

SPRING 2022

FLASHES

A PUBLICATION OF NCADA

**GOVERNOR
ROY COOPER
AND NCADA'S NEW EV**

NADA SHOW

North Carolina Dealers
Recognized in Las Vegas

CONVENTION

Preparation for the Annual
Family Convention in
Ponte Vedra Begins

NORTH CAROLINA AUTOMOBILE DEALERS ASSOCIATION



THE DRIVER'S SEAT

Protecting our Industry: The Mantle of Leadership

Dear NCADA Members:

As we get closer to our family convention in June at the Ponte Vedra Resort, I want to take a moment to thank all those individuals who have supported me in my year as the NCADA chairman and for the team effort that the Board has undertaken to move forward in protecting our industry.

There is a looming fight on the horizon in our industry -- one that attacks the core principles and values that make this industry special – and one that is a direct challenge to our franchise system model.

The NCADA Board of Directors voted this past Fall to significantly fund our defense of the industry and countless dealers have stepped up to become involved as part of the NCADA DEALER RESPONSE TEAM and as "SUPERHEROES" for our NCADA AutoPAC. Your efforts will make a difference in this fight against factory direct sales.

The Dealer Response Team is a group of 50-60 dealers that are the first line of defense in protecting our franchise laws.

These dealers have agreed to be accountable to the team and to be directly responsible for maintaining regular contact with one or two of their local elected officials.

The Dealer Response Team will be hosting events in their dealerships and will be actively engaged in demonstrating the importance of the franchise system to their "targeted" House or Senate member. These types of direct dealer legislative efforts proved successful for the Georgia Auto Dealers in their recent similar legislative fight against direct sales and will make a difference in the outcome of our battle.

IF YOU ARE A MEMBER OF THE DEALER RESPONSE TEAM.... THANK YOU FOR YOUR COMMITMENT!

Also, the NCADA Board has stepped up to support NCADA's "ALL IN ON EVs" Campaign. The objective of these efforts is to position the local franchised dealer as the BEST AND ONLY resource to buy and service EVs in North Carolina. The focus of the campaign is not to directly promote EVs, rather it is designed to show the role

that dealers will play will be critical to any goal surrounding the mass distribution of EVs across North Carolina. You will continue to see NCADA taking a pro-active role in promoting our industry's crucial role as consumers slowly migrate to EVs.

Lastly, while there are several challenging issues on the horizon -- the agency model, OTA updates, chip shortages, CSI programs, inventory allocation -- I can report that the volunteer leadership of NCADA will continue to be proactive and unwavering in working with the dealers for the dealers.

We have a proven tradition that spans eight decades, and that tradition will continue to be the benchmark for our NCADA Board and our members in the years ahead. Mr. Mike Alford, the 7th dealer to lead NADA from the Tar Heel State, is an example of our "Tradition of Leadership".

Likewise, Ms. Mary Barra, the CEO of GM, coming to have a private meeting with 16-18 of our GM dealers, is another example of North Carolina's tireless leadership role in the automotive industry. We will not back away from the responsibility that comes along with the mantle of leadership!

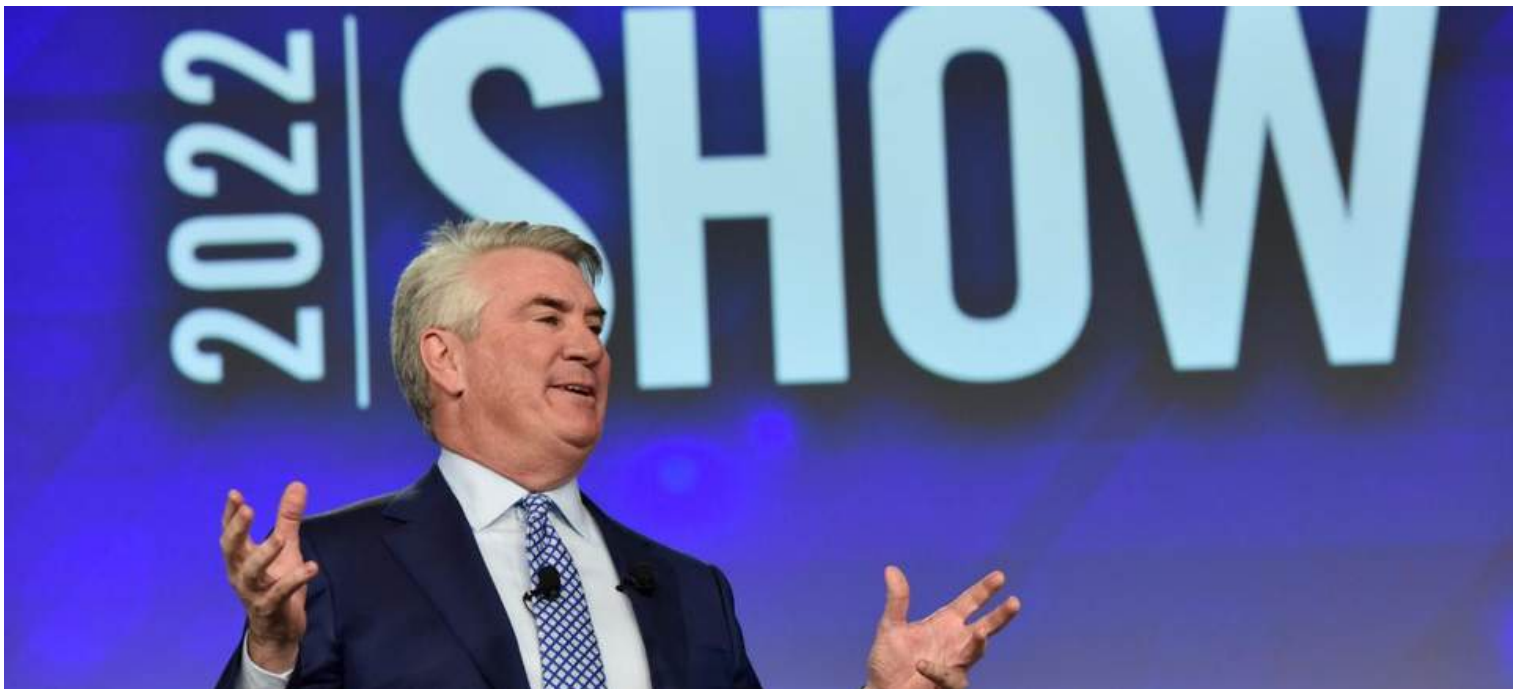
In closing, please join Teresa and me in Ponte Vedra in June to "pass the gavel" to Sport Durst and learn more about defending and protecting our industry. Please take advantage of this opportunity to network with North Carolina dealers and share the camaraderie that is a cornerstone of our success.

Best wishes with the rest of 2022 and many thanks to all of you for your support.



Jeff Michael
NCADA CHAIRMAN





NCADA AT NADA

LAS VEGAS MARCH 10-13, 2022

The NADA show offered an inside look at how America's franchised auto dealers are comfortably in the driver's seat when it comes to selling, servicing, and educating consumers on electric vehicles (EVs) and how dealers are ready to go full throttle for the rest of 2022 and into 2023. Amidst the events of the NADA show, a couple of North Carolina Dealers were recognized on stage.



Mike Alford, dealer principal of Marine Chevrolet in Jacksonville, was welcomed as the newest NADA chairman. Mike stated, "Since 1917 NADA has been an ardent advocate for franchised new-car dealers."

The opportunity to chair this dynamic group of automotive leaders is both exciting and humbling. We have an engaged board and talented team that stands ready to advance the interest of our more than 16,000 franchised dealers. I appreciate the trust and confidence of the board as we tirelessly pursue our work with all stakeholders on behalf of the dealer body."

Mr. Alford shared his thoughts on dealers seizing the opportunities brought about by the coming wave of new electric vehicle models. He expressed that America's franchised dealers are "All In On EVs" and dealers can be the masters of their own destiny by taking this opportunity to educate, inform, and build a future that's more sustainable. Thank you, Mike, for continuing the tradition of leadership in the Tarheel state.





David McNeill, dealer principal and president of McNeill Chevrolet Buick Nissan of Wilkesboro was also honored at the 2022 NADA Show. Mr. McNeill was brought to the stage as North Carolina's nominee for the 2022 Time Ally Dealer of the Year award. The Time dealer award recognizes exceptional performance and outstanding community service that is an inspiration to us all.

McNeill is an active North Carolina Hometown Heroes program participant, which recognizes and honors first responders for their bravery and courage in protecting local communities across the state.



He is also on the board of the Wilkes Education Foundation and chairs the group's largest fundraiser, the annual Hugh Martin Golf Tournament. "I have led this tournament for the last 12 years," said McNeill. "Proceeds are used to award mini-grants to teachers and scholarships to students in the Wilkes County Schools, for which I participate in reviewing applications and interviewing scholarship candidates." He also supports the Wilkes County Schools Teacher of the Year program. Congratulations David and Connie!



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ALL IN ON ELECTRIC VEHICLES

As part of NCADA's effort to fight to protect the franchise system, we have launched the "All In On EVs" campaign. The purpose of this campaign is to show that with the coming of age of electric vehicles local franchised dealers are the best trained, best equipped, and best-prepared resource to assist consumers with the purchase and repair of tomorrow's new EVs.

➔ NC State Clean Energy Transportation Demonstration Day

Recently, Governor Roy Cooper announced a new electric vehicle battery plant coming to Randolph County. At the same time, local and state governments are focusing on clean energy vehicles in their own fleets as well. That was the focus of a recent special Clean Transportation Demonstration Day on the State Highway Patrol's driving course off Tryon Road in Raleigh.



Thanks to help from local dealers NCADA brought a fleet of electric vehicles including a Volkswagen ID.4, Ford F150 Platinum Powerboost, Ford Mach-E, Ford Maverick, E Transit Van, and Mercedes EQS to the NC State Clean Transportation Demonstration Day. The goal was to promote electric vehicles available for sale through dealers.



Governor Cooper's Executive Orders 80 & 246 give government entities across North Carolina information and experience with clean transportation technologies. Members of the North Carolina State Highway Patrol and other first responders had the opportunity to test drive and ride in these vehicles around the high-speed training track. Static displays were also present giving attendees a chance to experience some of the benefits and unique features of these EVs and plug-in hybrids.



➔ CBS 17 Interview

NCADA President Robert Glaser recently met with CBS 17 in Raleigh to discuss the crucial role that North Carolina dealers will play in the global distribution of mass-market EVs. Glaser noted that franchised dealers have been addressing the transportation concerns of fellow Tarheels for the past 100 years and are enthusiastically ready to play a key role in the years ahead. Glaser also noted that dealers have spent millions of dollars in purchasing vehicle chargers, upgrading facilities, and training technicians on the new EV technology.



➔ Meeting with Gov. Cooper

Several North Carolina franchised dealers met with Governor Roy Cooper and Department of Transportation Secretary Eric Boyette at the governor's Executive Mansion in January to discuss a plan for how the state can prepare for more electric vehicles on its roads. Gov. Cooper had the opportunity to check out NCADA's all-electric Volkswagen ID.4, which kicked off the "All In On EVs" campaign for 2022.



Discussion detailed how our state's franchised dealers are spending millions on facility and infrastructure upgrades to assist their customers in the purchase, operation, and servicing of the 45 new EV models that will be hitting North Carolina showrooms in the next 12-24 months. Also, how nearly 600 new car and truck dealers throughout North Carolina are ready, willing, and able to help you learn more about this exciting technology.



Also, in advance of the unprecedented consumer shift to electric vehicles, NCADA has formed a statewide advisory group to promote and advance the sale of EV and plug-in hybrids across North Carolina.

The advisory committee is focusing on efforts that can be undertaken to accelerate the implementation of chargers in and around dealerships as well as working with dealerships to educate salespersons and technicians on the sales and maintenance of EVs.



SPRING BOARD MEETING

NAPA VALLEY APRIL 25-28, 2022

Chairman Jeff Michael led the NCADA Spring Board meeting in late April in Napa Valley, CA, as the Board addressed several industry issues including inventory shortage issues and factory direct sales. Other topics that were discussed by the Board included the coming of age of electric vehicles, a plan to protect the franchise system, and the Hometown Heroes program.

Board members, spouses, and guests took a luxury tour of the beautiful Napa Valley. Full buses left early each morning taking attendees through the rolling hills of the Valley to Napa's most famous and sought-after wineries. Historic wineries such as Chateau Montelena known for the wine that was voted "best in the world" nearly 50 years ago and Del Dotto winery known for exquisite wine tasting caves made for only a few of the stops. In their downtime, members and guests enjoyed a short meditation leading into a gentle vinyasa flow style yoga class to top off the day.

The Board meeting was finished over an exclusive NCADA experience at the Merryvale vineyard. Guests enjoyed dinner and a show in the iconic Merryvale cask room to end the night.

Thank you to Ally, Assurant, Cox Automotive, CVR, Crandall, Gallagher and Truist, for sponsoring this year's Spring Board Meeting!



NCADA FAMILY CONVENTION

JUNE 19-22, 2022

Ponte Vedra, FL

Join fellow NCADA members for the 87th Annual NCADA Family convention at the Ponte Vedra Inn & Club. Ponte Vedra is on a stretch of pristine beach in Northeast Florida. NCADA members will enjoy southern hospitality at one of the country's finest luxury resorts. Discover a world of elevated oceanfront accommodations paired with gracious, attentive service and endless leisure pursuits.

The 2022 Lifetime Achievement Award will be presented by NCADA at the Inn & Club. The award recognizes dealer members who have displayed a lifelong commitment to the automobile industry. In short, the Lifetime Achievement Award is presented to those who embody the true spirit of a successful entrepreneur, civic leader, and industry stalwart.

2022 LIFETIME ACHIEVEMENT AWARD RECIPIENTS



Randy Marion
Randy Marion
Automotive



Wayne Thomas
Wayne Thomas
Chevrolet



During the meetings, Convention attendees will have the opportunity to experience some cutting-edge educational programs discussing the future of the automotive industry. Highlights of your amazing NCADA Convention experience will include:

- Outstanding Guest Speakers
- Educational Seminars
- NCADA Golf Classic Tournament
- Air Boat Tour
- Iron Chef
- Schooners

And much more!

Registration is open now. Register at ncada.com and join us in beautiful Ponte Vedra, Florida. If you request additional information or have questions, please contact Bridget Johnson at 919-866-4962 or bjohnson@ncada.com.

As always, we thank you for your unwavering support of NCADA. See you at the beach!



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ASSOCIATION HAPPENINGS

➔ NCADA Meets with NC Department of Transportation Secretary Eric Boyette

NCADA Vice Chairman Sport Durst, NCADA President Robert Glaser, and NCADA EVP & General Counsel John Policastro met with NC Department of Transportation Secretary Eric Boyette in April.

Among the issues discussed were transportation funding and the highway use tax, as well as issues surrounding the increase of EVs on the state's roads. NCADA's adamant opposition to factory direct sales and the benefits of the franchise system to advancing EV technology to the public were also discussed.



➔ iHeartMedia Automotive Insight Summit

NCADA associate member iHeartMedia hosted a 2022 Automotive Insight Summit in Raleigh in March.



The keynote speaker for the event was iHeartMedia's Executive VP of Business Development and Partnerships John Karpinski who shared industry insights, forecasts, and thoughts for dealership executives as they navigate the ever-changing marketplace.

NCADA EVP and General Counsel John Policastro participated in the program and interviewed Mr. Karpinski as part of the presentation. NCADA thanks iHeartMedia for hosting this informative event for dealers.

➔ Wilmington Area Dealers Meet with Representative Brenden Jones

NCADA members from Southeastern North Carolina enjoyed the opportunity to meet with Representative Brenden Jones in March to discuss industry issues and current events. As part of the meeting, Rep. Jones, Senior Chairman of the NC House Transportation Committee, discussed transportation issues, the upcoming legislative short session, as well as projects involving DMV.

Many thanks to Rep. Jones for meeting with our dealer members and providing his perspective on important issues facing the industry.



➔ NCADA Title Seminar Wilmington

Join us for the 2022 Title Clerk Seminar in Wilmington on May 19th. Conducted by DMV Training Staff, this seminar will cover basic and advanced titling procedures.

This is a great opportunity to cross-train your staff and receive critical updates on title processing procedures. If you have never attended this beneficial seminar, don't miss your chance. There will be a special presentation and opportunity for questions and answers with the DMV License and Theft unit.

Key topics will include:

- Property Tax on Vehicles
- ELT (Electronic Lien Titling) - How it works & Updates
- No Highway Use Tax on Electronic Titling Fee
- Types of plates to be issued in a variety of situations
- Unusual titling situations
- DMV Forms and requirements for new forms... And more!

➔ NCADA General Assembly Electric Vehicle Day

NCADA is hosting an Electric Vehicle (EV) Day for the General Assembly. A variety of new EVs available in North Carolina will be present on May 24th. Members of the General Assembly will get the opportunity to see and interact with many popular models of 2022. Just another reminder that North Carolina dealers are All in on EVs and poised and ready for the future of electric vehicles.



➔ GM CEO Meets With NC Dealers

Ms. Mary Barra, CEO of General Motors met with a group of North Carolina dealers in early May to discuss industry issues and the overall automotive future. Among the many issues discussed with the dealers were the chip shortage, the inventory crisis, the evolution of mainstream EVs, and the role that dealers play in partnership with General Motors.

Regarding the future of EVs, Barra noted, "Consumers want an attractive electric vehicle, not one that looks like a science project." Barra further stated, "We [GM and dealers] will work together and we both have to change to address the new EV customer."



➔ Automotive Intel Summit

The Automotive Intelligence Summit took place in early April at the Marriot Crabtree in Raleigh.

The General Session Spotlight featured automotive professionals from local North Carolina dealerships. Some of the state's most successful franchised dealers discussed new technologies of modern cars and shared their dealer perspectives on what is next in the auto industry.

"The franchise system is in place to protect the consumer and ensure a highly competitive marketplace. Our goal is to build a talent-driven, leadership organization inside of our car dealership." - Chris Vester of Hubert Vester Chevrolet



"Our dealerships focus on the consumer and making sure the consumer has the best experience possible. The consumer wins when there are multiple dealerships to buy the same product." - Bennett Johnson of John Hiester Chevrolet of Fuquay-Varina



"We're in the transportation business. We'll sell our customers whatever type of safe, reliable vehicle they may want! Dealers are "ALL IN" for EVs. We want to be a major part of the consumer shift to EVs." - Greg Dudak of Mercedes-Benz of Fayetteville

➔ Dealer Meetings with Legislators



AutoPAC Contributors



NCADA has kicked off the **2022 AutoPAC Campaign - Fighting for Your Future**. Certainly, 2022 will be a critical year for our industry and we are asking all NCADA members to step up and support the AutoPAC.

The strength of the NCADA AutoPAC has never been more crucial than it is today and your contribution to the AutoPAC can make a significant impact in the efforts of NCADA to advance a pro-dealer business climate in North Carolina. The AutoPAC supports the election efforts of pro-business candidates for the General Assembly and other state offices.

Throughout the years, NCADA has fought to:

- Maintain and advance the most dealer-friendly franchise laws in the United States.
- Maintain and increase a pro-business legislature.
- Protect dealers from coercive attempts by manufacturers to engage in operational practices that are not beneficial to North Carolina consumers.
- Improve the tax and regulatory environment and decrease burdens on franchised dealers.

All these things could not be done without the support of our franchised dealer members and without your support of the AutoPAC. We strongly encourage you to participate in this year's campaign as a Superhero member (\$3,000 contribution). A 2022 NC AutoPAC contribution form can be found online at ncada.com. Please join your fellow dealer members by completing the form and sending back to NCADA today!

A special **THANK YOU** to all members who contributed to the AutoPac in 2021. We anticipate another great year for the AutoPAC in 2022!

2022 AutoPAC Contributors

Joe Alvarez	David Westcott
Michael Anderson	Greg Westcott
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UPCOMING EVENTS

TITLE CLERK SEMINAR

WILMINGTON - MAY 19

EV DAY GENERAL ASSEMBLY

RALEIGH - MAY 24

CONVENTION

PONTE VEDRA - JUNE 19-22

CONTROLLERS SEMINAR

GREENSBORO - AUGUST 17

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