



Newsletter - July 2021

A Message from Jason Wilson, KADA President



Greetings car dealers of Kentucky,

Earlier this month KADA held its first Next Gen event since the pandemic. We met in Bowling Green at the Corvette Museum and enjoyed an evening of fellowship, political discussion, and of course some beautiful Corvettes!

This was a legislative themed meeting that focused on everything from how to effectively engage with and start a relationship with a legislator, to how to effectively lobby your cause, to what we might expect to see in the 2022 session.

We were fortunate to have Senator Mike Wilson and Representative Steve Sheldon respectively sit on a panel discussion led by yours truly. Also participating was Ryan Underwood who assists us alongside his father Tom Underwood in our lobbying efforts.

Some takeaways I would like to share with you all from this event...

Having a Next Gen program is important! As our younger members/dealers grow in their respective roles, they act as a bridge between how things are done today and how they will be done in the future. The big question is, will our industry have a voice? Will our Next Gen have a voice in the direction of proposed legislation? Will they be able to dial the cell phone of their representatives in the House and Senate? The answer is, it depends.

It depends on the level of engagement our young dealers and key managers have outside of their day-to-day responsibilities. As a former retailer myself, I fully understand the daily challenges of running an operation — the at times chaotic ebbs and flows of any given day in a store. That said, if we spend all

our time focusing on the success of the present, we will lose the opportunity to have a say in our future.

For regular readers of this newsletter, you will notice a theme, and that theme is engagement. Engage in our issues of the day and be a part of not simply preserving the ways of the present, but chartering a course for the future. Engage in Next Gen, whether you are Next Gen candidate yourself, or have key management within your organization. Get involved. Engage in KADET. If you have not yet contributed to KADET I implore you to do so. Now more than ever, we need your support!

With engagement, our future is bright. Kentucky legislators will know who we are, they will know our positions, and most importantly they will know to have conversations with us before making impactful decisions.

Conversely, being apathetic has never served anything but the status quo. KADA is asking all generations to be engaged.

See below in this newsletter for how to get involved in both Next Gen and KADET.

KADA News

Kentucky Horsepower Podcast



Check out Kentucky Horsepower, the official podcast of KADA! Listen in your car, office or at home just like you would to the radio or any music program.

You can subscribe to the podcast on [Apple Music](#), [Spotify](#) or by simply clicking the link below. You can also watch the videos on our [YouTube](#) channel.

Kentucky Horsepower Podcast

KADA University

The premier resource to help drive your dealership forward! Offering meetings and other educational opportunities, we look forward to seeing you at the head of the class. Be on the lookout in the coming weeks for more information.



ANNOUNCING



Starting this fall, KADA Members will have a new opportunity to grow their business with our all-in-one Dealer Education platform **KADA University**.

KADA University will provide training and education from the industry's best and brightest companies to give our dealers' additional resources, strategies, and tools needed to drive higher profitability.

KADA University will also become the go-to source for webinars, member events, legislative information, and access to the KADA Kentucky Horsepower Podcast.

Members Only Complete Educational Resources

- Compliance
- Digital Marketing
- Fixed Ops
- HR
- CRM
- Management
- Leadership
- F&I
- Bonus Content
- White Papers
- Industry Trends
- Legislative Updates

Launching Q4 2021



Enrollment Details Coming Soon
KYADAU.COM



Your Support Drives
Industry Forward

KADET Contribution

Ensuring that legislators understand our industry and the impact that proposed legislation could have on **your business** – for good or bad – is a primary function of your KADA team.

Being successful on this front relies on the relationships that we have built and continue to build and nurture with senators and delegates from every locality on your behalf.

And we need your support to make this happen! **If you haven't done so yet, we ask for your contribution. We're already half way through the year and the reality is we need more support.** Get your name on the list below today!

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

President's Club Level - \$2,000

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

President's Club Level - \$1,500

Lynn Alexander
Ray Cottrell Jr.
David Daunhauer

President's Club Level - \$1,000

Bob Allen
Alton Blakley, Jr.
Duke Brubaker
Steve Bachman
Larry Craig
Joe Cross
Joe Cummins
Dan Glass
Mark Gold
Bob Hook, III
David Jaggars
Jim Johnson
Todd Justice
Jack Kain
David Moore
Steve Pinkham
Wilson Sisk
Fred Tolsdorf
John Zimmer

Dick Heaton
Tim Kanaly
Dwain Taylor

Senate Club Level- \$800

House Club Level- \$500

Travis Flaherty
Patti Powell
Michael Reid
Richard Swope
Larry Turpen

[Click here to donate today!](#)

Welcome New Allied Members

LoJack by Spireon

Ronda Lewis

Phone: 513-508-0896

Email: rlewis@spireon.com

KADA Event Information

Next Gen Event Highlight

Thank you to everyone who attended our Next Gen Event Tuesday, July 20th at the National Corvette Museum. We had a great time meeting together and hearing from our guest speakers, Senator Mike Wilson and Representative Steve Sheldon.

We hope you enjoy some photos from the event below!

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



**ACV Auctions
ADMIC
Bellavia Blatt, PLLC**

Thank you!

to our Sponsors

**Brown & Brown Dealer
Services
Cox Automotive
Dealer Performance Group**

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 have fun with your fellow dealers.

If you have questions, please contact the KADA office at (502) 695-3333 or email

Melissa Peach at mpeach@kyada.com.

Hurry, today is the last day to register!

Schedule of Events:

10:00 am Registration
11:00 am Lunch
Noon Shotgun Start
5:00 pm Reception and Awards

**All times are EST*

Golf Player Registration

Thank you!

to our Sponsors

Grand Tournament Sponsors
Dealer Performance Group/EasyCare
Reception Sponsor
Dealer Performance Group/EasyCare

Longest Putt Contest
ADESA Lexington
Closest to Pin Contest
Cintas

Brown & Brown Dealer Services

Beverage Cart

General Electric Credit Union

MCM CPA's

Reynolds & Reynolds

Shepherd Insurance

Luncheon Sponsor

ACV Auctions

ADMIC

BB&T now Truist

Huntington Bank

Manheim Louisville

Hole In One Sponsor

Traditional Bank

Great Lakes Dealer Services

Longest Drive Contest

Zurich Insurance

Hole Sponsors

ACV Auctions

ADMIC

Anthem Blue Cross Blue Shield

BackLot Cars

BB&T Now Truist

Bowden & Wood, CPA's

Community Trust Bank

Cox Automotive

Dealer Performance Group/EasyCare

Henderson Hutcherson McCullough, PLLC

Manheim Louisville

Naked Lime

Stoll Keenon Odgen PLLC

Cox Automotive Industry Update

INDUSTRY UPDATE

June 2021



ECONOMIC INDICATORS

- Average hourly earnings increased 0.3% in June after increasing 0.4% in May. Average hourly earnings were up 3.6% y/y. This level of increase is high especially since most jobs being created are in lower paying service sector jobs.
- The headline unemployment rate increased to 5.9% in June from 5.8% in May. However, the BLS reported that the rate could have been 0.2 points higher if not for misclassification due to confusion about people considered as employed but away from work. This misclassification error rate declined 0.1 points from May, so the likely true headline unemployment rate in June was likely unchanged from May.
- Consumer Confidence according to the Conference Board increased 6.1% in June and left confidence down just 4% compared to February 2020. Plans to purchase a vehicle in the next 6 months improved modestly but remains down y/y. Plans to purchase a home also improved in June but remains down y/y.

DEMAND

- June total new vehicle sales were up 18% year-over-year, with the same number of selling days compared to June 2020. The June SAAR came in at 15.4 million, an increase from last year's 13.0 million but down from June 2019's 17.2 million rate.

Combined sales into large rental, commercial, and government buyers were up 63% year-over-year in June. Sales into rental increased 531% year-over-year in June but remain down 3% in the first half of 2021 compared to the same time period last year.

- Commercial sales gained 13% year-over-year and are up 27% in 2021. Including an estimate for fleet deliveries into the dealer and manufacturer channel, we estimate that the remaining retail sales were up 15% year-over-year in June, leading to an estimated retail SAAR of 13.4 million, up from 11.6 million last June but down from June 2019's 13.6 million rate.

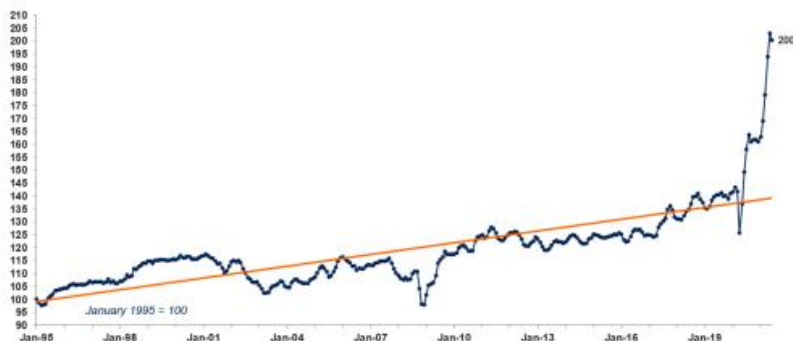
- We initially estimate that total used vehicle sales were down 11.1% year-over-year in June. This brought the June used SAAR to be 39.0 million, down from 43.6 million last June and down compared to May's 40.0 million SAAR. The June used retail SAAR estimate is 21.3 million, down from 23.1 million last year and down month-over-month from May's 21.9 retail SAAR.

LIGHT VEHICLE SALES

- ↑ 531% Rental
- ↑ 13% Commercial
- ↑ 63% Government

SUPPLY

Manheim Used Vehicle Value Index decreased 1.3% month-over-month in June. This brought the Manheim Used Vehicle Value Index to 200.4, a 34.3% increase from a year ago. On a y/y basis, all major market segments saw seasonally adjusted price increases in June. Pickup trucks outperformed the overall market, while most other major segments underperformed the overall market. New Days' supply for June was 25, down 33 days y/y and down 2 days from May.



Source: Cox Automotive Industry Update Report, July 14, 2021



Motor Vehicle Commission Corner

The Kentucky Motor Vehicle Commission welcomes Troy Fontana as a Motor Vehicle Dealer District Administrator for the counties of Jefferson, Bullitt, Spencer, Nelson, Shelby, Henry, Carroll, Trimble, Oldham, Hardin, LaRue, Hart, Edmonson, Butler, Grayson, Breckinridge, Meade, Hancock, and Washington.

The Kentucky Motor Vehicle Commission acknowledges and recognizes Stephanie Tindall Riddle for her service and dedication to the Commonwealth of Kentucky for 26 years and 10 months. The commission expresses congratulations on her retirement.

Preferred Partner Spotlight: Dealer Performance Group, Inc.



Dealer Performance Group, Inc.

Dealer Performance Group works with F&I offices providing exceptional service, products and training to guarantee your dealership remains compliant.

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

For more information contact:
Amberly Joseph; 817-404-9523;
amberly@dealermerchantservices.com

[Visit KADA Preferred Providers](#)

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