200 members by the year's end. All we need is for each of you to sign one dealer this year.

On the licensing side of the business, I am working with DMV, MVDB and legislators to rework the HUF fee and make it a fixed fee. We are also working on the proper way to inspect and sell antique vehicles in the Commonwealth.

The best advice I can give you today is "manage your inventory", strive for a 30 day (about 4 and a half weeks) turn and don't buy project vehicles - they not only tie up your working capital, they take too long to recondition.

DON'T SETTLE FOR AVERAGE.
Strive for perfection! ■



Dealer Operator Course Schedule

Visit viada.org/pre-license/ for full details and hotel information.

April 18 - 19 Richmond/Midlothian

VIADA Office
1525 Huguenot Road
Suite 200
Midlothian VA 23113

May 9 - 10 Hampton

Hyatt Place Hampton
1905 Coliseum Drive
Hampton, VA 23666

May 16 - 17 Chantilly

Home 2 Suites by Hilton
43340 Defender Dr.
Chantilly, VA 20152

June 6 - 7 Harrisonburg

DoubleTree by Hilton
1400 E. Market St.
Harrisonburg, VA 22801

June 13 - 14 VIADA Office

1525 Huguenot Road
Suite 200
Midlothian VA 23113

July 11 - 12 Danville

COURTYARD BY MARRIOTT
2136 RIVERSIDE DRIVE
DANVILLE, VA 24540
(434) 791-2661

July 18 - 19 Richmond/Midlothian

VIADA Office
1525 Huguenot Road
Suite 200
Midlothian VA 23113



How vehicle volumes, sales rates performed at NAAA-member auctions last year

By Joe Overby

The number of vehicles entering the lanes at NAAA-member auctions fell 7% year-over-year in 2022 and the number of units sold dropped 4%, but here's some good news for their consignor partners: average price per unit climbed 4% and hit an all-time high.

That's according to the annual industry survey from the National Auto Auction Association, which was conducted by Robert A. Casey Consulting of Burke, Va., on behalf of the trade group. NAAA said 214 of its member auctions responded to the survey, giving it a response rate of 63%. Total vehicles entered and sold, along with gross values, are then projected to estimate what the totals would be for all of NAAA's auctions.

Close to 11 million units entered the lanes of auctions last year, and 6.6 million were sold,

according to the survey. That represents a sale rate of 60.3%.

It also represents more than \$110 billion in actual and projected vehicle sales, NAAA said. As for the record price per unit, that came in at \$16,747.

Looking at that 6.6 million units sold, 61% was dealer consignment, 33% was fleet/lease repo, 5% were OEM vehicles and 0.5% came from other sources.

"It's clear from the 2022 Industry Survey results that our member auctions continue to represent the gold standard of the wholesale auto auction industry," NAAA interim executive director Paul Lips said in a news release.

"The last several years have been challenging for the auto industry, but our members time and again prove that they are adaptable, innovative, and dedicated to advancing our great industry," he said.

In the Q4 Manheim Used Vehicle Value Index presentation on Jan. 9, Cox Automotive indicated that 9.5 million vehicles entered the wholesale market last year, and that's likely to fall to 9.0 million in 2023, before bouncing back to 9.6 million in 2024 and 10.2 million in 2025.

Still, for comparison sake, 13.1 million units entered wholesale channels in 2019.

Cox Automotive is holding its next Manheim index call on April 7. Stay tuned to Auto Remarketing for any updates on those wholesale volume numbers. ■

Shield Your Business with Cutting-Edge Analytics

Gain valuable risk intelligence from a proven, high-tech GPS toolset that monitors, locates, and assesses risks in real time.

800-553-7031
AdvantageGPS.com/Modern



RISK PORTFOLIO
MONITORING



COMPLIANCE
RECOVERY TOOLKIT



REAL-TIME
ALERTS



PREDICTIVE
ANALYTICS



WIRED / WIRELESS
GPS DEVICES



PERSONALIZED
SERVICE





**PROFESSIONAL
PLATINUM**



NEW updated HEX Shim Technology™ with aramid fibers to reduce noise and prevent shim wear



Leading number of application-specific, copper-free formulations for maximum performance



Wear sensors included on most European applications that require replacement

Burnishing compound for faster break-in of pads and rotors

NEW PTFE coated brake hardware eliminates rust and corrosion buildup

YOU DON'T CUT CORNERS. NEITHER DO OUR PRO PARTS.

Get unmatched performance and reliability with Carquest Professional Platinum brake pads.

Learn more about our professional parts at my.advancepro.com/pads.





Rev Up Your Dealership's Community Engagement

By Professional Mojo

Independent dealers and their dealerships are an essential part of a community, providing a valuable service by offering affordable, reliable vehicles to those who need them. However, simply existing in a community is not enough to establish a strong relationship with its members, leading to exemplary word of mouth, community loyalty and, most importantly, trust. To truly engage with their communities, independent dealers must go above and beyond by actively participating in community events and initiatives, providing valuable resources and support, and creating a welcoming environment.

SUPPORT LOCAL EVENTS

One way an independent dealership can engage with the community is by sponsoring local events. This could include sponsoring a community festival, supporting a charity walk or run, or hosting a car show. By sponsoring events, a dealership can not only gain exposure and brand recognition but also demonstrate its commitment to supporting the community.

Additionally, sponsoring events can be an opportunity for dealership staff to engage with community members, answer questions about their business, and build relationships.

OFFER RESOURCES

Another way independent dealers can engage with their community is by offering resources and support to those in need. This could include partnering with local non-profit organizations to provide transportation to individuals in need or hosting educational workshops on car maintenance and repair. By providing these resources and support, a dealership can establish itself as a valuable community resource and build trust with community members.

ROLL OUT THE WELCOME MAT

Independent dealers can also engage with their community by creating a welcoming environment. This means ensuring that all customers feel comfortable and respected when they visit the dealership. This could include offering language support for non-native speakers, ensuring accessibility for those with disabilities, offering refreshments, or having sales staff who are representative of the surrounding community. By intentionally developing a welcoming environment, a dealership can attract a diverse range of customers.

SUPPORT SHOP LOCAL

Another way independent dealers can engage with their community is by offering

incentives for customers to shop locally. This could include partnering with other local businesses to offer discounts or special promotions for those who purchase a car from the dealership. By encouraging customers to shop locally, the dealership can not only support other small businesses in the community but also establish itself as a community-minded business.

USE SOCIAL MEDIA

Finally, dealers can engage with their community by being active on social media. This means regularly posting updates on new inventory, promotions, and community events, as well as responding promptly to customer inquiries and feedback. By actively engaging with customers on social media, a dealership can establish itself as a responsive and customer-focused business and build a loyal following of satisfied customers.

Why not take a moment to reflect on how your dealership is regarded in the community? Even in the age of digital dominance, community engagement could make the very important (and costly) difference between a prospect choosing your car or the one from the lot down the road. Plus, it feels good to support the community that is supporting you. ■

15 Car Dealership Event Ideas To Connect With Your Community & Crush Your Sales Goals

By Caylee Brand

Many car dealerships are known for exactly what you'd expect – selling cars. But more often than not, the dealerships that truly thrive are the ones that connect with their community.

So, there's the big question – how can a local car dealership host events that connect with its community in a meaningful way? Every dealership is different, so use these ideas as a baseline and customize them as needed to fit your goals! Without further ado, here are 15 car dealership event ideas to get you started:

1. FOOD, TOY, OR CLOTHES DRIVES FOR CHARITY

Help your customers feel better about supporting your dealership by giving back through a food, toy or clothes drive.

Not only will it support members of the community who need those resources, but it gives people a sense of pride in the business they are making a large purchase from.

Promoting a food drive also has the potential to get a lot of attention on social media along with more people stopping by your dealership who may be interested in what they see in the lot. So really, it's a win-win!

2. FOOD TRUCKS OR LOCAL BUSINESS POP-UPS

Everyone loves food. It's just a fact. So, why not reach out to local food trucks and start a partnership to help raise each other up over a delicious meal?

You can make this car dealership event idea into a weekly occasion with different trucks to really spice it up and keep your customers coming in. Just think about shopping for a car over some ice cream, pulled pork, or mac and cheese...yum!



3. CAR SHOW AND/OR CRUISE IN

Car shows are a great way to involve your local community of car lovers. Whether a person has a vehicle they want to show off or just wants to take a look, there's good fun for everyone.

Partner with a charity to turn this fun event into a fundraiser.

One way to do this is through a raffle. Just don't forget about prizes for those who show off their awesome cars!

4. 5K RACE

Racing isn't only for cars! Host a 5k that starts and ends at your dealership to connect with the runners (and walkers) of your community. You can make it a fundraiser for an organization you're passionate about and make T-shirts for participants to wear as well.

5. TICKET GIVEAWAYS

Who doesn't love free stuff? Drive traffic towards your dealership with a giveaway! It can be a big ticket item like festival tickets or smaller scale, for example, gift cards to a local business. Or, offer up some of your own services like a car wash or free service.

No matter the product, giveaways have a lot of potential. Because, again, who doesn't love free stuff?!

6. TEST DRIVE CHARITY EVENT

Donate to charity through test drives! For every potential customer who comes in for a test drive within a predetermined time period, donate a certain amount of money to a charity of your choice. This encourages people who want to support the charity to come in for a test drive regardless of if they are interested in purchasing a vehicle.

Who knows, maybe they'll change their mind once they're in the driver's seat?

7. KIDS CRAFT TABLE/CAR-THEMED ART

Sure, kids don't purchase cars, but their parents do! Take the ease off of bringing children to the dealership by having a kids' craft table event. Parents can shop with ease knowing their child is looked after

and having fun. Bring it to the next level by having them make car-themed artwork and hanging it up around the dealership for some adorable decor!

8. ANIMAL ADOPTION EVENTS

To all the animal lovers out there, this is a great way to help out all the cute fur babies who need a home. You can partner up with a local shelter to either sponsor an event there or host one yourself.

Not only are puppies super cute, but you'll make a lifelong ally with the animal-loving community!

9. NAIL/SPA DAY EVENTS

It's nice to be pampered every once in a while! Offer up free manicures and pedicures for customers who have purchased a car from your dealership—this is a great way to say, "thanks for buying from us."

This can be a one-and-done event or have a regular schedule depending on your dealership's goals.

10. HOLIDAY EVENTS

Involve local families in wholesome, holiday fun at your dealership.

Whether it's a photo op with Santa or the Easter Bunny or a Trunk or Treat event for Halloween, this is a great way to connect with the families of your community!

11. SUPPORTING VETERANS

Host an ongoing event around Veteran's Day or the Fourth of July to write cards or make care packages for veterans.

This is a great way to say thank you to those who have done service for our country.

12. BLOCK PARTY

Block parties are always a good time—why not host one?

You can do a Fourth of July barbeque, a start of the season celebration, or whatever else you feel like celebrating. Allow people to check out new models on display over some food, drinks, and music!

13. NEW PARENTS NIGHT

Being a new parent is scary! There is so much to do before you welcome your little bundle of joy into the world, and one of those is learning how to bring them home.

Host an event to educate new parents on what the best car seats are, how to set it up safely, what features they should look for in a family vehicle, and anything else you think would be helpful.

14. SPONSOR LOCAL YOUTH SPORTS

Let's hear it for youth sports! Show some love to the young athletes of your community by sponsoring a game or tournament. Make a banner or T-shirts for the event, get lots of pictures, and don't be afraid to brag about it on social media!

15. MINI CARNIVAL EVENT

Whether you're 2 or 92, everybody loves a carnival. Fill up your lot with a caricature artist, a face painter, some fun carnival games, for example, ring toss, and anything else you can come up with—there are countless options with this one!

You can also have a wheel to spin with prizes varying in size redeemable at your dealership or local businesses. Seriously, the options are endless!

THE BEST DEALERSHIP EVENT IDEAS ARE AUTHENTIC

As you can see, there are plenty of options of events to choose from, but the main takeaway here is to keep it authentic to your dealership and its goals.

Many of these events connect with philanthropy of some kind—this is a key strategy to connecting with your community on a deeper level and foraging relationships with loyal customers who care about your dealership.

Hopefully this sparked some ideas, now go connect with that community of yours! ■

One Partner For All Your Virginia Reg & Title Needs



Streamline your Reg & Title process from trade-ins to vehicles sold.

- **Virginia In-State Reg & Title:** Submit in-state transactions in under 4 minutes¹, saving your dealership time and money. Now with new enhancements including improved logbook, new batch functionality and password self-reset.
- **Dealertrack Accelerated Title®:** Streamline payoffs and gain lien and title release 70% faster² on trade-ins.
- **Dealertrack RegUSA®:** Simplify out-of-state registration and title process for customers in any state.

Make the move to electronic registration & titling.

Call Kim Haddaway at 757-985-6940 or visit us.dealertrack.com/viada to schedule a demo today.



The Power of One | Cox Automotive

Proud partner of



¹ Dealertrack User Timing report through Google Analytics 9/30/21 to 9/30/22.

² Based on average industry timeframe for vehicle title release and vehicle payoff process of 18+ days, as determined by 2022 Dealertrack data



Carfax reported that in 2022 more than 50 million vehicles continue to be driven with one or more known issues that have yet to be repaired.

the U.S. continues to move toward a zero emission future. Manufacturers may also find their vehicle's "smart features" the target of new regulations, as cybersecurity becomes a greater threat in increasingly connected vehicles. With experts recommending that industry standards should be developed, regulators may begin work on this task in 2023.

Recalls Set Record in 2022

By UsedCarNews

For the second consecutive year, more than 1 billion units of food, drugs, medical devices, automobiles, and consumer products were recalled in the U.S. According to Sedgwick's latest state of the nation recall index report, 2022 was a record-breaking year for the number of units recalled, reaching nearly 1.5 billion.

With regulatory scrutiny continuing to increase, 2023 may shape up to be another 1 billion unit year, requiring businesses across industries to remain vigilant on matters of product safety and recall preparedness.

Among Automakers, Ford had the most recalls, with 67 affecting 8,636,265 vehicles

2022 recall data highlights:

- Automotive recalls decreased 12.6% in 2022 compared to 2021. The sector also experienced a 10.3% decline in the number of units recalled, marking a nine-year low.
- While the number of consumer product recalls increased by nearly a third (31.2%) in 2022 over 2021, the number of units recalled almost halved

(45.4%), from 42.8 million in 2021 to 23.4 million in 2022.

- FDA food recalls experienced a 700.6% increase in the number of units impacted in 2022. With 416.9 million units recalled, this represents a 10-year high. While the United States Department of Agriculture (USDA) food recalls held steady in terms of the number of events, the volume of units recalled decreased significantly (87.0%) from 13.4 million pounds in 2021, to 1.7 million pounds in 2022.
- While pharmaceutical recall events fell by a third (32.5%) in 2022, the number of impacted units recalled more than doubled (114.4%) to 567.3 million. This marks a 10-year high for the industry.
- Recall events in the medical device industry increased by 8.8% in 2022, up from 837 events in 2021 to 911. The number of units impacted decreased 27.2% from 2021 to 438.7 million units in 2022.

What's ahead in 2023:

- Electric vehicles (EVs) will remain a key focus for the automotive industry, regulators, and lawmakers in 2023, as

"The year ahead will likely be characterized by the same strict regulatory enforcement that all industries saw in 2022," shared Chris Harvey, Sedgwick senior vice president of brand protection. "Regulators have now fully returned to pre-pandemic levels of activity and are making up for lost time with a steady slate of long awaited guidelines and modernizations to existing regulations. Businesses will face the tough challenge of remaining agile with their operations to accommodate new regulations, while simultaneously anticipating and preparing for potential economic and geopolitical issues."

Tesla had over 4 million recalls, the second-most among U.S. automakers in 2022.

Automakers with the most Recalls in 2022:

- Ford: 9,141,131 cars, 72 recalls.
- Tesla: 4,132,303 cars, 21 recalls.
- General Motors: 3,415,313 cars, 34 recalls.
- Fiat-Chrysler/Stellantis: 3,338,259 cars, 33 recalls.
- Nissan: 2,037,432 cars, 16 recalls.
- Kia: 1,490,939 cars, 26 recalls.
- Hyundai: 1,468,531 cars, 24 recalls.
- Mercedes-Benz: 1,417,652, 35 recalls.
- Volkswagen: 1,100,114 cars, 47 recalls.
- BMW: 1,038,420 cars, 26 recalls. ■

2023 General Assembly Session Wrap Up

BY GONZALO AIDA, DIRECTOR OF GOVERNMENT AFFAIRS & LOBBYING



Virginia's part-time legislature gavelled into session on January 11th, 2023. Of the over 2300 pieces of legislation before the General Assembly this year, VIADA tracked a handful of bills that would have a direct impact on the Independent Dealer industry in the Commonwealth. Bills that have completed their business and advanced in one chamber "crosses over" to the other chamber for review and consideration starting on February 8th. Because this is an election year for all 140 seats of the General Assembly, this was considered a "short session" and ended on February 25th.

"CLEAN CAR" REPEAL BILLS MEET THEIR EXPECTED FATE

Several bills were introduced in the House and Senate aimed at repealing the requirement that the State Air Pollution Control Board implement a low-emissions and zero-emissions vehicle program for motor vehicles similar to what is enacted in California. These bills met an early end in the Senate Agriculture, Chesapeake and Natural Resources Committee. In the House, the bill survived committee and passed the full House on a party-line vote. However, it too met its end in committee.

LEGISLATION VIADA SUPPORTED

HB1677 - Exempts any amount charged for labor for diagnostic work for automotive repair and emergency roadside service for motor vehicles from retail sales and use tax, regardless of whether there is a sale of a repair or replacement part or a shop supply charge. This bill has passed both chambers and is expected to become law.

HB2254 - Requires the Department of Motor Vehicles to establish and administer a process whereby a vehicle owner may contest an assessed highway use fee. The bill requires the Department to reimburse the vehicle owner for any contested

highway use fee or portion thereof that was incorrectly collected. This bill has passed both chambers and is expected to become law.

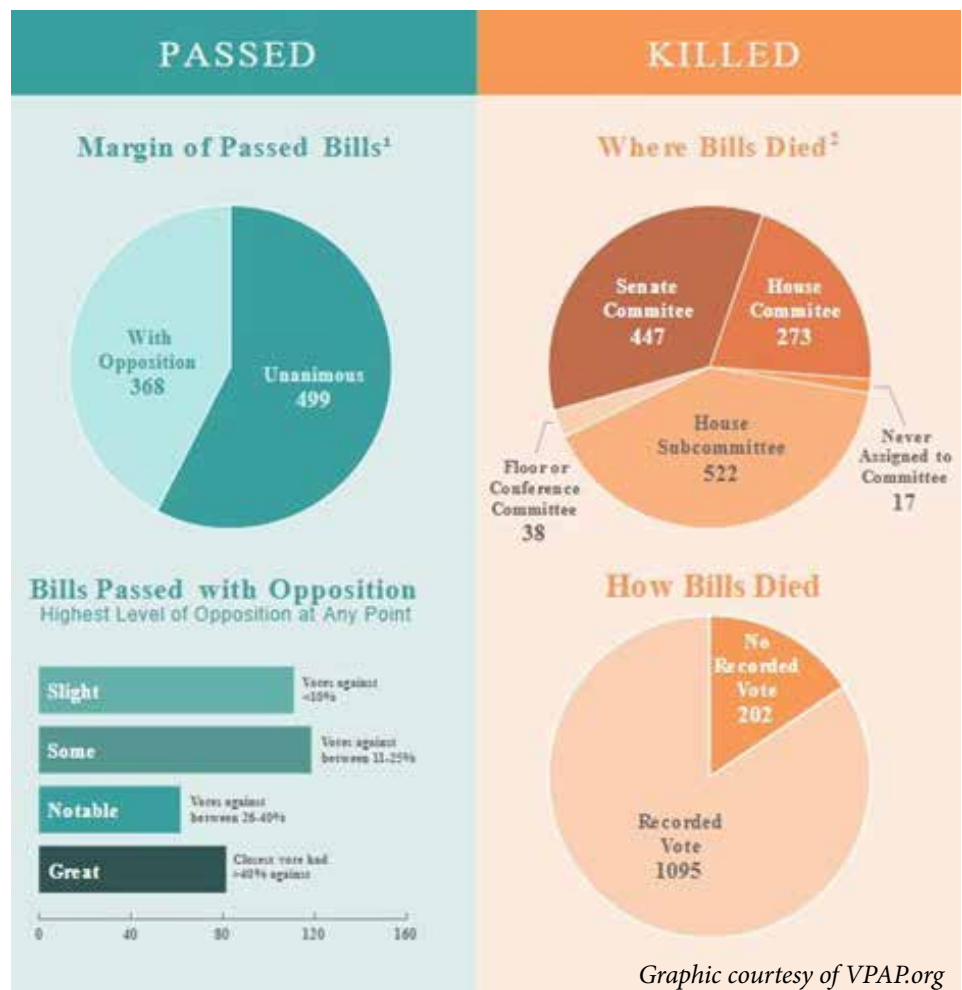
HB2372 & SB1135 - Makes it a Class 6 felony for any person to sell, offer for sale, or purchase a catalytic converter from a motor vehicle exhaust system that has been detached from a motor vehicle. These bills have passed both chambers and are expected to become law.

HB2422 & SB1509 - Clarifies that the definition of a "home solicitation sale" includes a solicitation of the sale or lease of goods and services in which the seller engages in a solicitation without prior

invitation, appointment, or consent. The bill excludes from the definition of "home solicitation sale" a dealer licensed by the Motor Vehicle Dealer Board. These bills have passed both chambers and is expected to become law.

LEGISLATION VIADA OPPOSED

HB2468 - Current Virginia law requires each location where Tesla or another manufacturer wants to operate be evaluated by the DMV Commissioner through an administrative hearing process. Despite being previously approved for all their locations, Tesla wants to remove the administrative hearing



process and receive blanket statewide approval for stores if just a single location is approved.

This would create two separate sets of rules for operators. VIADA joined with VADA, the Alliance for Automotive Innovation, and General Motors to speak out against the bill. In a Transportation subcommittee hearing at the end of January the bill was tabled by a vote of 7-2.

VIAD PAC

The purpose of the VIAD PAC is to promote the independent automobile industry in Virginia and raise funds for the same purpose. From such funds we can make campaign contributions to those seeking election or re-election for political office



VIRGINIA INDEPENDENT AUTO DEALERS PAC

in the Commonwealth of Virginia, without regard to party affiliation.

VIAD PAC continues to fire on all cylinders in 2023. In 2022 we launched our PAC Fundraising Program the President's Club. The President's club successfully raised over \$10,000 last year! Please visit viada.org/viad-pac to learn more about the program and to stay up to date on PAC Activity.

The VIAD PAC relies on voluntary contributions from our members, if you'd

like to make your voice heard please consider donating. For more information, please visit our website, reach out to me directly at gonzalo@viada.org or call our office. I'd love the opportunity to speak to you about our PAC and its efforts in the Virginia General Assembly. ■



WE ARE STRONGER TOGETHER... RECRUIT A MEMBER TODAY!

VIADA. Large Enough to Serve, Small Enough to Care!

It takes a Member to get a Member!

DID YOU KNOW?

When you join VIADA, you also have access to NIADA products and services.

EDUCATION

- Workshops: BHPH / Rental / Title & Registration
- Dealer Day
- *The Virginia Independent News*
- *Used Car Dealer* (NIADA Magazine)
- Monthly eNews Email
- District Meetings
- Annual Convention & Expo
- VIADA Website: viada.org
- [Facebook.com/infoviada](https://facebook.com/infoviada)
- VADealerRecertification.com
- Two Day Dealer-Operator Precertification Course

EXTRA PROFIT CENTERS

- Finance Programs/Manuals
- Service Contracts/Warranties
- Floorplans
- Rental Program
- Certified Pre-Owned Program

ADVOCACY / REPRESENTATION

- VIADA represents you AND your business interests
- General Assembly Lobbyists
- Congressional Lobbyists
- DMV and MVDB Representation
- Political Action Committee

SAVE \$\$\$

- Discounts on Dealership Forms
- Auction Card Discounts
- Access to Member Benefit / Associate Providers
- NADA Guides
- OFAC Reports
- Advance Auto Parts & Fisher Auto Parts Discounts
- Membership and Services Directory
- Online Dealer Supply Store

INSURANCE & PROTECTION

- Privacy Policy Manual / Red Flag Rule
- Information to help you stay compliant with Federal & State Laws
- \$3,000 Accidental Death and Dismemberment / Health Discount Card / Child Safety Kits

HELP HOTLINE & LEGAL COUNSEL

- Member Hotline. Get answers to all of your questions.
- Access to Legal Consultation...VIADA has a list of industry-knowledgeable attorneys.
- One-on-One Consultation Discount



JUNE 29TH

GOLF TOURNAMENT 2023



VIRGINIA BEACH NATIONAL GOLF COURSE
2500 TOURNAMENT DR, VIRGINIA BEACH, VA 23456

BENEFITTING SAMARITAN HOUSE OF VA

SAMARITAN HOUSE OFFERS HOUSING, CASE MANAGEMENT, COUNSELING, VICTIM ADVOCACY, TRANSPORTATION, MEDICAL ASSISTANCE, FOOD ASSISTANCE, GROUP THERAPY, JOB TRAINING AND MORE TO INDIVIDUALS AND FAMILIES EXPERIENCING DOMESTIC VIOLENCE, SEXUAL ASSAULT, HUMAN TRAFFICKING AND HOMELESSNESS

SAMARITAN
HOUSE



Stop the violence. Start the healing.

NOON SHOTGUN START

REGISTRATION INCLUDES:

Round of golf, cart, driving range
(available all morning with free balls for
our players beginning at 10AM) access to
putting green, lunch, gift bag and prizes!

Steak dinner during awards ceremony!

\$100

ONE PLAYER
NONMEMBERS \$125 PP



\$400

FOURSOME
NONMEMBERS \$500



TROPHY PRIZE FOR WINNERS!

GOLF REGISTRATION

Company

Representative

Phone

Email

Players Name & Handicap (please print)

1

2

3

4

Credit Card #

Expiration

CVV

Billing Address



DOUBLE EAGLE TOURNAMENT SPONSORS

REGISTER ONLINE OR SUBMIT FORM TO:
maria@viada.org



ALL ABOUT TITLES

LEARN TO DO IT RIGHT!

Tuesday, April 25

9:30AM to 3:00PM

with a working lunch served to registrants

VIADA HQ

**1525 Huguenot Road, Suite 200
Midlothian, VA**

Members \$139pp*

Non Members \$169pp*

REGISTER NOW

LIMITED SEATS AVAILABLE

VIADA.ORG/EVENTS

JOIN US to get all of your title and registration questions answered once and for all! This class is for every level, so don't continue to be frustrated with title work. Let's get it right the first time!

INSTRUCTION | This title and registration class is taught by Tommie Melendez, VIADA Director of Education. Dealertrack and DMV representatives will also be on hand to answer questions and share new information. A study/reference binder will be given to each attendee.

LODGING | Discounted Hotel Rooms are available for \$109 plus tax at the Doubletree by Hilton Richmond Midlothian (1021 Koger Center Blvd., Richmond, VA 23235). Call 804-379-3800 and mention you are with the VIADA Group.

NOTES | *A cancellation fee of \$50 will be deducted from check for cancellations after Wednesday, April 19. No refunds for no shows. Registration will remain open until Friday, April 21 or until the class is full.



4805 PHILADELPHIA RD, P.O. BOX 200, BELCAMP, MD 21017

THURSDAYS

CAR & TRUCK SALE at 8:00am

Featuring: Repossessed Assets from Banks, CUs & Financial Institutions

WEEKLY DEALER SALE at 9:00am

American Credit Acceptance • Ally • ARI • Boyle Buick • CAC • Chrysler Capital • CPS • Element • Enterprise • Exeter • First Investors • GM Financial • Hertrich • IG Burton • Jones • Lindsay • Location Services • M&T Bank • Mile One/Bargain Buys • OneMain • Santander • Truist/RAC • U-Haul • and Many More Great Consignors!

BI-WEEKLY CLOSED SALE



MONTHLY GOVERNMENT



2,000+
UNITS WEEKLY!



1300 BUSINESS CENTER WAY, EDGEWOOD, MD 21040

THURSDAYS

WEEKLY DEALER SALE at 8:30am

Featuring: Rental Run & Drives, Repos, Donations, Scratch & Dent, Fleet/Lease & Inop Rentals

LAST THURSDAY of the month: State & County Sale

EVERY 2nd TUESDAY



at 9:00am followed by:



400+
UNITS WEEKLY!



Wayne Reaves
Auto Dealer Solutions

INDUSTRY LEADING, DEALER MANAGEMENT SOFTWARE AND WEBSITES.

We know that dealers like you are looking for better ways to manage your dealership by saving time and making more money. Wayne Reaves Software has been helping thousands of dealerships operate more efficiently, and we can help you too. We offer affordable software and websites, with features that help you easily finance your customers, track leads, pull reports and keep an eye on inventory. No matter what your budget, you won't find a better company to trust with your business.

800.701.8082 | WWW.WAYNEREAVES.COM



Ladies Auxiliary Offers Make-A-Wish and Scholarship Applications

THE MISSION

First organized in 1980 by Ida Blair and Shirlie Slack, our first concern was to help VIADA in any way possible. We filed as a non-profit organization and wanted to contribute to charitable organizations throughout the state. Our first charitable contribution went to Ronald McDonald House and that was a favorite for years.

We now contribute generously to many charitable organizations throughout Virginia. We have established the Fill-A-Wish program for special needs children 18 years old or younger, and we also have a Scholarship Fund to award \$2,000 to a family member of VIADA.

If you are interested in a scholarship or a grant, please visit viada.org/ladies-auxiliary to download and print applications. A \$2,000 Scholarship is awarded annually to a high school senior of a VIADA Member in good standing. The scholarship is based on high school record of achievement and evidence of excellent college aptitude as judged by the Selection Committee. ■



Are you still offering unaccompanied test drives?

By Todd Shepard, Founder of Shepard & Shepard Insurance Solutions

Over the years, insurance carriers have tightened up their policy wording in an effort to discourage unaccompanied test drives. Then the pandemic hit, and dealers were forced into unaccompanied test drives for the safety of their employees and prospects. With that finding its way into the history books, best practice encourages that the test drive process can and should go back to normal.

Unaccompanied test drives cost you gross - Any experienced salesperson that deals in pre-owned autos knows a poor test drive experience can cost gross or even the entire sale. The opportunity to properly demonstrate the features on a demo drive and address questions or concerns about handling or odd sounds or rattles is a valuable part of the sales process, helps put your prospect at ease, reduces negotiation, and increases potential for gross profit.

Unaccompanied test drives expose your business to potentially huge losses - The problem is multi-layered. A loss can involve liability, property damage, bodily injury, theft, or false pretense portions of a policy. Even if a loss is clearly that of the prospect, most states will require the dealer insurance respond as primary. Wow! That is a bunch of exposure from both the dealer and an insurance carrier's standpoint.

Many auto accidents are a result of distracted driving. Aside from the fact the prospect is unfamiliar with the vehicle, they may also be unfamiliar with the roadway. The risk increases with the knowledge the prospect is testing the auto, perhaps pushing the limits of acceleration, braking, and steering while fiddling with the controls, the radio, and even posting their test drive to social media! Not surprisingly, since it is not their car, they may not feel the need to care for it. We haven't even addressed the other distracted drivers on the road! The role of an accompanying salesperson is much greater than just selling the features of the



vehicle; they serve to monitor and ensure the safest test drive experience possible.

Unaccompanied test drives create theft losses that may not be covered by your insurance - the dealer's inventory portion of an insurance policy has a built-in exclusion for auto theft that occurs when the dealer or salesperson willfully releases the keys to someone, and that person doesn't return the car. It is technically not theft if the customer is given permission to take the car. If the joyride results in the auto disappearing for good, the dealer is out the entire cost of the car!

Fortunately, there is a coverage available through some carriers called False Pretense or Trick & Device coverage that a dealer can request to protect against this very thing. Sadly, about 85% of the dealers choose to decline this coverage hoping to save money on premiums. This type of insurance often includes some coverage related to other ways a nefarious individual may attempt to trick a dealer out of a vehicle. In short, unless you add False Pretense to your dealer policy there is no coverage for this type of loss. A quick call to your insurance agent should confirm if you are truly protected. If your agent is unfamiliar with this type of coverage it may be a good time to shop around. Your dealer association will be able to suggest insurance agencies that specialize in dealer-related insurance policies.

A test drive agreement is required when a prospect is operating a vehicle owned by the dealership - if a prospect is pulled over or involved in an accident, they must show proof of permission to operate the vehicle (often called a demo permit or test drive permit) and can be fined if they do not provide it (what a deal killer). Your dealer association has these forms available. The dealer completes the form and gives one copy to the prospect then retains a copy for file along with a copy of the prospect's driver's license and insurance card (make sure to compare the photo on the license with the face of the prospect!). The form requires the prospect to sign and agree to accept responsibility for losses and can be most helpful when processing a claim as it may allow the insurance carrier to hold the prospect accountable for a portion depending on the scenario.

Insurance carriers frown on unaccompanied test drives, some even exclude this practice! Check with your agent as to what rules must be followed should you opt to include unaccompanied test drives in your business operations. ■

Todd Shepard is the founder of Shepard & Shepard Insurance Solutions and a regular contributor to IADA publications. For more information visit shepquote.com or call 855-396-0488

Early Bird!

Early Bird Member Rate \$495
Early Bird Non-Member Rate \$595

Convention
& Expo



NIADA
ACCELERATE
2023

JUNE 19-22
THE WYNN, LAS VEGAS

- **2023** is the year to Accelerate...accelerate your learning, access to lending, execution planning and compliance to help you reach your business goals and drive better profitability.
- **Connect** with independent dealers from across the country to share ideas and best practices, while connecting with solutions providers that can help you access the products, services and resources you need to elevate your business results.
- **Learn** from other independent dealers, NIADA 20 Group moderators and other industry leaders through general sessions, break-out sessions and service bays.
- **Meet** with lending sources at the finance fair.
- **Get** back to your dealership armed with tangible actions to accelerate your business.



**Early bird registration discounts
are currently available.**



**Scan the QR code to register
today or visit us online.**



TITLE PROCESSING CENTER

1525 Huguenot Road Suite 202
Midlothian, VA 23113

WHAT WE CAN DO

SERVICING BOTH DEALERS AND GENERAL PUBLIC!

- **Replacement & Substitute Titles**
- **Title and Registration Transactions**
- **Original Titles - VA and Out of State**
- **Supplemental Lien Titles**
- **Registrations - Original, Renew, Reissue and Transfer**
- **Lien Release Titles**
- **Abandoned Vehicle Titles**
- **Repossessed Titles**
- **Order Specialty and Personalized Plates**

*WE CANNOT PROCESS ANY DRIVER LICENSE, LEARNER'S PERMIT, ID CARD, MOTOR CARRIER, TESTING OR REINSTATING TRANSACTIONS. NO FLEET VEHICLE RENEWALS, MECHANIC OR STORAGE LIENS.

Want to learn more?
please email: dmv@viada.org



HOURS OF OPERATION

Monday- Friday
9:00AM-5:00PM

Saturday
9:00AM-12:00PM

Sunday
CLOSED

VIADA 2022-23 BOARD OF DIRECTORS, STATE OFFICERS AND DISTRICT REPRESENTATIVES

BOARD OF DIRECTORS STATE OFFICERS

Chairman of the Board
Donald Sullivan Sr.
Sullivan Auto Trading, Inc.

President

Craig Amelung
General Manager,
Manheim's Mid-Atlantic Market

President-Elect

Donald Sullivan Jr.
Sullivan Auto Trading, Inc.

Vice President

Matt McMurray, CMD
Campus Automotive

Vice President

JoeAnthony Ramon
Virginia Auto & Truck

Vice President

Lee 'Eddie' Haley
Route 11 Valley Auto Sales

Treasurer

Mack Bahri
Mack 1 Motors

Secretary

Melinda Anderson
Top Tier Motors LLC

DISTRICT REPRESENTATIVES

District 1

JoeAnthony Ramon, President
Alexander Adams, Vice Pres.
Justin Boucher, Vice President
Austin Sullivan, Vice President
Craig Rice, Vice President
Terence Latham, Vice President
Karen Culpeper, Sec/Treas

District 2

Melinda Anderson, President
Gail Davis, Vice President
M'Lissa Dunn, Vice President
Lonnie Johnson, Treasurer
Sandra Moss, Secretary

District 3

Toby Buchanan, President
Kenny Martin, Vice President
John Porter, Treasurer/Secretary

District 4

Jason Brown, President
Rob Fisher, Vice President
Will Sullivan, Vice President
Chris Maher Jr., Vice President
Mack Bhari, Vice President
Brandon Morton, Vice President
Mike Haloul, Vice President
Lupe Sigman, Sec/Treas

District 5

Stephen Stallings, President
Sammy Wright, Vice President
Gail Semones, Sec/Treas

District 6

Allison "Allie" Tuell, President
John Taylor, Vice President
Bobby Steele, Vice President
Lynn Martin, Treasurer

District 7

Edward Habavets, President
Lee "Eddie" Haley, Vice Pres.
Andrew Wiley, Vice President
Angel Hernandez, Vice Pres.
Cindy Champ, Sec/Treas

District 8

J Bo Lester, President
John Wilson, Vice President
Stacy Martin, Treasurer
Sara Martin, Secretary

F&I BOOTCAMP WITH CORY COLLINS

National Training Director, ARC/SmartGroups

April 26, 2023



Where & When

VIADA HQ
1525 Huguenot Rd
Suite 200 Conference Center
Midlothian VA 23113
800-394-1960

Wednesday April 26, 2023
9:00AM-3:30PM

A working Lunch will be served
at 12 noon.

\$169 MEMBERS \$199 NON-MEMBERS

ADDITIONAL ATTENDEES FROM SAME DEALERSHIP SAVE \$50

EVENT SCHEDULE

- 9:00 AM Introduction
- 9:15 AM Attitude: The Starting Point
- 9:30 AM The Professional F&I Process
- 10:45 AM How to T.O. and Why It Makes a Difference
- 12:30 PM Innovative Product Terms
- 1:00 PM Product Knowledge
- 2:00 PM Menu Practice
- 2:45 PM Closing Instruction and Q&A



For more info, visit: viada.org



Virginia Independent Automobile Dealers Association
1525 Huguenot Road, Suite 102
Midlothian, VA 23113
(800) 394-1960 | info@viada.org

SAVE THE DATE

OCTOBER 20-22, 2023



VIADA 2023 CONVENTION & TRADE EXPO
THE NORFOLK WATERSIDE MARRIOTT, NORFOLK, VA