WVADA
WEST VIRGINIA AUTOMOBILE DEALERS ASSOCIATION

December Newsletter

WVAS
WEST VIRGINIA AUTO SHOW

The 2020 West Virginia Auto Show January 17-19, 2020

The West Virginia Auto Show is just around the corner (Jan 17-19) and we need your help to promote it. We have created a special auto show promotional Tool Kit. This Tool Kit is filled with promotional pieces to help us promote the Auto Show and in turn bring buyers into your showroom.

Remember, almost ***40% of attendees to this year's show will purchase a vehicle in the 12 months*** after the show. That's a target rich environment! Inside the Tool Kit, you will find a window poster, print ads, a table topper, web banners, and various show logos. Please help us by utilizing these promotional pieces wherever you can during the next few weeks. It is GREATLY appreciated.

Here is the link to the Dealer Promo Pack:
https://www.dropbox.com/sh/6k3m54nw3tcocew/AACuJgBjc1cKcMG4iUv576JDa?dl=0

Also, please take advantage of the Dealer Ticketing Program this year. There is no cost to participate and it generates free leads for your dealership. If you did not receive the information about this program last week or have questions please contact Andrea Greene at agreene@wvcar.com or 304-343-4158.

2020 West Virginia Auto Show *VIP Gala* will be Thursday, January 16, 2020.

This is a friendly reminder to please **RSVP** for the VIP Gala by **January 10, 2020.** You can go to the website: www.WestVirginiaAutoShow.com/RSVP or call WVADA at 304-343-4158.

WVAS
WEST VIRGINIA AUTO SHOW

VIP
Charity Gala
2020

THURSDAY, JANUARY 16, 2020

6:00 PM - 8:00 PM
Charleston Coliseum & Convention Center
Charleston, WV

USW
A Protective Company

WVADA

Best Practices for the Regulation of Internet Vehicle Sales

Since the inception of the internet, consumers have continually become more aware of the ease of making online purchases, which has led society to push for the availability of more and more products online, and savvy businesses are only too happy to satisfy that desire. One of the areas that is seeing a marked increase in online transactions is the auto industry. Consumers are clamoring for the opportunity to purchase the vehicles of their choice online because it expands the options available and enables them to save a considerable amount of time and possibly money over traditional vehicle-buying methods. The internet offers a means for private sellers and licensed dealers to expand their market area. It also offers the ability for licensed motor vehicle dealers to better position themselves to meet consumer demands in an ever changing and evolving environment.

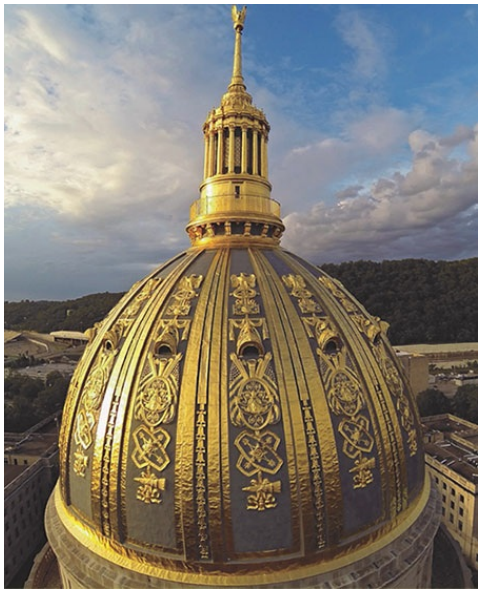
As internet vehicle sales increase, jurisdictions grapple with the most effective approach to protect and educate consumers and auto industry members who use technology to buy and sell vehicles online. Although the internet may ease the buying process... *continue reading*

Upcoming Events

2020 WV Legislative Session

The 2020 WV Legislative Session will begin ***Wednesday January 8th and conclude March 7th.***

Your support, as automobile dealers during the Legislative Session is important in order for us to have a voice at our state capitol.



Learn the latest strategies and emerging trends through NADA education sessions. NADA Academy instructors as well as top industry specialists teach real solutions for your dealership to build the success your business needs, both now and in the years to come at the 2020 NADA Show in Las Vegas, February 14-17. View the full schedule of the NADA Show HERE.

Dealer Attitude Survey and Website Accessibility

Dealer Attitude Survey (DAS)

The next round of NADA's **dealer attitude survey (DAS) will open January 6th**. There is good news and an important change to the survey: dealers will NOT be asked to enter their zip code to start the survey. That's right, no more zip code – please spread the word and encourage your dealers to participate in the survey – make sure their voice is heard! Dealers (car and truck) will receive an email directly from chairman@nadasurvey.com with instructions for how to complete the survey, which will be open until February 6. If any dealer needs help logging in or can't find the invitation email, please direct them to questions@nadasurvey.com for assistance, or go to http://nadasurvey.com/.

– Jennifer Coleman

Website Accessibility

According to the U.S. Department of Justice (DOJ), the Americans with Disabilities Act (ADA) applies to **public-facing commercial websites**, and includes a responsibility to people with a variety of auditory, visual, physical and/or cognitive disabilities who use assistive technology (e.g., screen readers, text enlargement tools, or programs to control computers by voice) to enable computer use. If a dealership's website is not compatible with assistive technologies, disabled customers may not be able to shop for vehicles, make online parts purchases or learn more about what the dealership offers. Web accessibility also boosts a dealership's search engine optimization efforts and improves organic search rankings. In addition to losing potential sales, **dealerships risk facing legal action**. To date, plaintiffs across the country have asserted that websites for businesses, including dealerships, do not provide equal access under the ADA for persons with disabilities. Several dealerships have settled to prevent expensive litigation, and have made a commitment to improve website accessibility. Most public-facing dealership websites involve vehicle OEMS, website developers, vendors and other content providers; addressing dealership website accessibility is complex because each of these entities exerts control over, has responsibility for, manages and/or provides content to dealership websites. Now is a good time for franchised new-car dealers to evaluate their websites for accessibility and reaffirm a commitment to website accessibility. For more information about website accessibility, please see NADA's recent FAQ. To learn more about website accessibility, please register for an NADA webinar scheduled for January 15, 1:00 – 2:00 pm eastern time. Please direct questions about website accessibility to regulatoryaffairs@nada.org.

– Jennifer Coleman

WEST VIRGINIA
WVCAR
POLITICAL ACTION COMMITTEE

WVCar is the West Virginia Automobile and Truck Dealers Political Action Committee, and your support is vitally important in order for us to have a voice at our state capitol in Charleston. WVCar is the best platform for our message to be heard by legislators and signify our value in West Virginia communities.

The goal of WVCar PAC is to bring all voices through WVADA to Charleston to make certain our positions are protected and strengthened. Please take the time to contribute to ensure that our voice, as dealers, is heard!

Check out our new WVCar website and make your contribution directly through the site or

by clicking HERE, to fill out the form and submit either a personal check or your credit card information to WVADA.

A special thank you goes out to all of our members who have already donated:

CHAMPIONS CLUB

Bill Cole
Rodney Lerose
Suzanne Moses-Persinger
Hal Green
Chris Miller
Roberta Robinson-Olejasz
Nick Green
Bob Moses
Keith Powell
Joey Holland
Jason Moses
Jim Robinson
Jonathan Lerose
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Federated Insurance's Claim of the Month — Could it happen to you?

An auto dealer employee driving a demo vehicle was behind schedule on the way to his child's sporting event during stop-and-go traffic. With many things on his mind, he misjudged the stopping distance to the car in front of him. He rear-ended the car, injuring the occupants and damaging both vehicles.

CLAIM AMOUNT: $75,000

Winter presents its share of obstacles. There's bad weather, shoppers out for deals, school holiday performances — sometimes all at the same time. It all amounts to hazardous conditions that can wreak havoc. To stay safe, drivers need to stay focused on the road. Everything else can wait.

- Remind drivers who take home demo vehicles that the company is held liable for damage done to and by vehicles it owns, no matter who's driving and why.
- Consider limiting use of demo vehicles when conditions might not allow for safe operation.
- Keep demo vehicles in good repair and ready for the weather. Ensure tires have adequate tread and air pressure. Replace windshield wipers when needed. Confirm that heat and defrosting functions work.

'Tis the season to be jolly, but it's also the season when roads can be the most treacherous. And according to claims data, the majority of crashes involving auto dealer-related crashes involve their own employees. Safeguard your business's assets and your employees' safety by using and urging caution with your demo vehicles.

Federated Mutual Insurance Company is recommended by 19 state and national auto dealer associations for customized insurance programs and value-added risk management services, such as Federated's Shield Network®, the Risk Management Resource Center, and the Federated Employment Practices Network®. Visit federatedinsurance.com or contact your local marketing representative for resources you can use to create or enhance your own risk management program.

This article is for general information and recommendations for risk prevention only and should not be considered legal or other expert advice. The recommendations herein may help reduce, but are not guaranteed to eliminate, any or all risk of loss. All products and services not available in all states. Qualified counsel should be sought with questions specific to your circumstances and applicable laws.
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Salvage and Junk Vehicle Best Practice

Through years of input and discussion with members and stakeholders, the Vehicle Standing Committee of the American Association of Motor Vehicle Administrators (AAMVA) identified inconsistencies across US jurisdictions in the way vehicles are identified and branded as salvage or junk. The broad variances in the current jurisdictional laws and rules may create opportunities for unsafe vehicles to be titled, rebuilt, or repaired in jurisdictions with fewer requirements. As a result, these vehicles can go unbranded in accordance with one jurisdiction's laws and may or may not be properly repaired or rebuilt in accordance with another jurisdiction's laws. As such, these vehicles may be susceptible to safety risks and fraud. Furthermore, financial repercussions may impact consumers and financial institutions when... *continue reading*

In The Community

Please let WVADA know about any events your dealership is hosting for your local communities. You can contact Andrea Greene at agreene@wvcar.com or 304-343-4158 with any information.

BALL
TOYOTA OF CHARLESTON

On December 18th Ball Toyota's Day of Giving where they handed out donations to the **60 charities** across 5 counties totaling **$35,000**! Take a look at all the people behind these organizations who are doing great things for this state.

Basketball season is here and in Chapmanville at Thornhill Ford Lincoln they had a special giveaway for their Tiger fans!

Thornhill Ford Lincoln gave away a pair of season tickets for Chapmanville Regional High School Basketball.

Helping the community and local sports is important to the Thornhill family and what a great way to show their support.

"We love our community. We love supporting our youth."

In December at Buckhannon Toyota they were able to help out LUV 4 Animals! Their generous donation will be going towards helping spay and neuter the animals!

McClinton Chevrolet and Mitsubishi collected donations for theChildren's Home Society of WV - Parkersburg Site. Everyone who donated was entered to win a $100 Gift Certificate. They colledcted non-perishable food for their pantry.

The even was so successful they had the back of aChevrolet Suburban filled and utilized several helpers to carry everything into the pantry. This year was their largest donation to date.

The Body Shop Team got an extra thank you for leading the way in food and cash donations.

TOOTHMAN FORD

Toothman Ford was proud to receive sponsorship recognition from WVU Medicine's Children's Hospital for their **$40,000** donation to the building fund for

the new hospital!

"Blessed to work with the best employees, and best customers on the planet!"

Todd Judy Ford was happy to present the 2019 Todd Judy Ford Scholar Athlete Scholarship in December. The much deserved winner is Charlie Pierson from Riverside High School in Quincy, WV.

"It's a pleasure getting to assist him with his future collegiate career. Congratulations Charlie!"

Lester Raines(center) owner of Lester Raines Mazda in South Charleston, was honored recently for his dealership's 45th year in business. His father, Junior Raines, opened the dealership in 1974. Presenting his plaque to Raines is Tom Reagan Jr., Mazda North American Operations zone manager, at left, and Corbin Jones, Mazda district service manager.

The 2019 Sheets Chrysler Dodge Jeep Ram Christmas Party at Glade Springs Resort. The event was a huge success with a great turnout of employees and community friends!

It's all under one name.

Pullin, Fowler, Flanagan, Brown and Poe.

Check under the Hood. Is there performance and reliability? What about your business? Just as you want your automobile to take you safely where you want to go, you need your law firm to guide your business through the variety of legal challenges, internally or externally, with performance and reliability.

Let Pullin, Fowler, Flanagan, Brown & Poe trial attorneys handle the diverse checklist of legal issues your business is confronted with. One law firm creates less confusion and a better understanding of your business – leading to continuity of knowledge for representation. ***It's all under one name.***

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