



April 2023

A Message from Jason Wilson, KADA President



Dear Kentucky dealers,

With summer just around the corner, we have many things to look forward to. Our eyes are on our Annual Convention June 19-22 at the Greenbrier in White Sulphur Springs, WV. I'm sure you've seen our previous communications, but this year's Convention is going to be a truly special event! Not only are we going to be joined by dealers from Virginia, West Virginia, and Maryland, but we will also be celebrating the 85th birthday of KADA. We've got many fun things planned and I look forward to seeing each of you there! See below in the newsletter for registration details.

Next month, new KADA Preferred Partner Sqwire will be hosting a Money 101 Webinar that I strongly encourage all to attend. Sqwire's CEO and Founder, Danijel Velicki, will be sharing insights from his 20-year career in finance that will help you grow your wealth and financial legacy. Through live webinars with financial experts, mobile-friendly online courses and ongoing support, Sqwire can help you and your dealership staff make informed, confident financial decisions. This is a great employee benefit offering, and as an endorsed KADA Partner, you have access to their resources at a discounted rate. Learn more about Sqwire by contacting Danijel Velicki at daniyel@getsqwire.com or by phone at 757-995-3134.

Don't forget about our Annual Golf Tournament September 18th at the Frankfort Country Club. Now's the time to start getting your team together! [Click here](#) for details and registration information.

The deadline for compliance with the FTC's revised Safeguards Rule is quickly approaching and we know some dealers are scrambling to implement the FTC's new requirements before June 9th. We recommend working with KADA Preferred Partner ComplyAuto to ensure you are fully prepared. Below you will find an article with some helpful tips and information from their team.

You have probably seen that the IRS recently released an updated list of which vehicles are eligible for the EV tax credit based on the Treasury Department's new guidance. You can find this full list below which includes vehicles eligible for the full \$7,500 tax credit and the partial \$3,750 tax credit.

As always, thank you for your support and participation. I look forward to seeing you at our KADA events and educational webinars.

KADA News

Deleting Customer Data Stored in Vehicles: Best Practice or a Legal Requirement?



As the deadline for compliance with the FTC’s revised Safeguards Rule draws near, some dealers may find themselves scrambling to implement the FTC’s new requirements before June 9th. (Not ComplyAuto dealers of course – we’ve been ready since December 9th of last year!) From locking up deal jackets to installing multi-factor authentication, navigating the nebulous world that is the revised Safeguards Rule and understanding its legal requirements, along with its practical demands, is challenging enough.

Similarly, in the past year, your inbox has likely been inundated with emails from vendors proclaiming that their product or service is “essential for Safeguards Rule compliance.” One of these emails in particular has caused many dealers concern and it revolves around customer data stored in vehicles: “What about deleting customer data stored in vehicles; is that required under the Safeguards Rule or any other law?” The short answer is no, but let’s elaborate.

[Continue Reading](#)

Current Vehicles that Qualify for the New IRS EV Tax Credits



On April 18, 2023, the number of battery electric vehicles (BEVs) and plug-in hybrid electric vehicles (PHEVs) eligible for an Internal Revenue Code (IRC) Section 30D tax credit shrank considerably. According to the Internal Revenue Service, 22 EVs now qualify for IRC Section 30D tax credits, down from 41. Of these, 14 qualify for the full \$7,500 credit and 8 for \$3,750.

Click the link below to see the current list.

[View Full List](#)

[Check out the 2023 KADA Membership Directory!](#)



Our 2023 KADA Membership Directory will be hitting your doorsteps early next month! In this directory you'll find essential contact information for dealer members, partners and government agencies, plus association resources, and more.

SESCO Management: Your Human Resources Consulting Tool



As a KADA member, you have access to professional human resource management consulting services through SESCO Management Consultants for no additional charge. Aside from unlimited email and phone access for any of your HR questions or needs, you can find helpful tips and information by attending any of their webinars which are linked below.

To learn more about everything SESCO offers, reach out directly to Jamie Hasty at jamie@sescomgt.com or by calling (423) 764-4127.

2023 Webinar Series Pt.

1

KY Dealership Economic Impact Report

Driving Kentucky's Economy

Annual Contribution of Kentucky's New-Car Dealers



Numbers reflect annual economic activity during 2022.



232
DEALERSHIPS
(new car)



27,735
TOTAL JOBS
(created by dealerships)
Includes 12,646 direct jobs and
15,089 indirect and induced jobs.



55
EMPLOYEES
(average per
dealership)



\$11.3B
TOTAL SALES

(all dealerships)



\$995M
PAYROLL

\$78,702 Average Annual Earnings	\$328M State and Federal Income Taxes Paid
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0.9%
REGISTRATIONS
Kentucky's Share of Total
U.S. New-Vehicle Registrations

Source: Center for Automotive
Research, NADA, S&P Global,
Taxfoundation.org, U.S. Bureau of
Labor Statistics, U.S. Census Bureau

\$677M
**STATE SALES
TAX PAID**



NATIONAL AUTOMOBILE DEALERS ASSOCIATION
NADA Industry Analysis | 8484 Westpark Drive, Suite 500, Tysons, VA 22102 | 800.557.6232 | economics@nada.org
NADA Legislative Affairs | 412 First St. SE | Washington, DC 20003 | 800.563.5500 | legislative@nada.org

KADA Events

Money 101 Webinar with KADA Preferred Partner Sqwire



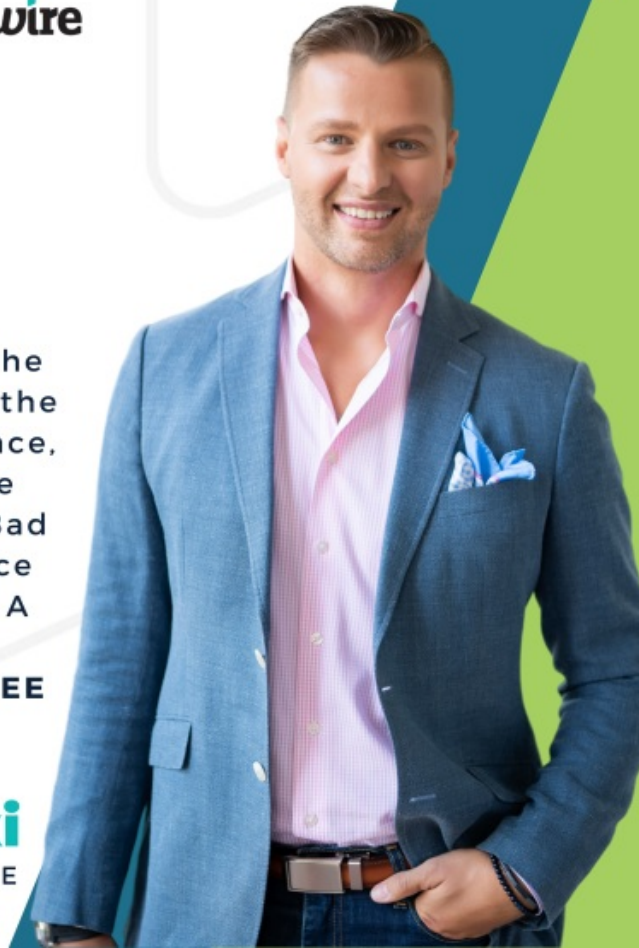
JOIN US FOR **MONEY 101** A **FREE** WEBINAR

PRESENTED BY  **sqwire**

23 MAY
11AM - 12PM

Speaker Danijel Velicki will share from his 20 years of experience in the finance industry about the basics of personal finance, including the difference between Good Debt & Bad Debt and the Importance of Protecting Yourself. A brief Q&A session will follow. **This event is FREE for all KADA members!**

Danijel Velicki
CEO & FOUNDER OF SQWIRE



[Register Now](#)

2023 KADA Convention

Join us as we celebrate the **85th birthday** of the Kentucky Auto Dealers Association at our 2023 Convention. We'll also be joined by dealers from Virginia, West Virginia and Maryland – it will surely be an unforgettable event!

Our KADA hotel block at The Greenbrier is **sold out**. If you need a hotel room, please contact Melissa Peach at mpeach@kyada.com or 502-695-3310 ASAP.

2023 KADA Convention



[Register Now](#)

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MCM CPAs & Advisors
NADA Retirement
Sherwin Williams
Sqwire

Make your KADET Contribution Today



As you have seen in this Legislative Session, there are constant threats to our franchise system and our business. Whether it's industry changes, manufacturer demands, or economic influences, we face many challenges.

In order to confront these with a unified 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 consider donating to our KADET fund today.

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

Joe Cummins
Nancy Sparks
Tim Sparks
Kim Huffman
David Moore
Joe Cross
Vickie Fister
Dan Renshaw
Bill Cole
Dwain Taylor
Ray Cottrell, Jr.
Dann Hughes
Tim Kanaly
Rob Marshall
Trey Marshall
Mike Hyde
Jeff Eickholz

NextGen President Club \$1,000

Alex Pogue

Senate Club - \$1,500

House Club - \$1,000

Travis Flaherty

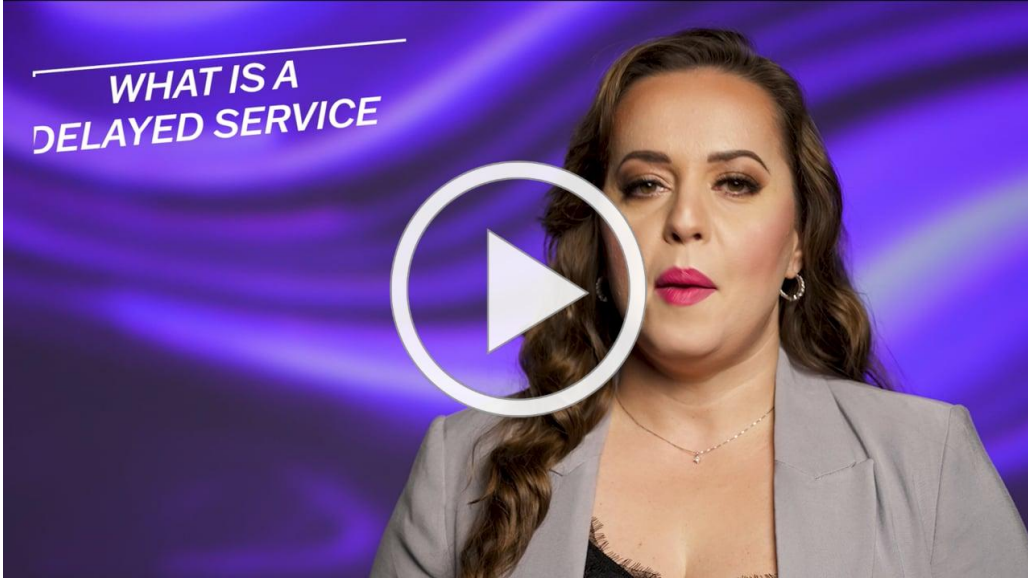
Patron Club - \$800

Tasarla Tudor

[Click here to donate today!](#)

RockED Video: What is a Delayed Service?

WHAT IS A DELAYED SERVICE



With lease penetration still down in year-over-year comparison, it is crucial to maintain high Service retention to drive Sales retention. A powerful Service sales hook is your clients' Declined Services. Here is how you flip the script to give yourself a higher chance of winning by discussing "Delayed" Services instead. Because postponed is not abandoned.

For more on mobile learning with RockED, contact:

Mark Baruth

Head of Sales Enablement

859-285-6635

Mark@RockED.us



Industry Update

New-vehicle sales in April are likely to reveal the market has caught spring fever when announced next week. According to a forecast released today by Cox Automotive, the sales pace, or seasonally adjusted annual rate (SAAR), in April is expected to finish near 15.1 million, a large gain over last year's supply-constrained level of 14.3 million. April's sales pace is also forecast to show improvement over last month's 14.8 million pace.

Sales volume in April is expected to rise 2.3% from one year ago, and that is with one less selling day than last year's 27 days. However, sales volume in April is expected to decline 6.5% from March. April has 26 selling days, and March had 27. Still, despite a month-over-month decline, overall healthy April sales suggest that growing economic headwinds haven't hit new-vehicle sales just yet.

[Read full forecast](#)

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