

SPRING 2023

FLASHES

A PUBLICATION OF NCADA



NORTH CAROLINA DEALERS ARE "ALL IN"

NC DEALERS RAISE MONEY FOR FIRST RESPONDERS

NC New Car and Truck Dealers raise
\$48,000 for NC First Responders

NCADA LIFETIME ACHIEVEMENT AWARD RECIPIENT

Mr. Bill Brown from Brown and
Wood Auto selected as the 2023
LAA Recipient

NORTH CAROLINA AUTOMOBILE DEALERS ASSOCIATION



THE DRIVER'S SEAT

RELEVANT, STEADFAST AND ABOVE REPROACH.

In March 2020, our country and industry experienced an unparalleled, extensive, and costly event that remains etched in history as one of the most significant times in the United States. Covid-19 changed everything and its impact was felt everywhere and every day.

Looking back, as a member of the retail automotive industry in North Carolina, I am exceptionally proud of how our industry adjusted, transformed, and thrived over the last 36 months.

As states around the country closed their dealerships, NCADA members lobbied Governor Cooper to be labeled as an “essential business” allowing us to keep our doors open. We implemented safety measures such as social distancing signs on our floors and entryways. Despite the challenges, we remained operational, ensuring that our employees and their families continued to receive their monthly paychecks.

NCADA produced more than 70 Dealer Bulletins allowing dealers to navigate through a pyramid of federal, state, and local requirements. Throughout the ordeal, our industry's resilience, perseverance, and entrepreneurial spirit only grew stronger and more optimistic. Something we should all be proud of.

In the meantime, the global automotive industry also witnessed seismic shifts, shortages of products, supply chain issues and an incredible race to mass market EVs. All of these events have been unprecedented in our lifetimes and have the potential to significantly disrupt both our business model and our way of life.

As we look ahead, much like NCADA did last August when we held the “All-Dealer Mandatory Dealer Meeting” in Greensboro, it is critically important that we continue to remain relevant in the sales transaction, steadfast in our community and above reproach in our local markets!

Failure to do so allows industry naysayers to be swayed by factory direct sales and the retail agency model. Relegating dealers to a vehicle “delivery process” to the **OEM’s customers**. THIS CANNOT, AND SHOULD NOT, EVER HAPPEN.

As we did three years ago, it is equally important for all dealers to remain actively engaged with NCADA and connected with your local legislator. The legislative session started this past January and is intensifying in May. When you are contacted by NCADA to reach out to your local state House or Senate member please do so! It’s an easy call to make.

The NCADA Franchise Bill, a piece of legislation introduced every two years, includes provisions to protect dealers in the event an OEM seeks to adopt an agency model. NCADA has filed a bill every other year since 1996 to balance the playing field between OEMs and dealers. Again, we must remain resilient, persistent and relevant in the consumer transaction.

Lastly, I would like to personally encourage all members to take the time to attend the NCADA Convention in the Cayman Islands this coming June 10-14. A fantastic program is being organized, which includes opportunities for networking and interacting with 300 leaders from our industry. As well as industry recognition awards and some fun family activities. On behalf of NCADA, I can promise that you will have a great time, both from a business and personal perspective, by coming to the NCADA Family Convention.



Sport Durst
NCADA CHAIRMAN
2022-2023



North Carolina Local Auto Dealers Are All In On...

Contact Us



NCADA "DEALERS ARE ALL IN" CAMPAIGN

NCADA launched a new campaign in 2023 highlighting the importance of local North Carolina dealers in the state. The "NC Dealers Are All In" campaign comes in response to the changing needs of NC dealers and the evolving legislative landscape.

In 2022, NCADA launched the "All In On EVs" campaign as part of NCADA's effort to fight to protect the franchise system.

The purpose of this campaign was 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 EVs.

The campaign was a huge success and involved targeted messaging, commercials, meetings with government officials, an EV Day, and social media campaigns. To promote the campaign, NCADA even wrapped a Volkswagen ID.4 in pro-dealer messaging.

NC Local Auto Dealers
are **ALL IN** on **YOUR SAFETY**

Now, in 2023, NCADA recognizes the need to showcase the value of North Carolina dealers in new ways. The "NC Dealers are All In" campaign aims to demonstrate the crucial role dealers play in the state's economy, safety, satisfaction, community, consumer protection, and more!

NC Local Auto Dealers
are **ALL IN** on **YOUR SATISFACTION**

800,000 vehicles sold to
North Carolinians each year



NCADA plans to rotate these pro-dealer themes showcasing all that North Carolina dealers have to offer local communities. To serve as the main hub of the campaign, NCADA has created a new and improved landing page on our website, which will provide visitors with comprehensive information on local dealers and their unique offerings.

NCADA is excited to launch this new campaign and encourages everyone to check out the dedicated website for more information ncdealersareallin.com. With this campaign, NCADA is proud of these efforts to continue to support and strengthen the local dealership community in North Carolina.

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LAA RECIPIENT

NCADA
LIFETIME ACHIEVEMENT



"I am very humbled and honored to be recognized with the NCADA Lifetime Achievement Award by my peers. However, I would like to acknowledge that this award is really a team award that starts with my entire family. I feel blessed to represent the third generation of Brown family leaders in our business. Over the past 87 years, our employees have done an excellent job of embracing our culture of meeting and exceeding our customers' expectations. It has been an amazing journey. I would like to express my gratitude to my wife of 49 years, Jane, for her support in dealing with the long hours required in the retail car business.

Once again, it is very humbling to be recognized with the same award that numerous industry leaders, many of whom I grew up admiring their work, have received over the past two decades. I hope that I have been able to make a small contribution to our business, and I am truly appreciative of this recognition."

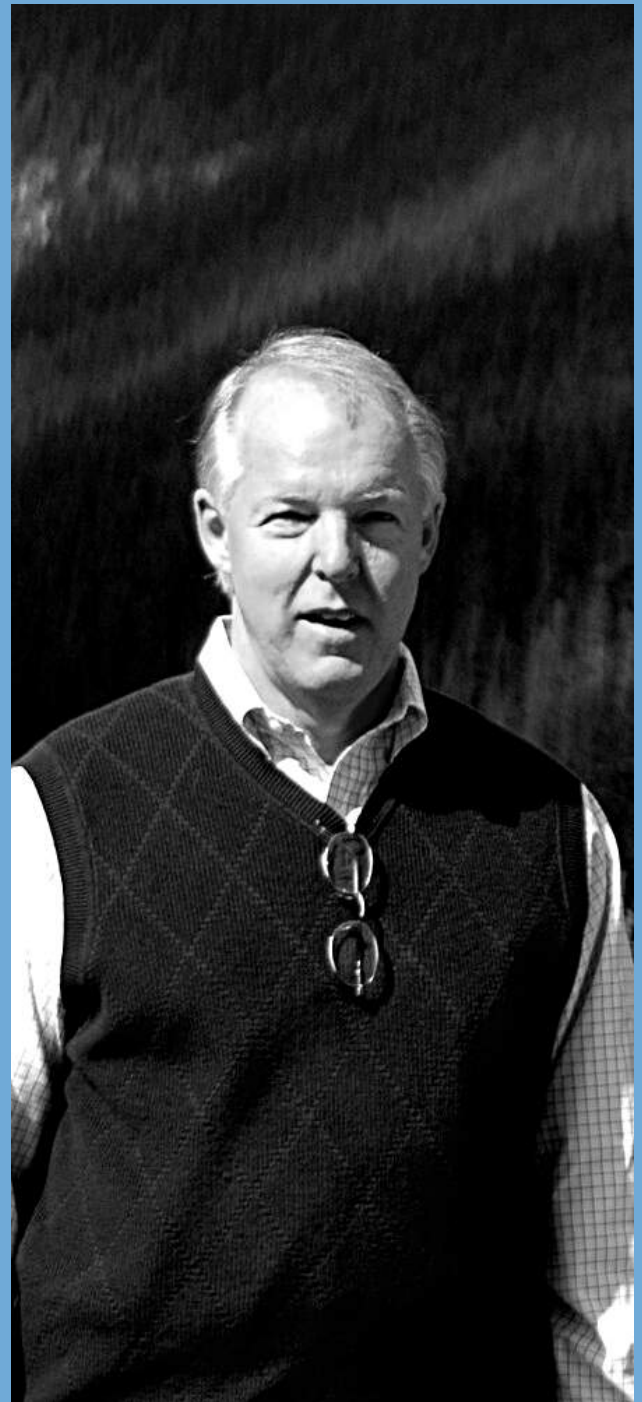
Bill Brown

Mr. Bill Brown from Brown and Wood in Greenville, NC, has been selected by NCADA for the 2023 Lifetime Achievement Award.

Initiated in 1999, the Lifetime Achievement Awards are presented by the North Carolina Automobile Dealers Association to recognize dealer members who have displayed a lifelong commitment to the automobile industry. In short, the Lifetime Achievement Awards are presented to those who embody the true spirit of successful entrepreneurs, civic leaders, and industry stalwarts.

Mr. Bill Brown is truly an impressive individual! He is a Vietnam War Navy veteran and has been with Brown and Wood since 1973. Bill is a graduate of the University of North Carolina and was an accomplished member of their swim team. Bill has worked hard as part of NCADA leadership as a past chairman and has been an integral part of legislative programs for the past 30 years. Bill is also passionate about giving back to his community and has devoted his time to various local organizations, such as the Rotary Club, Committee of 100, Chamber of Commerce, Jaycees, and Pitt Community College. To top it off, Bill loves the outdoors and can often be found fishing, boating, kayaking, or swimming.

We are proud to present Bill with the award for being a role model for all North Carolina dealers. His exemplary work and commitment to the industry is a great example to us all. Congratulations to Bill on being recognized for his dedication and hard work!



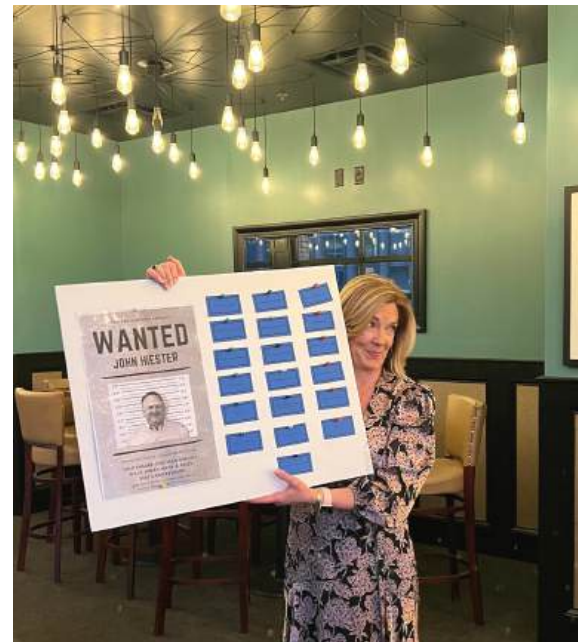
SPRING BOARD MEETING

NASHVILLE, TN MARCH 27-28, 2023

The NCADA Spring Board meeting was held in Nashville, TN, in late March, under the leadership of Chairman Sport Durst. The Board addressed various industry issues, such as an update on the 2023 legislative session and NCADA's efforts to "Protect the Franchise System" from attacks such as efforts to permit direct sales. Additionally, the Board discussed other topics, including support for the NCADA AutoPAC and NADA PAC and the approval of the Hometown Heroes Program for 2023.

During the event, Board members, spouses, and guests toured Music City. Board members kicked off their tour of Nashville by taking a guided bike tour, visiting notable music venues, and experiencing the city's vibrant music scene. Lastly, they wrapped up the Board meeting at the famous Honkey Tonk Central where a raffle was held to raise money for the NCADA Hometown Heroes Program.

The Spring Board Meeting was sponsored by Assurant, Ally, Gallagher, Spectrum, Crandall, and Data Drive Marketing. The event's success was made possible by our sponsor's generous support!





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Explore Grand Cayman WITH US



NCADA Family Convention *June 11-14, 2023*

The NCADA Family Convention, now in its 88th year, is a must-attend event for every NCADA member. This year's convention will take place from June 11-14 at the lavish Kimpton Seafire Resort in Grand Cayman, offering a unique opportunity to connect with other industry professionals, exchange knowledge, and experiences, and grow personally and professionally.

Grand Cayman's magnificent natural beauty presents a chance to explore crystal-clear blue waters, tropical rainforests, and coral reefs. Many NCADA members will be recognized and honored, including the presentation of the 2023 NCADA Lifetime Achievement Award and the Time Dealer of the Year Award. Attendees of the convention will also have the chance to partake in cutting-edge educational programs that explore the future of the automotive industry.

Highlights of the convention include a Welcome Reception hosted by Associate Member Sponsors, guest speakers, educational seminars, member recognition breakfasts, and fun island activities for all family members.

Registration is open now. Register at ncada.com and join us in beautiful Grand Cayman. 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 in Grand Cayman!





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NC NEW CAR AND TRUCK DEALERS RAISE \$48,000 FOR NC FIRST RESPONDERS

The North Carolina Automobile Dealers Association (NCADA) recently announced that North Carolina's new car and truck dealers raised \$48,000 for North Carolina's first responders as part of its NCADA Board of Directors Meeting. This fundraising effort kicks off the sixth year that NCADA and the NCADA Charitable Foundation are supporting North Carolina's hometown heroes and recognizing their daily sacrifices to keep our communities safe.



The Hometown Heroes program was started on the 15th anniversary of the 9/11 attacks on America, with the goal of acting as a positive voice for first responders across North Carolina. The NCADA Charitable Foundation has been working to recognize first responders through its Hometown Heroes program across the state for the past six years and to date, has recognized more than 700 North Carolina First Responders.

"As seen with recent events in Nashville, it is more crucial than ever for all local businesses to support their first responders. These brave men and women risk their lives to keep our communities safe, and we will do all we can to show our support and appreciation," stated NCADA Chairman Sport Durst.

"First responders are vital to our local communities and NCADA is proud to support them." The funds raised from this event will support the Hometown Heroes program for 2023.

In addition to the Hometown Heroes Program, other programs supported by North Carolina's franchised dealers in recent years have included the WWII Flight of Honor, the Teacher of the Year Program, and the Drive for Troops Program.



"NCADA is committed to supporting programs that benefit the community and those who serve it," stated NCADA President Robert Glaser. "We are deeply appreciative of the continued contributions from the North Carolina new car and truck dealers in recognizing the selfless work of the state's first responders."

For more information on the Hometown Heroes program and its support for North Carolina's first responders, please visit NCADA.com.

ASSOCIATION HAPPENINGS

➔ NCADA Meets with North Carolina Senate President Phil Berger



In early March, NCADA leadership sat down with Senate President Phil Berger to address the pressing challenges confronting our industry. NCADA expresses our appreciation for Senator Berger's unwavering support of North Carolina's new car, truck, and RV dealers.

During the meeting with Senator Berger, the group highlighted some of the most significant issues facing dealerships in North Carolina. NCADA is committed to continuing to work with legislators like Senator Berger to promote a healthy and thriving automotive industry in the state.

➔ Automotive Intel Summit

The Automotive Intelligence Summit took place on April 18th 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.



They also discussed the adoption of EVs, new technologies in the dealerships, and the critical importance relationships play in customer satisfaction. Mr. Chris Vester, Mr. Bennett Johnson, and Ms. Denise Branch participated in the panel titled "What's Next for the Automotive Industry." This is the fourth year that NCADA has moderated such a panel and special thanks go to Chris, Bennett, and Denise for representing our industry. THANK YOU VERY MUCH.

➔ NCADA Title Seminar Wilmington

NCADA held a Title Clerk Seminar in Durham, NC on April 18th, which was conducted in partnership with DMV training staff.

The seminar covered both fundamental and advanced titling procedures, providing attendees with important updates on title processing procedures.

As part of the seminar, there was a dedicated session on license and theft, where participants could ask questions and receive answers from DMV staff. The seminar was highly successful, with over 70 industry professionals in attendance. NCADA looks forward to conducting these seminars every year.

➔ NCADA's Robert Glaser Discusses "All In On EVs" At Greensboro Rotary Meeting



Robert Glaser delivered a message to the Greensboro Rotary Club that North Carolina's new car and truck dealerships are fully committed to the sale of electric vehicles (EVs). During his presentation titled "The Good, the Bad and the Really Ugly" about EVs, Glaser emphasized that the widespread adoption of EVs in North Carolina hinges on the establishment of a safe and comprehensive charging infrastructure, as well as a strong supply of EVs at dealerships.

The presentation also covered other topics such as the history of EVs dating back to the 1800s, the reliability of today's charging network, and range anxiety.

Finally, Glaser touched on the idea that the "EV revolution is OVER!" which he described as over-publicized, over-discussed, over-hyped, over-promoted, over-sold, over-imagined, and over-expected.



➔ NC State Clean Energy Transportation Demonstration Day

In 2023, local and state governments have shifted their focus towards clean energy vehicles and have started incorporating them into their fleets. Recently, the NC Clean Transportation Demonstration Day was organized to showcase these vehicles and their capabilities. The event was held at the State Highway Patrol's driving course located off Tryon Road in Raleigh. This was the second year that NCADA participated in this event, and we showcased our wrapped "All In On EVs" Volkswagen ID.4.

Attendees, including 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. In addition, static displays were available to provide attendees with a chance to experience some of the benefits and unique features of these EVs and plug-in hybrids.

AutoPAC Contributors



The NCADA **2023 AutoPAC Campaign - United to Protect Our Future** is in full swing as our industry is currently facing a host of critical challenges this year.

During the 2022 elections, with the strong support of NCADA members, the AutoPAC supported over 120 candidates for the North Carolina General Assembly who were successful in their elections. Legislators who will be deciding the issues critical to our industry in 2023! We are asking all NCADA Members to step up and unite to support the AutoPAC.

In 2022 there was a 58% increase in donations over 2021, marking a record for PAC contributions for a single year. The strength of the NCADA AutoPAC has never been more crucial than it is today. As a result, we urge you to contribute to the AutoPAC and participate actively in our efforts to ensure that it remains one of the strongest PACs in the state. Your support is vital to our success!

We strongly encourage you to participate in this year's campaign as a Superhero member (\$3,000 contribution). A 2023 NC AutoPAC contribution form can be found online at ncada.com.

Please unite with your fellow dealer members by completing the form and sending it back to NCADA today!

If you have any questions about the NCADA AutoPAC please contact John Policastro at jpolicastro@ncada.com or 919-349-0122.

2023 AutoPAC Contributors

Ralph L. Abernethy III

Mike Alford

William Brown

Eason Bryan

Norwood E. Bryan

Donald Deichmann Jr.

Kristin Dillard

Sport Durst

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Don Flow

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Rick Hendrick III

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Thomas Hill

Randy Hunter

Tom Hunter

Bonnie Hunter

Bennett Johnson

Alycia Kellum

Rob King

Dan Lackey

Mary Margaret Latham

Grant Loftin

Ray Mckenney

Jeffrey Michael

Cynthia Mynatt

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Timothy Price

Todd Rakes

Natalie Tindol

Bradley Tyson

Raymond Vrscak

Wil Wilkinson

Charles Williamson II

Jay Wyatt

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UPCOMING EVENTS

FAMILY CONVENTION

CAYMAN ISLANDS - JUNE 11-14

CONTROLLERS SEMINAR

GREENSBORO - AUGUST 22



2023 Premium Partners

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.....

NCADA OFFICE

1029 Wade Avenue
Raleigh, North Carolina 27605
919.828.4421

ADD OR CHANGE SUBSCRIPTION INFO:

Contact Kobe Fike
919.866.4973
kfike@ncada.com

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Flashes

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