

From Your NADA Director



Jack Tulley



In NADA news...

New in May, **NADA joined with AutoTrader.com to offer a special eight-week virtual seminar series, Automotive Internet Marketing: A Traditional Approach to Non-Traditional Media.** The series covers a variety of relevant Web-related topics, including building a Web site, advertising online and tracking Web traffic. Each workshop is designed to provide new information about the changing online marketplace and presents a specific step to developing an Internet marketing plan. The following virtual seminars are included in this series:

- **Search Engine Optimization and Search Engine Marketing**—Adrian Madland, Google; June 4
- **Online Advertising**—Jaime Lomas, AdReady, Inc.; June 11
- **Direct/Targeted Advertising**—Bruce O'Brien, @utoRevenue; June 18
- **Lead Management**—Jennifer Suzuki, e-Dealer Solutions, Inc.; June 25
- **Tracking and Measurement for Success**—Howard Polirer, AutoTrader.com; July 2

NADA Update

- **Evolving with the Marketplace**—Chip Perry, AutoTrader.com and Kevin Fossett, NADA; July 9

Participants can access the archives for every seminar, including any seminars missed, for up to six months. For more, visit www.nada.org/InternetMarketing or call 888.667.0482.

Recent AuctionNet data released by NADA Used Car Guide shows that the average prices of used vehicles sold at auctions declined in the first quarter of this year from fourth-quarter '07, reflecting a tightening economy and shift in demand by dealers and consumers. Prices in all used-vehicle segments were down or flat in the first quarter, contrary to the typical pattern of increasing prices at auctions in the January-through-March period, when dealers stock their lots for the spring buying season. Sport utility vehicle prices declined 2.6 percent in the first quarter from fourth-quarter 2007, while crossover utility vehicles dropped 2.7 percent, pickups 3.3 percent and vans 0.3 percent. Prices in the passenger-car segment edged up slightly by 0.4 percent. Consistent with past trends, the overall sales volume of used vehicles sold at auctions rose in the first quarter this year – up 15 to 25 percent across all segments.

NADA Management Education is offering dealers a training DVD and manual that show how to set up “special finance” departments that work with customers who have risky credit. Dealers, managers and industry experts give solid information and advice on *Creating a Special Finance Operation: Doing it Right*. The four-segment video and study guide package is available for \$169 at www.nada.org/mecatalog.

“Fast-Track to Automotive Careers: A Girl’s Guide” is a 12-page booklet about automotive careers produced by the Girl Scouts of the USA with funding from the Department of Labor. In it, AskPatty.com founder Jody Devere says, “Dealerships want to hire more women, but they just aren’t applying for the jobs. Go visit a dealer!” Consider inviting local Girl Scouts to your next career event, visit a troop meeting to make a career presentation or give a copy of an NADA career video, *Take the Ride of Your Life* or *From Trucks to Bucks*, to a local troop. For more information about Girl Scouts of the USA’s automotive programming, e-mail Lesley Williams at lwilliams@girlscouts.org. To order NADA’s career videos, visit www.nada.org/mecatalog.

In regulatory news...

The IRS has issued new technical guidance to its field examiners on dealership cost segregation studies, which many dealerships use to determine the appropriate depreciation period for different components of their facilities. The new guidance and a *Motor Vehicle Technical Advisor Automotive Alert* explaining it are available at www.nada.org/regulations under “Recent Federal Agency Publications.”

As always, if you have any questions or concerns, please feel free to contact me at 888-0550 or at jack@tulley.com. 📌

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