



**March 2024**

## **A Message from Jason Wilson, KADA President**



Dear Kentucky dealers,

I hope everyone is preparing to enjoy a nice Easter weekend with loved ones. It has been a very busy month at KADA, as we have been working hard to get our priority bills passed in the General Assembly. I am thrilled to say that this past week we saw all three bills pass the Senate and move on to the Governor's desk. A special thank you to Speaker Pro Tem David Meade, Representative Jonathan Dixon and Representative Randy Bridges who carried these bills on our behalf.

And thank you to all of those who reached out to their legislators, encouraging them to move these bills forward. Your support and participation truly make a difference, and that is evidenced by the successes we saw in this 2024 Legislative Session and in previous sessions.

You can read about this legislation again below:

**HB 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 such disclosure.

**HB 375** resolves some of the registration challenges dealers have confronted for sales involving out-of-state co-buyers by establishing processes for joint ownership of vehicles where one owner is not a resident of the Commonwealth.

**HB 833** enables qualifying dealerships to conduct their own inspections on out-of-state vehicles and helps deter fraud. You can read more details about HB 833 [here](#).

We are very excited to report another successful Legislative Session, and now we look ahead to the rest of the year.

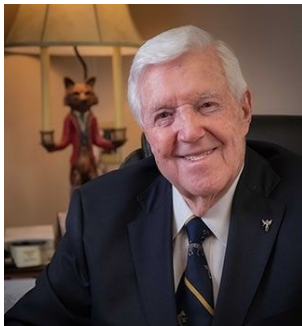
As you have seen us communicate, our KADA Convention will be held June 17-19 at the Sandestin Golf & Beach Resort in Miramar Beach, Florida. This is our biggest event of the year and aside from all the fun activities we have planned, it is a great opportunity to learn and connect with your fellow dealers. I really hope to see you there.

As always, thank you for your continued support.

Onward!

## Honoring Jack Kain, Sr.

As you saw earlier this week, we shared the loss of Jack Kain, Sr., an incredibly important leader in our industry and association. He will be deeply missed by all. Please see below for the arrangement details to honor Jack.



*June 18, 1929 - March 26, 2024*

**Visitation:** Wednesday, April 3, 2024, 4-7 PM  
St. Leo's Church, 295 Huntertown Road in Versailles, KY

**Service:** Thursday, April 4, 2024 at 10 AM  
St. Leo's Church, 295 Huntertown Road in Versailles, KY

**Burial:** Midway Cemetery  
Midway, Kentucky

**Funeral Home in Charge:** Clark Legacy Center  
241 Rose Hill Ave, Versailles, KY 40383

**In lieu of flowers the family asks that you make a donation to the following charities in his honor:**

Right to Life of Central KY  
Kentucky Organ Donor Affiliates (KODA)  
Hope Center, Lexington, KY

**KY Horsepower: Get started today with Vitu & drastically speed up your titling & registration**



In case you missed it, in one of our latest podcast episodes, we sat down with Dave Spencer and Zach Newsom of Vitu to discuss their National Title Exchange (NTX) and Interstate Digital Titling & Registration products.

As you have seen and heard us communicate, Vitu is our endorsed vendor partner assisting with the move to electronic titling and registration in KY. Their team will be working directly with dealers to integrate the new KAVIS system, and it will be their interface that you utilize in your dealership. Which is why it's even more advantageous that you get started with Vitu now, as it's the same platform and login across all their programs.

Tune in as we discuss how NTX & Interstate can significantly speed up and facilitate your titling and registration process today, both in-state and out-of-state.

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

## Safeguarding Against Online Tracking Lawsuits: Webinar



We'd like to inform you of a recent issue affecting the automotive industry. A new wave of nationwide class action lawsuits has emerged, alleging wiretapping in connection with common website features and analytics (namely cookies, scripts, and tracking pixels). OEMs and dealers are among those being targeted. These lawsuits can result in expensive settlements or costly statutory damages.

To help you navigate this challenging landscape, KADA Preferred Partner ComplyAuto is taking the initiative to equip dealers with both the knowledge and tools to fortify their online privacy practices. We invite you to attend their upcoming webinar, titled "**(Cookie) Consent or Crumble: Safeguarding Against Online Tracking Lawsuits**" scheduled for **Wednesday, April 3rd at 2 PM EST**. This webinar will delve into this recent surge in wiretapping claims, FTC enforcement actions, and other legal challenges related to cookie tracking consent and online privacy violations.

Register now

## Corporate Transparency Act: What You Need to Know

In the last few weeks, there has been a great deal of news about the Corporate

Transparency Act of 2021 (“CTA”) and the recent federal court decision holding the law unconstitutional. With reporting deadlines approaching, this has left many corporations wondering what steps they should be taking—if any—to comply with the law. Click below to read more about the CTA, its requirements, and how you can ensure you are compliant.

[Read more](#)

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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](#)

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we serve.**

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**KADA Events**



# Save the Date Legal Workshop

Tuesday, May 7, 2024  
9:30 AM - 12:30 PM

*Stay tuned for more information and registration details.*

## 2024 KADA Family Convention



June 17-19, 2024

The Sandestin Golf & Beach Resort  
Miramar Beach, FL

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

Sponsorship  
Information

Hotel  
Reservations

**Thank you to our Sponsors!**

Headline

**COMPLY**AUTO 



**Feature**



**Platinum**



**Gold**



**Silver**



**Bronze**





# 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



With the 2024 Legislative Session coming to a close, you have been witnessing firsthand the impact that new policies and regulations can have on our industry.

The importance of having legislators in office who understand our business and our impact on the community and economy of Kentucky has never been more important. It is what has contributed to our successes in the General Assembly this year.

Which is why we ask that you please donate to our KADET fund today and add your name to the list of your peers below. With your contributions, we are able to further strengthen the voice and presence of Kentucky's auto dealers.

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

David Moore  
Nancy Sparks  
Tim Sparks  
Joe Cummins  
Rob Marshall  
Vickie Fister  
Dwain Taylor  
David Daunhauer  
Mike Hyde  
Mark Shaeffer  
Ray Cottrell, Jr.  
Travis Flaherty  
Ed Hyde  
Gary Haupt  
Tom Gill  
David Jagers

Next Gen President Club \$1,000

Alex Pogue  
Phillip Gill

Senate Club - \$1,500

House Club - \$1,000

Patron Club - \$800

[Click here to donate today!](#)

## Dynatron Knows Service Advisor Training, Do You?



Service Advisor sales training is commonly overlooked and underfunded as part of the overall health of Fixed Operations. Addressing widespread underperformance and inconsistencies can greatly impact your hours and dollars per repair order (RO) and therefore your profit margins.

Dynatron's SellSmart solution is a customized, dealer-specific, sales training program for your Service Advisors and their managers. Click below to read more.

[Read more](#)

**COX**  
AUTOMOTIVE™

# Industry Update

**March New-Vehicle Sales to Jump 4.5% From Year-Ago Levels, as U.S.**

## Market Continues to Normalize

Cox Automotive forecasts U.S. new-vehicle sales in Q1 will increase 5.6% year over year and reach 3.8 million units. The year-over-year increase in Q1 sales suggests that the new-vehicle market in the U.S. continues to recover slowly from the 10-year low – 13.8 million total sales – recorded in 2022.

Read  
more

# UNDERSTAND YOUR CAR BUYERS— DOWN TO THE ZIP CODE



Your dealership needs to know and understand car buyers to attract them and make the sale. You need data that will help you reach and engage the right customers for your business. That's where we come in. No other local media provider has access to near census-level data like we do.

## ALL OF THIS MEANS WE KNOW YOUR CUSTOMERS.

Check out these stats on auto intenders:

### Crossover & Mid-Size SUV Owners



- Watch an average of **6 hours** of TV each week
- Average household income is **\$83,000**
- Traveled **20 miles** one way to buy/lease their last used vehicle

**Most-Watched Networks:** ESPN, Discovery Channel, History, HGTV, Food Network

### Luxury Vehicle Owners



- Average household income is **\$86,000**
- **29%** are multicultural
- Traveled **17 miles** one way to buy/lease their last vehicle

**Most-Watched Networks:** CNN, Comedy Central, TBS, TNT, Disney Channel

### Pickup Truck Owners



- **36%** are Gen X
- Plan to spend **\$35,000** on a truck in the next 12 months
- **71%** stream video

**Most-Watched Networks:** FX, The Weather Channel, USA, Hallmark Channel, FOX News Channel

### Electric Vehicle or Hybrid Owners



- **88%** streamed video in the past month
- **53%** have taken action due to streaming TV advertising in the past 30 days<sup>2</sup>
- Average household income is **\$101,000**

**Most-Watched Networks:** National Geographic, A&E, History, ESPN, HGTV

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