



Newsletter - January 2021

A Message from Jason Wilson, KADA President



If I had a crystal ball this time last year, and was looking at what 2020 would hold, I never would have believed the year we just experienced.

Hello Kentucky dealers,

My name is Jason Wilson and I have been blessed to be named the new President of KADA. My wife Felicia and I come to Kentucky by way of Richmond, VA. There, I worked as General Manager of the VA Auto Dealers Association. Prior to my time at VADA, I worked retail in Richmond with my last position being the General Manager of Brown's Jaguar. Safe to say, I've never seen a year like this! Without question, the novel coronavirus had a tremendous impact on dealerships across the Commonwealth. New state and federal directives put unyielding and constantly evolving restrictions on how you can service and sell vehicles. Dealers adjusted longstanding business practices both to comply with these requirements and to provide healthy and safe environments for customers and employees.

During this month, as we begin a new year, my KADA team and I are poised to serve our dealers in these continued strange times. We hope that this year will begin the path of normalcy and as vaccines become widely available, we can begin to live the lives we have been accustomed to.

The end of 2020 was a time of reflection and a chance to take stock of all that we have experienced both personally and professionally. For myself and my wife Felicia, it

was a move to Kentucky — both of us with new jobs starting in a new year. For many business owners, it was a time to simply say, we made it. It was also a time to think about what we learned as human beings, as operators and community leaders. For many, we saw our respective staffs step up and grow in ways that only can occur in crisis. Still, for many others, profound and tragic loss.

As we go into 2021, we've learned a lot from 2020. And together, we are coming out stronger.

The Year of Disruption

At a time of disruption, you and your fellow dealers seized this moment to be the disruptors by leading the way for change. You've used this abnormal year to create new and progressive ways to treat customers and improve their buying experience. Such adaptation is characteristic of a dealer body that has served Kentucky for generations, and it's something we must carry on should we wish to excel for generations to come. If this is a foreign concept to you — that we must continuously look for ways to better our stores and better serve our customers — you need to get more involved in the industry's evolution.

Part of our industry's evolution is due to changing customer demands. No one is better positioned to deliver against their expectations on a reimagined buying experience than us, and we need to make sure our customers know that. In the first two months of the pandemic, as state after state issued safer-at-home orders, consumers' digital engagement jumped forward more than in the previous five years.

These weren't tiny changes; they were monumental ones. And, if you were nimble and open to these new ways of doing business, you gained your customers' confidence and trust. Rest assured, they appreciate that you now have a more experienced staff when it comes to digital sales. Also, research shows high satisfaction for new offerings like service pickup and delivery, a way of maintaining a vehicle without a customer needing to leave their home. These are positives that emerged from otherwise challenging circumstances.

Leading the Way

With your support and engagement, while under Chairman Carl Swope, Gay Williams and your Board of Directors' leadership, KADA led the way in navigating through the pandemic. Rather than idly sitting, KADA proactively delivered information, often daily, to help you protect your business and best care for your customers.

In my more than 20 years of having the privilege of working in this industry, I have long recognized dealers' ability to be externally flexible. You respond from a position of strength to both positive and negative impacts. As it turns out, in the face of adversity, many of you have enjoyed the most profitable months you've experienced in years, if not in your entire career. That's because you met the challenges of 2020 —

be it the need for digital advancements, the shortage of inventory and more — head on.

A key takeaway from the last eight or so months is customers are looking for quicker, seamless transactions in the buying of cars. As technology has streamlined the selling process, we also look to enhance the full buying process for customers, because opportunities exist across the spectrum.

Let's take our 2020 business experiences and improve upon them in 2021 to become even better. You've sent a strong message to outside disruptors that want to inject themselves into our industry that we're a force to be reckoned with.

Moving Forward

As we begin a new year in a changing political landscape in both the Commonwealth and the country as a whole, there will no doubt be new challenges. This will be another year which will require each of us to be at our best.

For KADA, that means being strong advocates for our members and working on both long and short-term initiatives. We will push for the modernization of titling and registration which lags greatly behind neighboring states. We will work steadily to preserve and improve our franchise laws, and we will see to it that legislators know KADA is an association that will be fully engaged.

To do that effectively, I ask for your engagement. We need your continued membership, and we need new dealers to become members. Attend your annual Convention this year, attend your district meeting and find ways to do business with our Endorsed partners and Allied members. In short, help us help you.

We have just come through a staggering period of change, and there will be more changes to come. Let's ensure we are in position to have a say in it.

Thank you, and God Bless.

KADA News

2021 KADA Chairwoman

Kimberlee Huffman

*President,
Managing Partner Neil Huffman Automotive Group*

Kimberlee (Kim) Huffman is a second generation dealer and the President and Managing Partner of Neil Huffman Automotive Group. She co-leads the bi-state company in Kentucky and Indiana with ten franchises including Acura, Buick, Chevrolet, GMC, Honda (two stores), Mazda, Nissan, Subaru and Volkswagen.

Ms. Huffman is the first female Chairwoman of the Kentucky Auto Dealer Association (KADA). Within KADA, she has served on the Board of Directors as well as all positions on the Executive Board. Ms. Huffman was also appointed to every position of the Executive Board of the Greater Louisville Auto Dealer Association (GLADA) – becoming its first female President in 2017. She led the Louisville Auto Show program that same year. Ms. Huffman’s proven leadership and experience as well as a love for the industry, will serve Kentucky dealers well!

Outside of the automotive industry, Ms. Huffman is heavily involved with American Red Cross Tiffany Circle of Red, American Heart Association Go Red, and Women4Women’s Champions. Each program focuses on the passion, the motivation and inspiration to drive and influence change in the community regarding heart health of women in their community and across the country. She was highlighted in Louisville First magazine as a top female leaders in the city and was a finalist for the National Association of Women Business Owner (NAWBO) EPIC award.

Ms. Huffman has also sat on the Board of Trustees for Walden School in Louisville, KY to strengthen its financial security and ensure best-in-class education for her community. She also volunteers through her church to give back to her community’s children. Ms. Huffman is a strong advocate for education, resourcing access and personal sponsorship.

Ms. Huffman is a graduate of both The University of Kentucky and National Auto Dealer Association (NADA) Dealer Academy.



Legislative Update



View the first Issue of Capitol Briefs, which will be updated as needed during the Kentucky General Assembly session.



Your Support Drives
Industry Forward

It's no secret laws passed in Frankfort and Washington, D.C. impact our stores and our livelihoods in significant ways. That's why it's so important we support and elect candidates for public office that are pro-business and pro-dealer, no matter their party affiliation.

Each year, the PAC allows KADA and its members to speak with a unified voice in support of political candidates who (1) understand the industry and (2) are willing to listen.

[Click here to donate today!](#)

KADA Event Information



SIGN UP NOW! 2021 KADA CONVENTION

KADA's 2021 Convention will be held June 14th – 17th at the Hammock Beach Resort, Palm Coast, Florida. Please join us for this exciting event which promises to offer something for everyone. The registration form link is below. Once again, this year, you will need to make your own hotel reservation, so look for the group hotel information on the form.



74th Annual Convention

June 14-17, 2021

The Hammock Beach Resort, will offer a truly unique experience situated on a stunning stretch of unspoiled beach along the Atlantic Coast in Palm Coast, FL.

Property Includes:

- ⇒ Full Service Spa
- ⇒ Fitness Center
- ⇒ Jack Nicklaus designed golf course
- ⇒ Tennis Courts
- ⇒ Miniature Golf
- ⇒ Many outside pool areas including a Lazy River, Twisting water slide, Kids only area, zero-entry beach pool, plus more
- ⇒ Inside Pool area
- ⇒ Multiple casual and formal restaurants



Spend the afternoon taking in the Daytona International Speedway, historic St. Augustine or visit the Kennedy Space Center.



Registration Includes:

- ⇒ Chairman's Welcome Reception
- ⇒ 2 evening receptions and dinners
- ⇒ 2 breakfast (for all registered guests)
- ⇒ Networking with other dealers and allied members



Business Sessions:

Come hear from our guest speakers on industry topics that will help you in your business and hear from the KADA's Chair and President on what's been going on in the Association.



[Schedule of Events](#)

[Hotel Reservation Link](#)

[Convention Registration \(PDF\) Form](#)

[Online Convention Registration Link](#)



NADA and Other Regulatory News



While dealers won't be able to convene in-person in New Orleans, the Auto Industry Event of the Year will still go on – offering all the benefits the Show has to offer, including the opportunity for dealers to get exclusive insights into their respective brands via franchise meetings with OEM representatives.

[Register for 2021 Virtual NADA Show](#)

NADA 2021 Forecast: New Vehicle sales up 7.2% from 2020

Moving into 2021, NADA anticipates new-vehicle sales of 15.5 million units – an increase of 7.2% from 2020. Headwinds for the vehicle market in 2021 include:

- continued increases in COVID-19 cases, which could lead to production disruptions along the vehicle supply chain
- a global shortage of semiconductor microchips used in many facets of auto production
- tight inventory on dealer lots, particularly for pickup trucks

Alternatively, tailwinds for 2021 include:

- a potential economic boom in the second half of the year, once a coronavirus vaccination is widely available and Americans are able to return to work
- continued consumer preferences for personal vehicle ownership over rideshare services and public transportation
- low interest rates
- a gradual return of fleet demand for new vehicles

Check out [NADA's 2020 Analysis and 2021 Forecast](#)

Preferred Provider Spotlight



Dealer Performance Group, Inc.



The right F&I solutions, no matter your goals

You have big plans when it comes to your dealership - like improving your bottom line or modernizing your operations to meet the changing way consumers buy cars. Depending on your plans, the products you offer, your unique training and development needs and what wealth building plan best suits your needs, your goals can vary. That's where we come in.

Visit KADA Preferred Providers

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Kentucky Automobile Dealers Association | 152 Consumer Lane, Frankfort, KY 40601

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