



Newsletter - April 2021

A Message from Jason Wilson, KADA President



Dear Kentucky dealers,

As we come to the end of April, things are starting to feel like how I envisioned Kentucky when I moved here a few months ago. Spring is definitely emerging and it is Derby week! I'm excited to say that my wife Felicia and I will be attending our first Kentucky Derby this weekend, so feel free to email this rookie any tips.

Over the last several weeks, we have seen what seems to be a flood of news releases regarding OEM's announcements discussing their respective EV timelines. Safe to say they are coming! In fact, you will see my brief, amateur EV experience in this newsletter thanks to Jack Kain Ford who brought by the new Mustang Mach-E. Wow!

So, what does the emergence of this new technology mean to dealers? I think the same thing it means every year to dealers. Dealership staff gets trained, and learns how to explain and demonstrate this new technology to the general public. In other words, this is what dealerships do: introduce new technology in an informative, professional manner just as you all have been doing for years.

Now, I realize I'm downplaying to some degree what the EV direction means as a whole. I do so however as there are those who say that dealers somehow are not capable of embracing this "new" technology. Dealers are married to the internal combustion engine and because of that, this new and advanced technology should be sold directly by those who know it best...

All of us know this to be a complete falsehood. The fact is, the car dealer is the ambassador of new technology and introduces new and advanced technology every year. Whether it is new Bluetooth technology, Apple CarPlay, various apps that integrate with vehicles, or specific driving and safety technology, dealers have introduced the latest offerings for generations.

The statement has also been made that dealers don't want to sell EVs, as demonstrated by the low numbers in relation to overall sales sold to date. To that I would ask, what have been the offerings to the public thus far? How available is a charging infrastructure to consumers? What has the range been?

To those who question dealers' abilities and motivations, the better question is how soon will these vehicles become available? When will charging stations be widely available? The dealers I speak to are always excited about selling the latest offerings and relish being able to introduce something unique and different to their customers. EVs are no different.

Over the last year, we have seen dealers across the country adapt to unimaginable circumstances while operating during a global pandemic. Not only have they survived, they have thrived! Not only have they adapted, they have created; created new processes and procedures, new ways to sell and service customers, and new ways to leverage technology.

So to the "interrupters" who are looking to make the argument that the franchise system is archaic and not the best way to move this new technology, there simply is no evidence to support that. You want to sell vehicles? Really sell vehicles? Look no further than your local dealer network who stands ready to sell and service their customers in ways only they can—dealers who look to provide an experience that will Rock your world! [Rock your world](#), my derby pick this year at 5-1!

KADA News

Test driving the new 2021 Ford Mustang Mach-E SUV!

Check out our official review on our [Youtube channel](#) of the new 2021 Ford Mustang Mach-E SUV! Special thanks to Jack Kain Ford for lending it to us.



Kentucky Horsepower Podcast - Meet ACV Auctions



Last week, we sat down with Stu Zalud, Director of Strategic Business Development at ACV Auctions, our new preferred partner and Kentucky's recommended wholesale source to buy or sell used vehicles. Listen to learn more about how your dealership could benefit from ACV's profitable and proven resources.

The Kentucky Horsepower podcast is available to listen to in your car, office or at home just like you would to the radio or any music program. You can listen on [Apple Music](#), [Spotify](#) or if you prefer to watch the video while you listen, head on over to our [Youtube](#) channel.

Stay tuned next week where we'll talk to Kevin Tynan, Bloomberg Intelligence Senior Automotive Analyst – you won't want to miss this!

Driving Kentucky's Economy

Annual Contribution of Kentucky's New-Car Dealers



Numbers reflect annual economic activity during 2020.



230
DEALERSHIPS
(new car)



27,964
TOTAL JOBS
(created by dealerships)
Includes 12,750 direct jobs and
15,214 indirect and induced jobs.



55
EMPLOYEES
(average per
dealership)



\$9.5B
TOTAL SALES
(all dealerships)



\$745M
PAYROLL

\$58,435 Average Annual Earnings	\$213M State and Federal Income Taxes Paid
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0.9%
REGISTRATIONS
Kentucky's Share of Total
U.S. New-Vehicle Registrations

\$570M
**STATE SALES
TAX PAID**

Source: Center for Automotive
Research, IHS Markit, NADA,
Taxfoundation.org, U.S. Bureau of
Labor Statistics, U.S. Census Bureau



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



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.

Thank you to our members who have contributed so far this year. Below is a list of KADA's Presidents, Senate and House Club members.

President's Club Level - \$2,000

Tammy Coats
Shane Collins
Nancy DeCastro
Tom Gill
Kimberlee Huffman
Dann T. Hughes
Robert Marshall
Mark Pogue
Dan Renshaw
Timothy Sparks
Carl Swope
Mike Tewell

President's Club Level - \$1,500

Lynn Alexander
Ray Cottrell Jr.
David Daunhauer
Tim Kanaly
Dwain Taylor

President's Club Level - \$1,000

Bob Allen
Alton Blakley, Jr.
Duke Brubaker
Steve Bachman
Joe Cross
Joe Cummins
Dan Glass
Mark Gold
Bob Hook, III
David Jagers
Todd Justice
Jack Kain
David Moore
Wilson Sisk
Larry Stovesand
Fred Tolsdorf

Senate Club Level- \$800

House Club Level- \$500

Travis Flaherty
Patti Powell
Michael Reid

**If you haven't done so already, get your name added to the list by clicking below.
We need everyone's support!**

Click here to donate today!

Welcome New Dealer Members

Champion Auto Mart
Doug Dotson

Hyundai-Genesis of Somerset
Chuck Coldiron

Welcome New Allied Members

Dealer Merchant Services
Amberly Joseph
Phone: 817-404-9523
Email: amberly@dealermerchantservices.com

General Electric Credit Union
Ashley Cunningham
Phone: 513-234-4328
Email: ashley.cunningham@gecreditunion.org

iA American Warranty Group
Shon Sanders
Phone: 512-421-8987
Email: Shon.Sanders@iaawg.com

KADA Event Information

74th Annual Convention



SIGN UP NOW! **2021 KADA CONVENTION**

Register today to join your fellow dealers at the 74th Annual KADA Convention at the Hammock Beach Resort from **June 14-17, 2021**. Enjoy the resort's extensive list of amenities while you participate in various business sessions, learning about the current status and future of our industry. Hear from industry leaders about urban science, cybersecurity for your dealership, succession planning



and much more! Plus, hear from KADA Chairwoman Kim Huffman, and President Jason Wilson. Below you will find the schedule of events and the NEW online convention registration option.

Convention Speaker Highlight



On Tuesday, hear from Ron Smith, KADA lead legal counsel, and Joe Roesner on Urban Science.



On Wednesday, hear from Glenn Mercer on the Dealership of Tomorrow: A 2021 Update.

Tuesday Evening

KADA Havana Night

Join us on Tuesday evening where we will have a Havana Night with the sounds and dancing of Elio Piedra, a Cuban flare DJ. See how cigars are rolled and enjoy the evening with your friends and family. There'll be plenty for everyone, including a kids area with games and activities.



KADA Hotel Room Block



The KADA **hotel room block is FULL** at the convention hotel, the Hammock Beach Resort & Spa.

That said, there are other options. If you are interested in participating, please reach out by email to [Leslie Wilson, CMP](#) or call 502-695-3333, and she will help you find a neighboring property. You will still be able to participate in all of the convention activities as well as

take advantage of the resort's facilities throughout the week.

[Schedule of Events](#)

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

[Online Convention Registration Link](#)

Thank You!
to our Sponsors

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Dealer Merchant Services

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Cox Automotive
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ADMIC
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Mercer Capital
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TUESDAY NIGHT SPONSOR

TrueCar

CIGAR ROLLER SPONSOR

Dealers Performance Group/Easy Care

KADA Next Gen Event

KADA will be holding our **Next Gen** event on
Tuesday, July 20th
at the **National Corvette Museum**
in **Bowling Green, Kentucky**.

To find out more information about this event and how to become a KADA Next Gen member, please contact Jason Wilson by calling (502) 695-3333 or by email at jason@kyada.com.



[Online Registration Form](#)

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

KADA Golf Tournament



The **KADA Golf Tournament** will soon tee off!

The tournament this year will be on **Monday, August 9th** at the **University Club of Kentucky** in **Lexington, Kentucky**.

You don't want to miss this great opportunity to network and enjoy fellow KADA members.

If you have questions, please contact the KADA office at (502) 695-3333 or email Leslie Wilson, CMP at lwilson@kyada.com.

Golf Sponsorship
Information

Online Golf Sponsorship
Registration



Player Registration
Paper Form

Online Golf Player
Registration



Motor Vehicle Commission Corner

Recently, the Kentucky Motor Vehicle Commission is finding that dealers are issuing 90 day tags. Governor Beshear's Executive Order expired on October 6, 2020. Therefore, **dealers should no longer be issuing any temporary tags for 90 days**. Please inform all staff who may issue temporary tags on behalf of the dealership that they may upon the sale of a motor vehicle issue a 30 (THIRTY) day tag, and if necessary, an additional 30 day tag.



NADA and Other Regulatory News

NADA Issues Analysis of 2021 First Quarter Auto Sales

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TYSONS, Va. (April 8, 2021)—The National Automobile Dealers Association (NADA) issued its analysis of U.S. auto sales and the economy following the end of the first quarter of 2021.

[View NADA Article](#)

Cox Automotive EV Report



FOR IMMEDIATE RELEASE

Sales of Electrified Vehicles Jump Up 81% in the First Quarter of 2021

- Electrified vehicle volume in the U.S. – combined sales EV, hybrid, and plug-in hybrids – surpasses 300,000 in Q1.
- Cox Automotive estimates electrified vehicle sales accounted for 7.8% of total market in first quarter, up from 4.8% in Q1 2020.
- Strong Toyota hybrid sales, new EVs entries, driving growth of electrified vehicle sales.

ATLANTA, April 19, 2021 – According to an analysis of the U.S. auto market by Cox Automotive and Kelley Blue Book, sales growth of both electric and hybrid vehicles outpaced overall market performance in the first quarter of 2021. Electrified vehicles – automobiles featuring large battery packs and electric motors in the propulsion system – accounted for 7.8% of the total U.S. market, up from 4.8% in Q1 2020.

Electrified vehicle sales growth of 81% far outpaced industry growth. Sales of electric vehicles (EVs) – battery only – grew by 44.8% year over year, reaching nearly 100,000 sales in the quarter, a record. Sales of hybrid vehicles outpaced both the market and EVs, doubling to more than 200,000 in the quarter. The overall automobile market increased by 11.4% in Q1.

	Q1 2021	Q1 2020	Y-O-Y Increase
EVs	98,832	68,247	44.82%
HEVs / PHEVs	204,921	99,719	105.50%
Total Electrified	303,753	167,966	80.84%
Total Market	3,907,738	3,509,299	11.35%
Total % Electrified	7.77%	4.79%	62.40%

The EV market continues to be dominated by Tesla, which sold an estimated 69,300 vehicles in Q1 and remains the only significant automaker in the U.S. with an EV-only lineup. Tesla accounted for 71% of total EV sales in the quarter, down from 83% share in Q1 2020.

The new Tesla Model Y is the best-selling EV in the U.S., followed by the Tesla Model 3. The Model 3 was the No. 1 best-selling EV in 2020, but sales in the U.S. market declined by more than 50% year over year in the first quarter of 2021. The Chevrolet Bolt was No. 3 on the EV list, with nearly 10,000 sales in the quarter. The all-new Ford Mustang Mach-E, which went on sale in December, was No. 4, outselling both the Tesla Model S and Model X.

While sales of EVs are increasing, hybrid sales are increasing more quickly, according to the Cox Automotive analysis. Sales of hybrid and plug-in hybrid vehicles jumped by 106% in Q1. Toyota, a hybrid pioneer, delivered most of that growth, selling 124,449 electrified vehicles in Q1, up from 49,576 in Q1 2020. Nearly 25% of new Toyota vehicles are now hybrids. The Toyota RAV4 Hybrid is now the best-selling hybrid in the U.S., with sales of 32,263 vehicles in the first quarter. The new Toyota Sienna minivan, which is available exclusively as a hybrid, is No. 2 with sales of 26,044.

In all, there are more than 60 different hybrid or plug-in hybrid vehicles now available in the U.S. Honda the is No.2 hybrid maker, with more than 22,000 hybrids sold in Q1. Honda's electrified tally was 7.1% of its

[Read full article](#)

Preferred Partner Spotlight: MOC Mid-Atlantic



MOC Mid-Atlantic is a leading provider of innovative products and resources to the automotive-dealer industry. They offer a wide range of dealership products and solutions tailored to fit your specific needs.

KADA preferred partners are an integral part of our organization. Please support those who support your association.



For more information, contact:
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804-641-1221

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