

**February 2024**

## A Message from Jason Wilson, KADA President



Dear Kentucky dealers,

As spring approaches, I for one am enjoying the warmer days—especially with frequent visits down to the Capitol. With General Session well underway, we've been busy monitoring any bills that could affect your business, as well as actively pushing House Bills 167 and 375.

**House Bill 167** enables dealers to comply with both Kentucky law and federal law, as dealers will now only be required to provide prior owner information to customers if that prior owner has consented in writing to this disclosure.

**House Bill 375** adds language to a current statute concerning vehicle regulation forms that limit the information required for registration for co-buyers. Buyers designated as primary buyers will still be required to provide a Kentucky operator's license number, social security number, or Kentucky personal ID number.

We anticipate that HB 167 and HB 375 will be assigned to the Senate Transportation Committee soon and then scheduled for hearing after. These bills should pass easily, but please stay tuned for any communications from us in case we need you to contact your legislators.

Any problematic legislation we have encountered to date has not gained traction, but as you know, the situation can always change, which is why I strongly encourage you to keep an eye out for our communications so you can stay in the know.

In other news, we've been working hard to prepare for our Annual Convention this summer at The Sandestin Golf & Beach Resort in Miramar Beach, Florida from June 17th-19th. We're very excited for this year's destination on the Emerald Coast, and we've got some very fun parties and activities planned. You can read more about the convention below. I hope to see you there!

As always, thank you for your continued support.

Onward!

# KY Horsepower: A Conversation on EVs with Steve Gates



In case you missed it, in one of our latest podcast episodes we sat down with Steve Gates, owner of Gates Automotive Group, 2021 AIADA Chairman, 2021 Time Dealer of the Year KY Nominee, and member of the KADA Board of Directors—among various other titles.

Tune in as we discuss:

- **How the EV conversation has evolved**
- **The EPA's proposed requirements & how to reconcile them**
- **EV business plans and inventory across manufacturers**
- **The battery sourcing situation**
- **Current political environment and legislators' positions**

As always, you can listen or watch our podcast on the below channels.

**Make sure to subscribe to our podcast so you can stay up-to-date on the latest episodes where we're discussing important information you need to know.**



**Kentucky Horsepower  
Podcast**

## What Dealers Need to Know About KAVIS

The Kentucky Transportation Cabinet (KYTC) sent out a message with information and answers to frequently asked questions about the new KAVIS system. Click below to read their message.

**What Dealers Need to  
Know**

## FTC Vehicle Shopping Rule: What We Know

As we have reported previously, NADA has initiated litigation in the United States Court of Appeals for the Fifth Circuit to challenge the FTC's Vehicle

Shopping Rule, which was announced on December 12, 2023, and scheduled to be enforced by July 30, 2024. In early January, NADA initiated litigation, and by mid-January, the FTC agreed to stay implementation of the rule until its validity was ruled upon by the Court. On January 25, 2024, the Fifth Circuit established an expedited briefing schedule, with NADA's brief due to be filed by March 15, 2024, and the FTC's brief due on May 14, 2024. NADA will have a chance to reply by June 13, 2024.

So...when should we expect a ruling? While difficult to predict the speed with which the Court of Appeals will rule, its decision to grant an expedited briefing schedule is an indicator that the Court acknowledges a need for expediency. Dealers should not expect a ruling before the end of summer 2024, although it is possible. For this reason, the stay of implementation of the rule was critical, and we appreciate NADA's efforts in getting the stay in place.

In the meantime, dealers should brush up on the Vehicle Shopping Rule and what—if upheld—its implications will mean for your business. KADA's Preferred Partner, Comply Auto, has compiled a helpful FAQ sheet about the rule that you can access below.

We will continue to monitor the status of this litigation and keep you updated.

[FAQ Sheet](#)

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## Clean Vehicle Tax Credit IRS Reminders

The IRS has issued new guidance and reminders related to dealer submission of time-of-sale reports for qualifying vehicles. Check out these reminders by clicking the button below.

[IRS Reminders](#)

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## SESCO Management: HR Update



As a KADA member, you have access to professional human resource management consulting services through SESCO Management Consultants. Please click below to see their 2024 webinar series. They discuss a variety of important issues such as:

- Core HR Systems
- Employee Retention
- Wage & Hour Compliance
- Harassment & Discrimination in the Workplace

[2024 Webinar Series](#)

# Uncover Hidden Opportunities: Elevate Your Car Sales Strategy with Data Mining



Auto dealers can strategically employ data mining techniques to enhance their sales, service, and retention efforts. By analyzing customer interests, purchase histories, and demographic trends, dealerships can tailor their marketing campaigns and inventory offerings to match customer demands precisely.

Data mining allows dealers to identify opportunities for upselling and cross-selling, creating a personalized experience that fosters customer loyalty and maximizes revenue streams. By analyzing service history data, dealerships can proactively communicate with customers for timely maintenance and repairs, increasing service appointments and cultivating long-term relationships.

[Read more](#)

## KADA Events

### February Board Meeting & Legislative Reception

This past month we hosted our Board Meeting at the Frankfort Country Club and our Legislative Reception at the The Foundry on Broadway. We had the pleasure of hearing from the Kentucky Transportation Cabinet, the Clerks Association, and our partners who are leading the charge for electronic titling & registration in KY — CHAMPtitles & Vitu. Thank you to all our legislators, dealers and vendor partners who attended!



2024 KADA Chairman David Moore speaking



KADA President Jason Wilson and 2024 Chairman



CHAMPtitles & Vitu presenting



Kentucky County Clerks Association presenting



Join us **June 17-19, 2024**, at **The Sandestin Golf & Beach Resort** in Miramar Beach, Florida.

From water activities on the Emerald Coast, to biking and fishing, to shopping along the Baytowne Wharf, there's something for everyone in your family!

Join your fellow dealers and bring your family along for the fun. Plus, hear from impactful industry leaders who will provide you with insightful takeaways for your business. You can check out the agenda [here](#).

And for our vendor partners, there are a host of sponsorship opportunities available. Click below to find all convention and registration information.

[Dealer  
Registration](#)

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Headline

# COMPLYAUTO

Feature



Dealer Performance Group, Inc.



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Silver



Bronze



2024 KADA Golf Tournament



The Annual KADA Golf Tournament is teeing off again in September and **registration is OPEN!** The tournament will be held on **Monday, September 23rd**, at the **Frankfort Country Club**. You don't want to miss this opportunity to network with your fellow dealers and our vendor partners. Get your team together today!

Click below for registration and sponsorship information.

[Registration & Sponsorship Information](#)

# kadet

## Make Your Contribution Today



**It's time again to contribute to our KADET fund.** With 2023 behind us, we are forging ahead into this year and that means we need your support once more. From EV mandate implications to online sales to the FTC's Vehicle Shopping Rule, there are plenty of things happening in our industry today.

**In order to have a unified presence and voice, we need your support and participation.**

Building and maintaining relationships with the legislators that represent you in each of your districts is how we are able to protect pro-business and pro-dealer rights.

Which is why we ask that you donate to our KADET fund today and get your name on the list below.

Melissa Peach  
KADET Treasurer

Below is a list of KADA's President, Senate, House and Patron Club members as of the distribution of this newsletter.

[President's Club - \\$2,000](#)

[Next Gen President Club \\$1,000](#)

David Moore  
Nancy Sparks  
Tim Sparks  
Rob Marshall  
Vickie Fister  
Dwain Taylor  
David Daunhauer  
Mike Hyde  
Mark Shaeffer

Alex Pogue

Senate Club - \$1,500

House Club - \$1,000

Patron Club - \$800

[Click here to donate today!](#)

## Dynatron Knows Technician Recruitment, Do You?



Do you struggle with retaining and attracting the best technicians? Like it or not, you are competing with other dealerships and aftermarket shops for the same talent. But just like a sports team, what if you had the highest payroll, with no luxury cap, AND it didn't hit your bottom line? Would you be able to hit it out of the park?

Dynatron Software can show you how they've made this possible for automotive dealerships across the country. Check out their latest blog below for more information.

[Read more](#)

## Cox Automotive Industry Report



### New-Vehicle Sales Pick Up in February After Slow Start to 2024

February new-vehicle sales, when announced next week, are expected to show gains over last year and improvement from January, which came in slower than expected. Sales volume this month is expected to reach 1.22 million units, an increase of 6.3% over February 2023, when the market was still recovering from severe product shortages.

[Read more](#)



# Spectrum Reach



Here's how we continue to grow dealerships across the country:

- Our improved Auto Analyzer tool pinpoints customers for your dealership
- We've partnered with Blockgraph and Innovid to bring our customers true multiscreen attribution to analyze your campaign performance
- Our first-party addressable targeting allows you to reach specific auto buyers at the right time and target them down to the household level
- Auto dealers can now upload their data to target customers with specific messages across display and online video ads
- We are the first local media sales organization to achieve the Platinum Trustworthy Accountability Group (TAG) Certification, which ensures we are brand safe, and protecting against fraud and malware

We both know that this **partnership** will grow your dealership. Let us prove to you again how our insights, content, products, and people **work for you**.

## Financial Wellness Tips with Sqwire



### You Got This! Easy Step-by-Step Tax Filing for Individuals

Sqwire is here to put some pep in your step with easy tips for tax season! Start by gathering essential documents, knowing your tax forms, and choosing user-friendly tax software. Maximize refunds by identifying deductions and credits, and avoid common mistakes to prevent processing delays. With a little bit of planning and organization, you've got this! Learn more in the latest [blog](#) from Sqwire!

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