

Call to Action

Access to Bulk Data Gone in a Month



Without intervention by Governor Dayton or the MN Legislature, the Department of Public Safety (DPS) will cut off bulk access to motor vehicle records (MVRs) on May 12, 2014. The impact to Minnesota dealers and their customers is expected to be widespread. **Motor vehicle safety recalls will be impacted; Carfax and AutoCheck reports will no longer contain histories** of vehicles registered after that date in Minnesota, and **dealers will lose access to the statistical information** that is the underpinning of the industry's business decisions. This data is used to compile the monthly Minnesota Auto Outlook in MADA News, as well as the comprehensive forecast and market share report in the quarterly magazine, Minnesota Dealer Outlook.

DPS claims bulk access needs to be stopped to curb misuse of the information for direct marketing, which is already illegal under federal law. Instead, the agency is instituting an alternative system that has no improved security and will limit the information provided by withholding the names and addresses of vehicle owners. In light of this change, the two largest subscribers of this data - Experian Automotive and RL Polk – have declared they will no longer procure motor vehicle records from Minnesota.

Legislation (S.F. 2626/H.F. 2795) to require DPS to continue to provide MVR's in bulk has broad, bi-partisan support, but stalled in Senate Judiciary Committee due to the agency's opposition. However, MADA and other affected industries continue to push for DPS to reverse course and will be meeting with Governor Dayton personally to make this request. In the meantime, we are asking our members to contact their legislators to support the bills to continue bulk access (see the backfold for details). In addition, the Minneapolis Star Tribune's editorial board has written about the fallacy of the DPS position: <http://strib.mn/1kvXizq>

inside

Visible Customer Tips

Dealer News

Choose Your MADA Info

upcoming events

- may 13 Title Basics
Minneapolis
- may 13 Certified Title
Minneapolis
- jun 12 Unclaimed property
St. Cloud
- jun 18 Unclaimed property
Minneapolis

visit
www.mada.org
for details, registration
and a complete list of
Upcoming Events and
Training

Legal News

GM Safety Recall Has Wide Repercussions

Many of us believed that no manufacturer could bungle a safety recall as badly as Toyota did with the sudden acceleration recalls back in 2009 and 2010. We were wrong. GM is now the poster child for horrible news and crisis management.

General Motors recalled 2.6 million cars earlier this year due to faulty ignition switches which could shut off the engine during driving. According to some sources, GM actually knew about the defect for nearly 10 years prior to the recall being declared. The faulty ignitions have been linked to 13 deaths.

GM's strategy of sending new CEO, Mary Barra, to face tough congressional hearings went badly. Statements of sympathy for the families of the injured and dead were not well received when Barra wasn't able to explain why the defect was kept quiet so long.

GM has also done a poor job managing public expectations about when vehicles could be fixed and the availability of loaner vehicles. During her appearances on Capitol Hill, Barra told Congress



that GM has “empowered our dealers to take extraordinary measures” to assist its customers, including free loaner cars. “If people do not want to drive a recalled vehicle before it is repaired, dealers can provide them with a loaner or rental car—free of charge.”

The reality is that GM dealers don't have nearly the necessary fleet of loaner vehicles available to fulfill this promise. Dealers are left in the difficult position of having to offer empty-handed explanations to fearful customers.

The media frenzy has precipitated other fallout. Reporters with hidden cameras have visited used vehicle lots trying to develop a story that used car buyers are not being told about open recalls. There's no statute which requires such a disclosure. Also, except with respect to their own lines where dealers routinely perform open recall work prior to resale, dealers don't have any special knowledge about recalls on competitor brand vehicles that isn't readily available to anyone on the Internet. Even though dealers may be acting totally within the law, these stories don't play well for the industry.

With any luck, we're past the crest of bad publicity over this particular recall and can look forward to a strong spring and summer car selling season. And perhaps the lessons were learned this time and the inevitable next big recall will be better managed.



Minnesota Automobile Dealers Association

The Minnesota Automobile Dealers Association is a non-profit trade association dedicated to the progress of the retail auto industry in Minnesota.

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FAX: 651-291-2894 • Web site: <http://www.mada.org>

Choose the Information that You Want

Members say that a key benefit of MADA membership is in-depth information that is useful to you. Not just news--we all get too much news. Information is reliable, actionable and available when you need it.

MADA's main publications, *MADA News* and the magazine, *Minnesota Auto Outlook*, are just the foundation. Experienced editors on the MADA staff review reams of 'news', regulatory reports and industry journals to pick out the useful bits and discard the fluff to save you time.

How are your interests different from others in your dealership? Maybe a summary of human resources policies is useless for your job? The MADA email subscription helps to filter just the updates you can use, based on your job category.

Industry Updates With a finger on the pulse of national and regional retail automotive industry issues, Executive VP Scott Lambert offers insights about issues that affect dealerships in Minnesota.

Legislative Bulletin Amber Backhaus, MADA legislative representative, provides regular updates during every Legislative Session about legislative activity relative to MADA members. The Bulletin provides the backstory: how did we get to this point and what solutions are possible?

Legal Updates How are you going to know when legal or regulatory changes at the state or federal level could affect your dealership? Counsel Jim Schutjer monitors and summarizes the actionable parts of these changes.

Fraud Alerts The ever-popular update from MADA Legal Counsel Jim Schutjer alerts dealerships to attempted fraud or criminal activity in dealerships. This just-in-time notification is sent as needed.

People News It's a small world in the dealership

business. Short updates about awards, obituaries and dealership changes are emailed as needed.

Training News Regular updates on MADA's new classes and class schedules delivered to your inbox from Training Coordinator Denise Anderson.

Apparel and Promotional Specials Need an idea for a great promotion? Jack Kohls sorts out seasonal options and manufacturers' discounts.

Direct to inbox Magazine and MADA News Copies of MADA printed publications are routed at dealerships, but some people prefer to get it direct to their email inbox with convenient hyperlinks, page jumps and 'share with a friend' features. Subscribe for an email notification and link to the online versions.

Can't Decide? Sign up for MADA Shorts, the emailed single-page of short summaries with links to more information.

A graphic titled "Recent Newsletter" featuring a stack of MADA News newsletters. Overlaid on the newsletters are two blue buttons: "VIEW NOW ONLINE >" and "SUBSCRIBE TO MADA EMAIL LIST >". Below the buttons, the text reads: "OR Flip through our latest newsletter online to see what we're up to, or view all of our past newsletters." The background is a light blue gradient.

Recent Newsletter

VIEW NOW ONLINE >

OR

SUBSCRIBE TO MADA EMAIL LIST >

Flip through our latest newsletter online to see what we're up to, or view all of our past newsletters.

Go to
www.mada.org/news/sign-up-for-email-updates
to subscribe or change your preferences.

Legal News

GM Warranty Auditors Focusing on Technician Time Records

GM warranty audits in Ohio and Michigan have charged back warranty claims where dealers can't fully account for technician hours spent performing not only warranty repairs - but customer pay and internal work as well.

The GM Service Policies and Procedures Manual released on December 31, 2013 requires dealers to generate and retain payroll and time records to show that each technician was in the shop working as well as clock-punch type documentation to show when the technician was

working on each warranty, customer pay and internal repair ticket.

In effect, General Motors audit policy provides that if a dealer can't tie down and attribute 100% of technician work hours with precision, there is an opportunity for dealers to cheat and claim excessive time on warranty repairs.

According to the Ohio Automobile Dealers Association, several warranty audits there are being appealed.

Services News

Give Your Business Cards a Personality

Custom professional business cards from MADA Services offer hundreds of options from our on-staff graphic designer to fit your needs. Look for competitive pricing and fast turnaround for business cards or card magnets.

To order, contact Reggie Klein reggie@mada.org or call 651-789-2933 or 1-800-652-9029.

Visible Customer Tip

You already own the best conquest list!

As we visit dealers around the country, we are regularly asked "how can I conquest new customers?"

Like other marketers, in the past we immediately suggested purchasing a list, developing a mailer or an email, and marketing to those customers using that purchased Conquest-list.

Now we are changing our tune! Look into your own data, look around. If you sell 100 cars a month, you have the lost leads that did not convert. Hundreds of them! Look into your databases and you will find you may already have a great base of potential conquest customers you have already paid for.

You should enjoy a much higher conversion-to-buyer rate from your own conquest list as opposed to the standard purchase offerings. Try it. You'll like it.



Minnesota Auto Outlook

Released by:
Minnesota Automobile
Dealers Association

Covering the Minnesota automotive market

Data thru February 2014

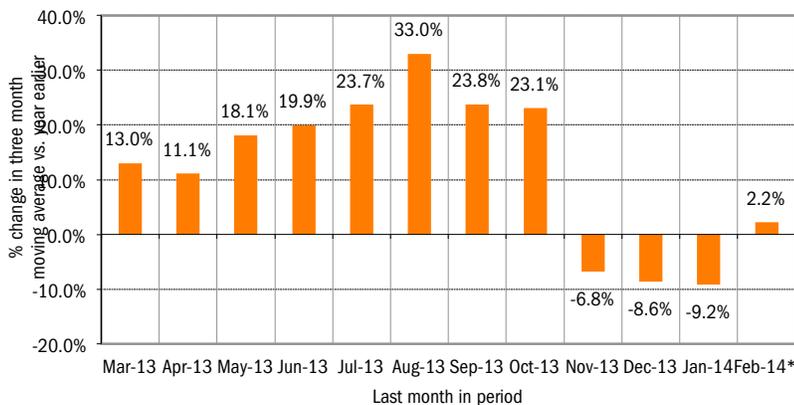
Minnesota New Retail Car and Light Truck Registrations

	Most Recent Two Months			YTD thru February*			YTD Market Share (thru February)*		
	1/13 & 2/13	1/14 & 2/14*	% change	2013	2014*	% change	2013	2014*	change
	Industry Total	26,357	27,863	5.7%	26,357	27,863	5.7%	39.5	35.4
Cars	10,412	9,861	-5.3%	10,412	9,861	-5.3%	60.5	64.6	4.1
Light Trucks	15,945	18,002	12.9%	15,945	18,002	12.9%	30.5	32.0	1.5
Japanese Brands	8,049	8,903	10.6%	8,049	8,903	10.6%	11.9	11.3	-0.6
Toyota	3,137	3,149	0.4%	3,137	3,149	0.4%	7.6	7.9	0.3
Honda	1,999	2,190	9.6%	1,999	2,190	9.6%	4.8	6.0	1.2
Nissan	1,253	1,666	33.0%	1,253	1,666	33.0%	6.3	6.8	0.5
Other	1,660	1,898	14.3%	1,660	1,898	14.3%	56.1	56.2	0.1
Domestic Brands	14,798	15,658	5.8%	14,798	15,658	5.8%	25.6	24.5	-1.1
General Motors	6,742	6,814	1.1%	6,742	6,814	1.1%	19.5	19.3	-0.2
Ford	5,134	5,385	4.9%	5,134	5,385	4.9%	11.0	12.3	1.3
Chrysler	2,891	3,432	18.7%	2,891	3,432	18.7%	0.1	0.1	0.0
Other	31	27	-12.9%	31	27	-12.9%	6.4	5.5	-0.9
European Brands	1,676	1,530	-8.7%	1,676	1,530	-8.7%	3.0	2.4	-0.6
Volkswagen	791	675	-14.7%	791	675	-14.7%	1.8	1.4	-0.4
BMW	462	396	-14.3%	462	396	-14.3%	0.8	0.9	0.1
Mercedes	210	238	13.3%	210	238	13.3%	0.8	0.8	0.0
Other	213	221	3.8%	213	221	3.8%	7.0	6.4	-0.6
Korean Brands	1,834	1,772	-3.4%	1,834	1,772	-3.4%			

Brands included above: Domestic Brands: GM (Buick, Cadillac, Chevrolet, and GMC), Ford (Ford and Lincoln), Chrysler (Chrysler, Dodge, and Jeep). Japanese: Toyota (Toyota, Lexus, and Scion), Honda (Honda and Acura), Nissan (Nissan and Infiniti), Other (Mazda, Mitsubishi, Subaru, and Suzuki). European: VW (Audi, Bentley, and Volkswagen), BMW (BMW, Rolls Royce, and MINI), MB (Mercedes Benz), Other (Aston Martin, Ferrari, Fiat, Jaguar, Land Rover, Lotus, Maserati, and Volvo). Korean: Hyundai and Kia.

*Figures for February 2014 were estimated by Auto Outlook. Data Source: Polk.

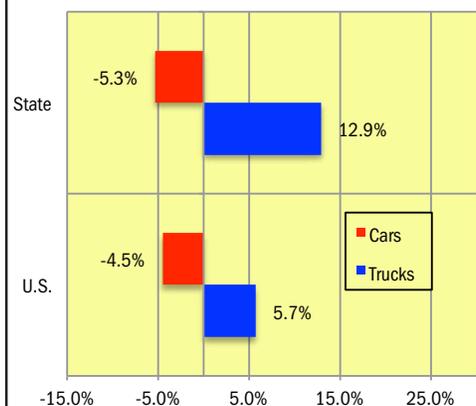
Percent Change in Three Month Moving Average of New Retail Registrations versus Same Period Year Earlier



The graph above provides a clear picture of the trending direction of the state market. It shows the year-over-year percent change in the three month moving average of new retail light vehicle registrations. The three month moving average is less erratic than monthly registrations, which can fluctuate due to such factors as the timing of manufacturer incentive programs, weather and title processing delays by governmental agencies.

*Figures for February 2014 were estimated by Auto Outlook. Data Source: Polk.

Percent Change in State and U.S. New Retail Light Vehicle Markets YTD '14 thru February* vs. YTD '13



The graph above compares the change in new retail car and light truck registrations in both the state and U.S. markets.

*Figures for February 2014 were estimated by Auto Outlook. Data Source: Polk.

Data Information

All data represents new vehicle retail registrations in Minnesota and excludes fleet and wholesale transactions. Please keep in mind that monthly registration figures can occasionally be subject to fluctuations, resulting in over or under estimation of actual results. This usually occurs due to processing delays by governmental agencies. For this reason, the year-to-date figures will typically be more reflective of market results.

Data Source: Polk.

Minnesota New Retail Light Vehicle Registrations					
	Registrations			Market share	
	YTD '13 thru Feb	YTD '14 thru Feb*	% change	YTD '13 thru Feb	YTD '14 thru Feb*
TOTAL	26,357	27,863	6%		
Acura	156	201	29%	0.6%	0.7%
Audi	170	173	2%	0.6%	0.6%
BMW	370	333	-10%	1.4%	1.2%
Buick	594	584	-2%	2.3%	2.1%
Cadillac	210	195	-7%	0.8%	0.7%
Chevrolet	4,757	4,832	2%	18.0%	17.3%
Chrysler	557	496	-11%	2.1%	1.8%
Dodge	941	806	-14%	3.6%	2.9%
FIAT	46	41	-11%	0.2%	0.1%
Ford	4,994	5,185	4%	18.9%	18.6%
GMC	1,181	1,201	2%	4.5%	4.3%
Honda	1,843	1,989	8%	7.0%	7.1%
Hyundai	853	876	3%	3.2%	3.1%
Infiniti	111	142	28%	0.4%	0.5%
Jaguar	4	8	100%	0.0%	0.0%
Jeep	634	1,122	77%	2.4%	4.0%
Kia	981	896	-9%	3.7%	3.2%
Land Rover	58	71	22%	0.2%	0.3%
Lexus	234	275	18%	0.9%	1.0%
Lincoln	140	199	42%	0.5%	0.7%
Mazda	504	504	0%	1.9%	1.8%
Mercedes	209	233	11%	0.8%	0.8%
MINI	92	63	-32%	0.3%	0.2%
Mitsubishi	95	155	63%	0.4%	0.6%
Nissan	1,142	1,523	33%	4.3%	5.5%
Other	56	59	5%	0.2%	0.2%
Porsche	26	18	-31%	0.1%	0.1%
Ram	759	1,006	33%	2.9%	3.6%
Subaru	1,030	1,216	18%	3.9%	4.4%
Tesla	12	2	-83%	0.0%	0.0%
Toyota	2,903	2,895	0%	11.0%	10.4%
Volkswagen	595	483	-19%	2.3%	1.7%
Volvo	100	81	-19%	0.4%	0.3%

Top ten ranked brands in each percent change category are shaded green.

*Figures for February 2014 were estimated by Auto Outlook.

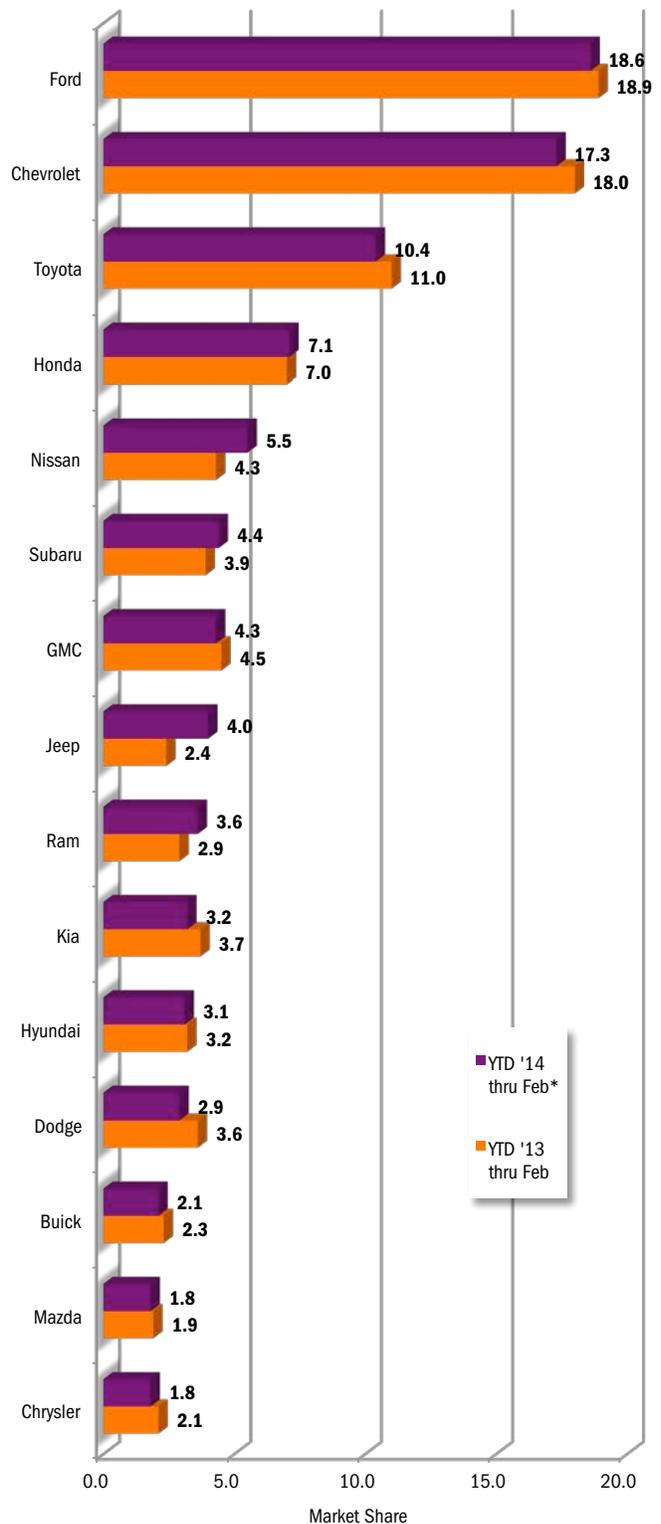
Source: Polk

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State Market Share for Top 15 Selling Brands
YTD '14 thru February* vs. YTD '13



*Figures for February 2014 were estimated by Auto Outlook.

Source: Polk.

Member News

Correction to the March Member News: The reference to the award **Steve Johnson** of **Zumbrota Ford** won should have stated: Steve was named Dealer of the Year by DealerRater.com, at the NADA Convention. The award is based on customer votes rating all Minnesota Ford Dealers for the previous 24 months.

visit us online at
www.mada.org

C&S News

Shop Promotion Material Available

One of the missions of the MADA Collision & Service Council has been to promote the use of dealerships in the most favorable light to your customers. Towards that end, a kit of pro-dealership material has been constructed and available for your use. The two versions, Collision/Service or Service Only, will make a great addition to your customer service displays within your stores. Take a look at the enclosed flyer and contact Denise Anderson to make your purchase.

FAQ

Q: We had a service customer whose car needs extensive repair and would be out of commission for a few days. The customer wanted a service rental. What's a little unusual is that the vehicle he brought in for repair has an ignition interlock switch designed to prevent him from drinking and driving. Obviously our rental fleet is not so equipped. Is it OK for us to rent him a car?

A: No. You can't knowingly rent (or loan) a car to a person with an ignition interlock restriction.

Minnesota Statute 171.306 provides in part: "A person who lends, rents, or leases a motor vehicle that is not equipped with a functioning ignition interlock device certified by the commissioner to a person with a license issued under this section knowing that the person is subject to the ignition interlock restriction is guilty of a misdemeanor."

Go to <http://bit.ly/1IT1vNa> to review the statute.



Endorsed Service & Vendors

Computerized Vehicle Registration
CVR

F&I Products
Protective

Dealership Marketing
Visible Customer

Group Health Insurance
Blue Cross Blue Shield of MN
Delta Dental
ReliaStar Life

Workers Compensation
Ensure Agency
Midwest Family Mutual

Dealer Bond Program
Ensure Agency

Collections
Springer Collections

Check Guarantee/Credit Card Processing
FIS / Certegy

Disability Income Insurance & Section 125
Cafeteria Plans
American Fidelity Assurance

OSHA, EPA & DOT Compliance/Training
ComplyNet Corporation

Fleet Fueling Program
SuperAmerica

Office Supplies
S & T Office Products

Uniforms and Linen Services
AmeriPride Linen & Apparel
Services

Hole-In-One Insurance
Hole-In-One-USA

Pre-Paid Legal, Jim Gavin
Identity Theft Shield &
Pre-Paid Legal Services



MADA Services sells a wide variety of products directly to the dealers including business forms, clothing and promotional items. For a full review of options, contact your sales representative at 651-291-2400 or go to www.mada.org

ADVOCACY ▪ EXPERTISE ▪ EDUCATION ▪ COMMUNICATION

MADA NEWS ▪ APRIL 2014

Legislative News

CALL NOW TO KEEP BULK VEHICLE DATA ACCESSIBLE

Contact Your State Senator and Representative Today!!

Legislators are entering the final stretch of the session – and must act on legislation before May 12th to keep bulk data of motor vehicle records available.

The Department of Public Safety (DPS) has decided to stop providing motor vehicle records in bulk, inhibiting the motor vehicle recall process and limiting an important tool our dealers use for business planning. Please call your state senator and representative by Tuesday, April 22 and let them know:

“I am an auto dealer who lives/works in your district and I ask you to support Senate File 2626/House File 2795. These bills will allow us to continue to receive motor vehicle data to:

- 1. respond to vehicle safety recalls quickly and efficiently;*
- 2. provide complete vehicle histories for customers; and*
- 3. determine our vehicle and parts inventories needed to serve our customers.*

Don't make Minnesota an outlier – give us the tools to keep motorists safe and our economy on track.”

When you are done, please thank them for their consideration and remember to remain courteous.

If you don't know who represents you, use the legislative district finder at <http://bit.ly/1kvXMWf> or call Senate Information at (651) 296-0504 or House Information at (800) 657-3550.

	Class Options	Circle Preferred Date	Location
The Certified Title & Registration Program	Sales Tax 9:00 a.m. - 10:00 a.m. \$99	May 13, 2014 July 8, 2014	Doubletree by Hilton - Park Place 1500 Park Place Blvd Minneapolis, MN 55416 Registration includes lunch, sponsored by CVR
	New to Fleet 10:30 a.m. - 12:30 p.m. \$99	May 13, 2014 July 8, 2014	
	Minnesota Titles and Transfers 1:00 p.m. - 3:00 p.m. \$99	May 13, 2014 July 8, 2014	

	Class Options	Circle Preferred Date	Location
Title Basics	Title Basics – Minneapolis 9:30 a.m. - 11:30 a.m. \$199	May 13, 2014	Doubletree by Hilton - Park Place 1500 Park Place Blvd Minneapolis, MN 55416 651-789-2950

	Class Options	Circle Preferred Date	Location
Unclaimed Property for Dealerships	Unclaimed Property for Dealerships 1:00 p.m. - 3:00 p.m.	June 12, 2014	Holiday Inn 75 S. 37th Ave. St. Cloud, MN 56301
	Unclaimed Property for Dealerships 9:30 p.m. - 11:30 p.m.	June 18, 2014	Doubletree by Hilton - Park Place 1500 Park Place Blvd Minneapolis, MN 55416 651-789-2950

Name _____	Title _____
Name _____	Title _____
Dealership _____	
Phone _____	E-mail _____

Exclusive Offer ONLY for Collision & Service Council Members

Nobody knows your car better than your dealer.



Trust your local franchised new car & truck dealership for all your collision and service needs

- Experienced, factory-trained technicians
- Experience dealing with insurance companies
- Competitive prices
- Clean, comfortable facilities
- State of the art equipment
- Convenient hours & locations
- Access to current factory recalls and technical service bulletins

FACTORY TRAINED SERVICE MATTERS
When you bring your vehicle to a factory dealership for maintenance, repairs or any other service work, the work is done by a factory-trained technician who's trained on the latest, most advanced car and truck technologies like yours... in a facility designed specifically for your vehicle.

QUALITY DOESN'T COST MORE
Here our dealerships are committed to shipping the competition... to guarantee competitive service prices. The right service really does mean "Don't leave your vehicle in a "time-to-fix-it" service shop. You want it fixed right, because you want it running right."

MADA
Collision & Service Council

Window Cling
24x24" full color one sided static cling vinyl
4 per kit

Nobody knows your car better than your dealer.



Trust your local franchised new car & truck dealership for all your collision and service needs

- Competitive prices
- Clean, comfortable facilities
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- Convenient hours & locations
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MADA
Collision & Service Council

Service Floor Mats
17x22" full color one sided latex paper
500 per kit

Nobody knows your car better than your dealer.



Trust your local franchised new car & truck dealership for all your collision and service needs

- Competitive prices
- Clean, comfortable facilities
- State of the art equipment
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MADA
Collision & Service Council

Mirror Hang Tag
8.5x11" full color two sided with die cutting
100 per kit

For collision service, the safest bet is your local dealer. Always.

If you've been involved in an auto accident, bring or have your vehicle towed to your local new car and truck dealer.



FACTORY TRAINED SERVICE MATTERS
When you bring your vehicle to a factory dealership for maintenance, repairs or any other service work, the work is done by a factory-trained technician who's trained on the latest, most advanced car and truck technologies like yours... in a facility designed specifically for your vehicle.

WHAT TO DO AFTER AN AUTO ACCIDENT:

- Stop your car and call for an accident report.
- Call your insurance company and let them know you were involved in an accident with your vehicle.
- Exchange information including name, contact information, address and insurance policy information of all parties involved.
- Fill out an accident report and if possible get your vehicle off the road as soon as possible.
- Take photos of vehicles involved, any property damage and the scene of the accident.
- Call the police and do not leave the scene until a full report has been made.
- Call your insurance company with the police and a full report has been made.
- Keep everyone's name, address and phone number.

Trust your local franchised new car & truck dealership for all your collision needs

Leave Behind Card
8.5x5.5" full color two sided
250 per kit

Nobody knows your car better than your dealer.



Trust your local franchised new car & truck dealership for all your collision and service needs

- Competitive prices
- Clean, comfortable facilities
- State of the art equipment
- Convenient hours & locations
- Experience dealing with insurance companies
- Access to current factory recalls and technical service bulletins
- Experienced, factory-trained technicians

FACTORY TRAINED SERVICE MATTERS
When you bring your vehicle to a factory dealership for maintenance, repairs or any other service work, the work is done by a factory-trained technician who's trained on the latest, most advanced car and truck technologies like yours... in a facility designed specifically for your vehicle.

QUALITY DOESN'T COST MORE
Here our dealerships are committed to shipping the competition... to guarantee competitive service prices. The right service really does mean "Don't leave your vehicle in a "time-to-fix-it" service shop. You want it fixed right, because you want it running right."

MADA
Collision & Service Council

Acrylic Display & Holder
8.5x11" full color one sided acrylic holder / gloss paper
4 holders / 10 inserts per kit

Nobody knows your car better than your dealer.



Trust your local franchised new car & truck dealership for all your collision and service needs

- Competitive prices
- Clean, comfortable facilities
- State of the art equipment
- Convenient hours & locations
- Experience dealing with insurance companies
- Access to current factory recalls and technical service bulletins
- Experienced, factory-trained technicians

FACTORY TRAINED SERVICE MATTERS
When you bring your vehicle to a factory dealership for maintenance, repairs or any other service work, the work is done by a factory-trained technician who's trained on the latest, most advanced car and truck technologies like yours... in a facility designed specifically for your vehicle.

QUALITY DOESN'T COST MORE
Here our dealerships are committed to shipping the competition... to guarantee competitive service prices. The right service really does mean "Don't leave your vehicle in a "time-to-fix-it" service shop. You want it fixed right, because you want it running right."

MADA
Collision & Service Council

Digital Display
1920x1080 pixels digital download

MADA
Collision & Service Council
A Clear Voice for Dealership Collision and Service Centers

- Promote the industry and your own shop
- Contact Denise to order denise@mada.org
- \$660 each
- Shipping costs may apply
- Available as Collision & Service or Service Only