



January 2024

A Message from Jason Wilson, KADA President



Dear Kentucky dealers,

I hope that all of you have had an excellent start to this new year. At KADA, we've been busy monitoring the KAVIS system implementation (in preparation for electronic titling and registration), as well as the relevant issues at the 2024 General Session.

A couple of bills at the forefront of our agenda now are House Bill 167 and 375. As you have seen and can read about again below, HB 167 passed the House of Representatives this week, ensuring dealers stay in compliance with both federal and state law as it relates to providing prior owner information to prospective buyers. House Bill 375 was recently introduced, which requires disclosure of the buyer's full date of birth on the application for title, consistent with the new [TC 96-182](#) form we circulated last week.

On another note, I am pleased to welcome the new members to our Board, as well as our 2024 Chairman, David Moore, of Moore Ford Chrysler Dodge Jeep Ram in Hartford. These individuals bring a wealth of experience and knowledge to our organization, and I am confident that their contributions will be invaluable. Welcome Vickie Kain Fister, Richard Swope, Tim Sparks, Alex Pogue, Kameron Huffman, Trey Blakley and Treasurer Ed Hyde.

I am looking forward to attending the NADA Show in Las Vegas this week and hearing from some impactful industry speakers. The NADA Show is always a great opportunity to learn about the latest trends and developments in the automotive world, and these insights will surely help as we venture into a new year.

I strongly encourage you to attend our KADA Legislative Reception at The Foundry on Broadway on Wednesday, February 7th from 5:30 to 8:00 pm. This is an opportunity to network and meet with the leaders in our communities who are making important decisions on our behalf. Your attendance is essential. Invite the legislators in your district to the event by sharing this [PDF invitation](#).

In closing, I want to remind everyone of the importance of being an active and engaged member of our association. Whether it's by participating in our events, attending our meetings, or simply staying informed about the issues that are important to our industry, every member has the power to make a difference. Together, we can work to ensure that the rights and interests of

Kentucky's auto dealers are protected and advanced.

Thank you for your continued support.

Onward!

KADA News

KAVIS Implementation Update

The Kentucky Transportation Cabinet (KYTC) presented to the House Transportation Committee yesterday and to the Senate Transportation Committee today regarding the new KAVIS system implementation. KYTC answered several questions about this implementation process, which you can find [here](#).

You can watch the legislative coverage by clicking the buttons below. For the House coverage, fast forward to minute 37:10.

House Coverage

Senate Coverage

HB 167 Passed the House of Representatives

We are pleased to report that HB 167 has unanimously passed the House of Representatives. This legislation will enable 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. On to the Senate!

We hope to have more positive news in the weeks ahead and will continue to keep you updated on the other legislation we are monitoring.

FTC Vehicle Shopping Rule Effective Date Delayed

As previously communicated, in response to the petition for judicial review sought by NADA and the Texas Automobile Dealers Association (TADA), the Federal Trade Commission issued an **Order** postponing the July 30, 2024, effective date of the Vehicle Shopping Rule pending judicial review of the petition. The FTC's order notes that "it is in the interests of justice to stay the effective date of the rule to allow for judicial review."

Read
more

SESCO Management: HR Update

KEY WAGE AND HOUR ISSUES FOR US EMPLOYERS IN 2024

- Tracking and complying with federal, state, and local wage and hour requirements has long been top of mind for employers as wage and hour liability continues to be one of the most expensive employment law risks.
- Currently, in addition to federal rule-making and enforcement activities, state and local legislatures and administrative agencies remain extremely active in the wage and hour space, resulting in an increasingly complex compliance environment.

[Read more](#)

ACV Trend Report: Establishing the Four Corners for Winning at Your Dealership Every Day in 2024



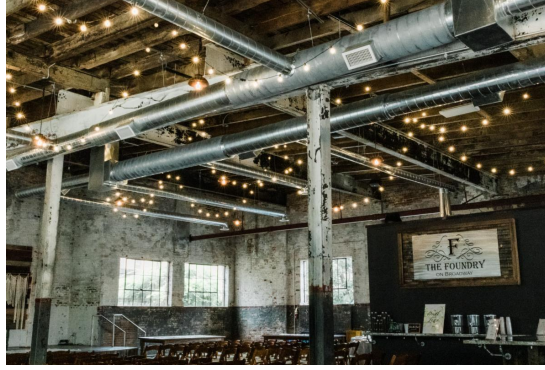
It's been said that without competition, there is no progress. For automotive retail, this couldn't be more true. Since the dawn of the automobile, the concept of winning has been built into every transaction we complete. But, how do we put ourselves on the path to greatness for EVERY point of interaction in the customer's journey? It starts with a winning attitude.

Let's be real for a moment though. It's officially 2024. Every company, vendor, and dealership already has a playbook for success, a toolkit for achievement, or a roadmap to victory. There are probably other generic business terms that get thrown around as well, but the point is...if you want to succeed, then you're already competitively fighting for progress.

[Read more](#)

KADA Events

KADA Legislative Reception



Join your fellow dealers and state legislators on **Wednesday, February 7th** for a Legislative Reception at **The Foundry on Broadway** from **5:30-8:00 p.m. EST**. This is an opportunity to network and speak with the leaders in our communities who are making important decisions on our behalf. Your attendance is essential.

Invite the legislators in your district to the event by sharing the PDF invitation below.

Please send all RSVPs to Melissa Peach at mpeach@kyada.com.

Legislator Invite

2024 KADA Family Convention



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 baytown wharf, there's something for everyone in your family!

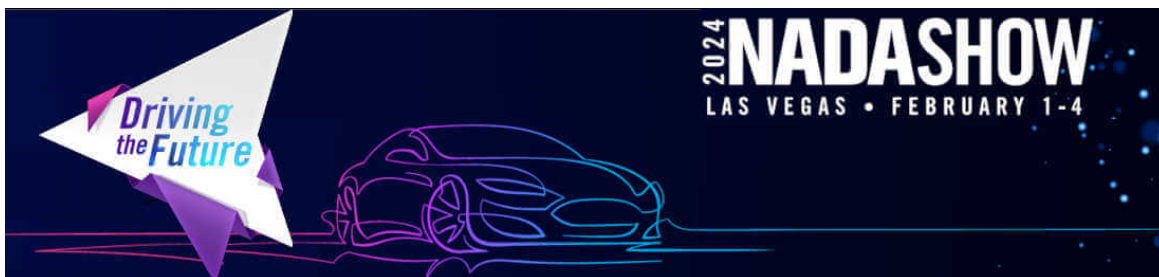
Join your fellow dealers and bring your family along for the fun. Plus, hear from impactful industry leaders who will provide you with insightful takeaways for your business. You can check out the agenda [here](#).

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



We're excited to see those of you attending the NADA Show in Las Vegas this week! Make sure you stop by our partners' booths to learn more about the products and services they offer. Please find their booth and/or event information below.

ACV – 2721W

Bellavia Blatt – 2609W

CHAMPtitles – Hosting a hangout on 1/31, 2/1, and 2/2 at Charlie's Sports Bar from 12:00-4:00 PM, details [here](#).

ComplyAuto – 4649W

Cox Automotive – 2121W, 2321W, 2131W

Dealer Merchant Services – 6637N

Hosting a happy hour on Saturday, 2/3 from 1-4 PM at their booth.

Will also be presenting "Credit Card Fees: What You Need to Know" on 2/1 at La Tache 2 at The Wynn, details [here](#).

Dealer Performance Group – Hosting a "Night at the Speakeasy" on Friday, 2/2 from 7:00-10:00 PM at The Cosmopolitan, details [here](#).

Digital Air Strike – 3101W

NADA Retirement from Empower – 2101W

Reynolds & Reynolds – 2963W, 3055W

RockED – 7223N

Spectrum Reach – Hosting a breakfast on Friday, 2/2 from 7:00-8:30 AM at Siegel's Bagelmania

kadet

Make Your Contribution Today

It's a new year and that means it's time again to contribute to our KADET fund. As we look ahead, there are plenty of changes and challenges we expect to see in 2024 and beyond. From EV mandate implications to online sales to the FTC's Vehicle Shopping Rule, there are plenty of headlines that are making waves.



In order to have a unified presence and 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 donate 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

Nancy Sparks
Tim Sparks
Dwain Taylor
Mike Hyde

Next Gen President Club \$1,000

Senate Club - \$1,500

House Club - \$1,000

Patron Club - \$800

[Click here to donate today!](#)

Navigating the Road to Fixed Ops Mastery: A Strategic Guide for General Managers



General Managers (GMs) are indispensable figures whose responsibilities extend beyond the sales floor, encompassing the Fixed Ops department. At Dynatron Software, we understand that many GMs, often armed with robust sales backgrounds, may lack extensive experience in Fixed Ops. Our mission is to bridge this gap, empowering GMs to actively contribute to the profitability of the Fixed Ops department through strategic engagement and targeted initiatives. Click below to read about the 4 key areas for General Managers to successfully navigate the road to Fixed Ops mastery!

[Read more](#)

Cox Automotive Industry Report



New-Vehicle Sales in January Expected to Maintain Healthy Pace Set in December

January new-vehicle sales, when announced next week, are expected to show gains over last year's product-constrained market. Cox Automotive forecasts sales volume in January to increase 8.3% over January 2023, a market that was still recovering from severe product shortages. Typically, January is the low-volume leader in any given year; volume in January is forecast to be down 21.3% month over month. December, historically, is the high-volume month in any given year.

[Read more](#)

Auto Intenders in Kentucky watch March Madness

Across the Commonwealth of Kentucky, adults planning to purchase a new vehicle are **more likely to tune in to March Madness!**

Stream March Madness

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New Auto Intenders	138
Headed to the Dealership	131

Watch March Madness on traditional TV

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Headed to the Dealership	119

New auto intenders are **38% more likely** than the average person in Louisville or Lexington DMAs to stream March Madness.

Source: Scarborough Market/Release: Multi-Market 2023 Release 1 Total [Dec 2021 - May 2023]; Base: A18+ DMA of Residence Louisville KY or Lexington KY; Targets: New Auto Intenders (Plan to buy/lease any new vehicle); Headed to the Dealer (Might shop any dealership); Index read as XXX more likely than the average A18+ in the Louisville or Lexington DMAs. Extrapolated by Prime Logic. KH(KY/IN) 1.20.2024

LIMITED INVENTORY AVAILABLE

Call your local Spectrum Sales Rep today!
Or email Karen Pope
Karen.pope@charter.com
to learn how your dealership can be a part of all the March Madness action.



Financial Wellness Tips with Sqwire



Ready to achieve financial wellness in 2024? Following a checklist for personal-finance management will help you get there. Among key elements: Revisit your goals, prioritize debt repayment, evaluate insurance coverage, seek education and professional advice, and plan for retirement. A comprehensive financial wellness checklist serves as your roadmap, guiding you toward smart money management, sound investments, and a secure financial future. Learn more in the latest blog from Sqwire!

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MAKE SURE YOUR STAFF IS IN THE KNOW. EMAIL US AT KADANEWS@KYADA.COM TO GET SUBSCRIBED.

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